



**PLAN  
BETTER**

**PRACTICE  
BETTER**

**PREPARE  
BETTER**

**PLAY  
BETTER**



Welcome to Trent Wearer Golf. We appreciate that you have entrusted us with your game as you embark on a process of improvement. In our ongoing effort to remain the region's top golf academy we spend a lot of detail on each student. We will do everything we can to help you improve. We don't just "give golf lessons." We begin by asking you to complete our questionnaire and making you feel welcome and comfortable. We look forward to coaching you through all the stages of learning and in all the areas that will make the biggest impact on your game.

The game of golf is both fun and frustrating, however, the lessons learned in trying to maximize your potential in golf are applicable across a number of disciplines in life and the golfer who strives for this excellence not only becomes the best golfer he or she can be but also the best person.

Practice Great to Play Great,

A handwritten signature in cursive script that reads "Trent Wearer".

Trent Wearer



## Player-Coach Relationship

This packet contains resources and information that will help you better understand the steps it takes to improve. Here are a few quick rules we like to stress and expect you to follow:

1. **Deliberate, Focused Practice:** The student is expected to practice, and practice in the same manner as was done during the lesson. Use drills, a mirror, slow-motion swings or whatever feedback process was given to you during the lesson. You need to KNOW you're improving instead of just whacking golf balls just "thinking" that you're improving.
2. **Communication:** You need to let us know when you're struggling, don't understand something, feel off-track, or have any questions at all. We all need to communicate & be on the same page.
3. **Tracking Progress:** We highly encourage you to keep stats on your on-course play. There are a number of stat programs out there and we highly recommend using [shotbyshot.com](http://shotbyshot.com) or we can email you a free spreadsheet to help you keep track. We also want you to document the scores you achieve from playing the practice games that you will be given.
4. **Respect:** Respect the game, its history, its rules, every golf course, and every golfer. Pull for others but work harder than they do. Represent yourself well in your behavior and your dress. And that starts at Meridian where you must wear a collared golf shirt and no jeans.
5. **Conviction:** It is often the case that you will be approached by people who mean well but offer advice to you that perhaps doesn't apply to you. This is why *you* need to KNOW and UNDERSTAND your swing as well as the stage that each area of your game resides.



## **GOLF IS A SKILL**

### **Research on Accelerating Skill Acquisition**

Two variables have been identified as the most critical for motor learning/gaining a new skill: (1) Increased Deliberate Practice, and (2) Knowledge of Results/Feedback.

The quality of practice obviously makes a difference:

1. All practice must have a purpose. Players will learn more rapidly by doing drills and practice activities that are useful and interesting
2. Since the golf swing involves a high level of motor integration, practice should emphasize the “whole” swing to enhance learning
3. Players should have an awareness of the hierarchy of golf skills to be learned and strive to master the initial skills in the hierarchy first before proceeding to more complex skills. The existence of prerequisite skills will facilitate the learning of more advanced golf skills
4. Practice successive drills of the same type will improve learning
5. Continually remind players of the benefits of practice and improving their game
6. All drills and activities must be “meaningful.” Nonsense activities (e.g., just hitting balls) will serve as interference to learning.
7. Players benefit from viewing themselves as a “member” of a group of people who can play golf successfully. Otherwise, they may sabotage their own learning process due to your having a goal that seems contrary to their own self-identity.
8. To enhance learning, players should “understand” the connection between swing mechanics and ball-control/ball-flight.
9. Coaches should provide an explanation and demonstration of the skill to be learned. Players benefit from having a clear image of the mechanics to be achieved.
10. It is the coach’s responsibility to present instruction in a comprehensive manner, AND to confirm with the player that the player received and understood the instruction in the manner intended.



## **Golf's Three Skills**

Golf is a game of skill just like other sports yet the golf instruction industry, indoor-only golf centers and the media have done a very good job at selling you tips, quick-fix tidbits, or instruction in an unrealistic setting all that typically tend to revolve around the full swing only. There are three skills you'll need in this game and it's much more than simply improving the mechanics of your full swing. By understanding these skills better, we hope you become more aware of the skillset needed to play better golf and begin to look at improving in a broader sense focusing on the areas in your game that need the most attention.

If you haven't completed our Questionnaire, please do so on our website and email it to us. This will help layout a prioritized plan of attack and give us a better understanding of you and your game.

### **BALL CONTROL SKILLS**

- You need to successfully put the ball in play with your tee shot
- Ability dependent, but you roughly need to hit wedges within 15-25 feet of the hole and your chips much closer
- Have 2 putts or less

### **DECISION-MAKING SKILLS**

- Ability to analyze all that goes into each full swing, pitch, chip, putt and bunker shot
- Know how far you hit each club
- Play to your strengths
- Strategize and properly weigh risk-reward
- Play with the correct clubs in your bag

### **SELF-MANAGEMENT SKILLS**

- Obtain mental toughness skills (focus, acceptance of distractions/bad shots)
- Have emotional management
- Be in proper physical condition
- Hydration and nutrition knowledge
- Know your optimal intensity level and how to shift it as needed
- Know your style of play (conservative, aggressive, combination)



## Four Steps of Mastery

At the Trent Wearer Golf Academy, it is our passion to help people reach their goals, reach their potential, and enjoy the game more. The first thing that we should be focusing on as a team is your weakest link, which is why you must complete a comprehensive questionnaire before we even begin. This helps us learn as much about you, your learning style and your game as possible.

When golfers look to improve, what tends to dominate their minds are the mechanics or technical aspects of the game. Endless tips, swing advice -- whether solicited or not -- flies around every practice facility. An endless number of videos can be seen online while different theories and methods from many other media pound the golfer with information. However, one thing remains the same when it comes to how people master something, as Dr. Rick Jensen explains in his book *Easier Said Than Done*, - it's called the Four Steps of Mastery:

**Step 1: UNDERSTAND CAUSE & EFFECT** – Seek to identify and understand the cause of your errors and their respective solutions all in an effort to gain better ball control. This will help you achieve more desirable, consistent results.

