

OCTOBER 26, 2022

OPINION

Staying Power: A Need for Longevity in the Latest Industry-Wide Initiative

By Michael Williams, Contributor, Golf Business

I always get a little private laugh when I go to buy socks. While shoes come in a wide range of sizes to offer a comfortable fit, socks come in two sizes meant to cover that same range. The socks that I get are labeled “Fits sizes 9-13”, an astonishingly ambitious claim even for a product that is built to expand. Predictably, some perform better than others. Over the years there have been a number of “one size fits all” golf industry promotions and initiatives designed to entice the non-golfing public to take up the game. And like most socks, the programs wore thin, developed holes and eventually ended up in the litter basket. Remember Play Golf America, the great invitation to the game that was meant to serve as the umbrella for a group of initiatives that targeted specific groups?... [READ MORE](#)

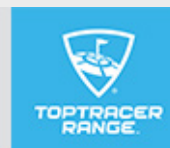
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SPOTLIGHT

Coaching Golfers While They're On The Course Is Revolutionizing Golf Instruction – And Boosting Profits

By Doug McPherson, Contributor, Golf Business

Back in 2008 when Will Robins began teaching golf, he did something unusual. Instead of loading students with tons of tips on the driving range, he took a foursome on the course



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for nine holes. Robins then watched each player's game, developed a specific improvement plan for each one and then taught them how to practice. The result? His players dropped an average of 11 strokes in 10 weeks. It's no surprise Robins kept doing it and he eventually dubbed it The Scoring Method™, which guarantees lower scores. The way Robins sees it, the current instruction model is broken... [READ MORE](#) >>

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