

The Group Lesson Advantage

Group vs. Private Lessons for the New Golfer/Beginner Student

Everyone agrees that private lessons offer the advantage of one-on-one learning, full and devoted attention to the student, and opportunities to “do more” with the student (i.e., video taping of swing, swing analysis, specific drills, etc...). But be open to the following when working with new or beginning golfers. Consider other possibilities to the teaching paradigms that currently exist.

Group Environment

Group Instruction vs. Private Instruction from a Financial Standpoint

Successful group lessons generate more lesson revenue than do privates. At a private lesson rate of \$50 an hour, six hours of lessons would generate \$300 (assuming the “6 lessons for the price of 5 package” is not offered, in which case the total would now be \$250 for 6 hours). If a 6-hour group class was offered at \$149 per student, and six people took the class, the total lesson revenue would be **\$894!!** Even with only three people in the class, that’s still \$447! Not too bad.

Besides the immediate financial benefit, a greater number of people would be exposed to golf in the same amount of time as doing individual lessons. This affects long-term revenue by getting more students, who want to take more lessons, play more golf, and tell more friends! Not a bad business concept!

Group Instruction

In a group environment, a beginning golfer learns with other beginning golfers. When one hits a great shot, they all get excited. The intimidation level goes down because they all go through “it” together and have fun in the process. When they do miss-hit shots, they realize its okay because everyone in the group miss-hits shots too. It is just part of the learning process. The focus comes off of “being good at golf” and shifts to “having fun playing golf.”

Private Instruction

In private instruction, the beginner sees a teacher demonstrate a shot or drill, tries to emulate the instructor, and may get frustrated as to why they can’t do it. Their measuring rod is the instructor. Their focus is on performing and trying to get it right. Unless nurtured along by a good instructor who knows what the student is going through emotionally that could lead to discouragement.

Group Instruction

In group lessons, when the lesson series is over, hopefully students have made new friends. The terrorizing idea of being paired with strangers doesn't exist because they know people of the same skill level that they can play with.

Private Instruction

In private instruction, once the lesson series is over, the new or beginning golfers may never attempt to play golf on their own. Fear, embarrassment, intimidation and feeling that they're not ready to play golf yet may keep them from ever trying. In addition, there is the lack of the social aspect of the game. Surveys show that one of the "Top 5 Reasons" why golfers quit is because they have no one to play with.

Group Instruction

Students also help and encourage each other to practice. They have "Practice Buddies"; an external motivation for getting to the golf course and practicing. They socialize with and get feedback from people that are going through the same learning experience as they are. This makes practicing much more enjoyable and not so much a chore. Challenges have always existed on how to get the new golfer from the lesson tee to the practice tee. This might provide a viable solution.

Private Instruction

Good instructors present good reasons of why their students need to get out and practice. But unless the instructor is calling students and encouraging them to come out and practice, or inviting them to come out for supervised practice, motivating students to WANT to practice is not an easy thing to do.

Conclusion

The relationships that grow from private lessons are priceless. Moreover, there is a point in a golfer's life that private lessons may be needed. But consider the above arguments when it pertains to new and beginning golfers. Consider the mass appeal that it has and the opportunity to create a large following of students as well as creating a large amount of loyal customers for your facility.