**Step 2: INTENTIONAL PRACTICE** - You must practice in order to acquire the skills you learned in Step 1. This is focused repetition with feedback from your coach, a drill, training aid, mirror or the like.

**Step 3: TRANSFER PRACTICE** - You must practice golf. This is what sports psychologists call transfer skills - the ability to transfer your game to the course. This is accomplished in practice through simulating conditions you'll experience on the course under pressure via practice games. Resources you can take advantage of include the book *Golf Scrimmages* or our free website [scratchgolfer.org](http://scratchgolfer.org)

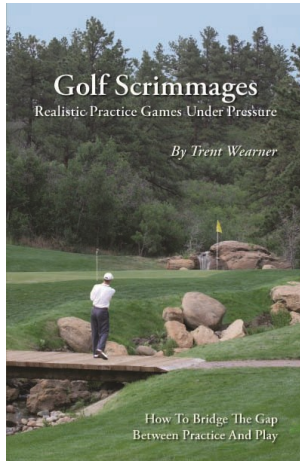
**Step 4: PLAY** - You actually need to perform on the course with success while keeping score, with hazards and obstacles lurking, other competitors around, etc. This will typically require you to not only successfully work through Steps 1-3 but also acquire additional skills needed on the course. These would include things like decision-making skills and self-management skills.

What you can take from this and begin to apply is not a tip to use on the range or putting green but a concrete template for how you begin to look at learning and how to begin to develop into a great golfer. You need to know that each area of your game could be in a different step than another area. You need to understand and work through all of these steps. If you try to skip steps and take your “new found swing” from Step 1 all the way to Step 4 it's highly probable that it will fail on the course. It is our duty to coach and guide you through all four to help you become a better player. There are no quick fixes for those who want to see how their potential measures up. Hard work, determination, fun, perseverance, setbacks and triumphs are all part of the process and we look forward to experiencing all of this with you.



## CLIENT EVENTS

**Trent Wearer Golf presents a unique opportunity for business client relations.** Through a golf instruction event with Trent Wearer, you can reward your top clients, acquire new clients, or fuse the two by inviting top clients to bring someone who would hopefully turn into a client. These business events are tailored to individual parameters, but can include an educational/entertaining seminar during lunch, a clinic on our full swing tee, short game/putting area, or on our practice holes. A fun, educational, intimate golf instruction event is a great avenue to find and attract new clients or nurture and retain those you already have.



**Golf Scrimmages by Trent Wearer** helps you understand how to take your game to the course. It is that missing step you must take in order to bridge the gap between practice and play. Golf Scrimmages is a staple in the programs of the country's top teachers as well as top high school and college programs. If you want to transfer your game to the course, you must understand this practice process. Visit [www.golfscrimmages.com](http://www.golfscrimmages.com) for excerpts and to see what others like Zach Johnson are saying about the book.



**Club Fitting:** FlightScope's X2 launch monitor is top-of-the-line. It is the luxury of all launch monitors and can be seen at PGA and European tour events. We use it for teaching and for club fitting purposes. Unlike other Colorado club fitting options, we fit people for golf clubs outdoors combining the technology and reliability of the X2 with the ball's true flight, instead of hitting into a net or simulator. We also sell clubs at or below what you can buy them for at discount golf stores.



Science & Motion  
Sports

**SAM Putt Lab:** When putting, even the smallest movements can decide everything. SAM Putt Lab uses state-of-the-art ultrasound technology and specific mathematic algorithms for precise measurement of the relevant putting parameters. The intelligent SAM PuttWare automatically evaluates aspects at address and during your putting stroke. It calculates all relevant parameters and graphically displays the results. The data reveals precise information on how to improve your setup/stroke and how to tailor individual training strategies.





## CORPORATE GOLF

**Trent Wearer Corporate Golf** is the best golf instruction academy to hire for your company event. Corporate golf instruction can range from a couple of hours at our facility to elaborate trips to premiere resorts around the country. Businesses come to us for client appreciation or team building clinics as well as full day or multiple day golf schools. We customize events for any group size. We take pride in providing the best and it shows as we've done corporate outings for the same major companies for over ten years.



**Golf Schools:** TWGA offers golf schools throughout the year. All schools consist of only 3 students per instructor so you'll definitely be getting the most out of your time! These small groups make for quality instruction and more personalized time. Golf schools include Full Swing School, Driver School, Putting School, Short Game School, and a variety of Junior Golf Schools, including the Summer Long Golf Program, On-Course Playing School, Full Swing School, and others.



**Range Finders at the Lowest Price:** TWGA offers several Bushnell Range Finders including the Bushnell Range Finder Medalist, Bushnell Range Finder 1600 Tournament Edition, Bushnell Range Finder 1600 Slope Edition, Bushnell Range Finder Tour V2 Tour Edition, and Bushnell Range Finder Tour V2 Regular Edition. You CANNOT purchase them for less anywhere else, period!



**Traveling Golf Schools:** While we teach year-round at our fantastic Meridian Golf Club facility we do conduct golf schools at resorts all around the country. Keep your game sharp or get prepped for the upcoming season. We travel to Arizona, Las Vegas, Mexico, Florida, Georgia and California as well as New England in the fall!



**Social Media:** Trent Wearer Golf utilizes Facebook, LinkedIn and Twitter, to stay in contact with students, post student accomplishments, connect students with college golf coaches, post inspirational quotes, and inform students of upcoming events. These sites create a forum for new and old students to stay in touch and keep a pulse on the latest TWGA events.