



Golf for the Mind, Body, Soul and... a Shortcut to the Corner Office?

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With fashionable female golf pros like Annika Sorenstam and Michelle Wie making headlines, women of all ages are getting inspired to hit the links. Female golfers love the sport because it can increase their corporate self-esteem and has great health benefits. Golf Made Simple offers soothing beachside locations and comfortable 4-person classes, featuring a holistic vibe that focuses on sensory golf instruction – appealing to each golfer's individual learning style.

PR9.NET November 16, 2006 - Palm Coast, FL – What do wine tasting classes, holistic golf lessons, and public speaking boot camp all have in common? They are all stepping stones to increasing women's corporate self-esteem these days. In New York City, female execs are taking spirited classes that teach them how to order from fancy wine menus with ease during high-pressure corporate dinners. Golf lessons are becoming increasingly popular for the same reason. Golf schools are literally, leveling out the golf playing field. Many career-minded women have realized that golf can be a shortcut to a corner office. A round of golf can provide 4-5 hours of one-on-one time to build relationships that just can't be created in a boardroom or over lunch. According to the Greater Indianapolis Chamber of Commerce, an estimated \$28 billion in annual sales in the U.S. is directly attributed to the contacts, conversations and relationships initiated or conducted while on the golf course.

What's the catch? Many women (and men) freeze on the course in front of important clients and colleagues. Taking a golf lesson can be just as intimidating, so many women are now opting for small class sizes with personal attention from an instructor who will help to enhance their game, and not change their grip or stance. No one has time to fight rush hour traffic to make it to the local golf course for an hour golf lesson, and then rush to pick up the kids and make dinner. It's almost impossible to squeeze practice time in during the week. Many women are instead choosing 3, 5 and 7-day intense golf programs like the pro's do to train for tournaments.

Founder of Golf Made Simple and PGA pro Marc Solomon explains, "There is a clear advantage of being away from the hectic world and in a relaxed, yet encouraging learning atmosphere. The problem with one-hour golf lessons is that golfers are still in their Monday through Friday fast forward mode, filled with mental to do lists. Weekly lessons waste time; they aren't intense enough to improve the overall consistency of your game long term."

Golf Made Simple uses an organic approach to learning; instructors have small intimate classes with personal attention. There's never any anxiety or embarrassment about performing in front of 20 students; Golf Made Simple classes max out at four golfers. "The number one barrier for women in golf is that they don't want to slow everybody else down on the course because they aren't as consistent as more experienced golfers," says Solomon.

Holistic teaching methods will focus on:

- Moving the whole body in one graceful motion
- De-cluttering mental fog and increasing clarity
- Enjoying the strategy of the game through various learning methods

"Golf is growing in popularity. Currently, around 25% of U.S. golfers are women," says Solomon. "Annika Sorenstam and Michelle Wie are making a great golf game seem attainable and glamorous. Beginners and amateurs shouldn't feel reluctant to give golf a shot, just join a small class that makes you feel comfortable. Golfers need to enjoy the game, not get stressed out about the 132 points of swing mechanics."

Golf Made Simple recognizes that every golfer has a different learning style, so lessons are tailored for visual, auditory or kinetic learners. Solomon explains, "I pay attention to how golfers react to their first lesson on the practice range. After being given instructions and executing a great swing, a visual learner will say, 'Oh, okay, I see what you mean,' An auditory learner will say, 'I hear what you saying,' and a kinetic learner will say, 'Oh yeah, I can feel that swing.' It's amazing!"

Donna Gill, from Fort Worth, TX, visited Golf Made Simple and saw great improvements in her game. "My background is psychology, and my focus is very analytical as far as people are concerned. My Golf Made Simple instructor communicated each concept differently for all the golfers in my group. He approached lessons like a circle, he communicated from every possible angle and direction, reaching out to the visual learners, or the analytical learners like me. This really sets him apart from other instructors out there who have an exaggerated focus on mechanics – not fluid natural movements. Golf Made Simple brought together all the elements of the game without dissecting it or using video analysis. It was a much more holistic approach, and it worked," says Gill.

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About Skye Communication, LLC

Skye Communication specializes in high-end and corporate public relations, promotions and marketing. We pride ourselves on building effective communication campaigns for our clients, with both strategic and creative foundations that can grow with their needs and the ever-changing media market.

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