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How Golf Instructional Videos Can Take Your Game To The Next Level

By Jack Moorehouse

I've been providing golf instruction for many years. And while I enjoy giving golf lessons and discussing golf tips, there's something to be said about golf instructional videos as teaching aids. Increasingly popular, videos have several advantages other instruction methods don't. Below are four advantages that I especially like about videos.

1. **Visual Learning** We're all different and we all like to learn in our own way. Research has found that two major categories of preferred learning styles exist—visual and auditory. (Those who use both are referred to as "balanced" listeners.) In other words, when it comes to learning new information we prefer to use either our eyes or our ears, depending on how our brain works. About 65 percent of us are visual learners. The rest are auditory or balanced learners. I see this theory at work in my golf lessons all the time. People prefer to see a technique or a specific shot executed, enhancing the learning process.

Instructional videos provide an excellent learning experience, given our preference for learning visually. Many of us tend to learn new information faster and retain it longer when the information is taken in through our eyes, making videos highly effective teaching tools. In addition, videos can provide two or three times the amount of information in a visual setting than other methods. One golf video I viewed covered the basics of golf in a little less than an hour. Thus, golfers not only receive information in their preferred learning style but also in greater quantities, reinforced by the latest visual techniques.

2. **Money Savings** In comparison to a typical hourly lesson rate of anywhere from \$50–\$150 for a PGA Pro, a golf instruction DVD can provide that same information at a fraction of the cost. Better yet, you can watch it over and over again...without getting charged hourly.

3. **Stop and Rewind** This technological capability must be singled out for its unique communication capabilities. Unlike a personal presentation, the instructional video allows the viewer to stop and rewind the tape, either from the beginning or from a certain point in the script. In other words, it lets us replay the tape again and again, helping us learn through repetition.

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The capability also helps with complicated golf techniques. We can rewind the tape over and over again and watch how a shot was made, imprinting it in our minds. It's especially helpful with difficult shots. Once we have this visual representation in our minds, making the shot when we face it becomes much easier.

4. Unique Technological Capabilities Instructional videos employ the medium's unique technological capabilities to drive home key points effectively—capabilities that support information presentation. Golf instructional videos use split screens, inserts, close-ups, and computer generated 3-D graphics to teach the game's fundamentals such as how to grip, aim, and swing the club as well as how to create the proper angles at address and how to take the club back correctly.

These techniques also help maintain our interest, especially when combined with other visual aides. There's nothing more boring in person, on television or during movies than watching a talking head. Human beings crave action, movement, and so on. If we don't get it, we get bored quickly and turn our attention to other things, lowering the effectiveness of the presentation. Keeping us interested helps us

focus on the material being presented.

In addition, the capability lets us hone in on details we might have missed the first time around, as well as things that we couldn't see in print, like rhythm, balance, and timing. Much of our golf game depends on these details and key intangibles, and much depends on our getting a "feel" for what the moderator is talking about and demonstrating.

These are just four of the unique benefits provided by instructional videos. If you sat down and studied the question, you probably could come up with several more. These benefits explain golf instructional videos' popularity over the last decade or so, and why they are so efficient in communicating information to a golfer. In short, they are cost-effective teaching tools for the average golfer.

Of course, we're not saying that you should abandon all other instructional methods, like golf lessons and golf tips. Each makes a contribution to the learning process and each has its place among the different techniques. Golf lessons, for example, are great at providing feedback and correcting faults.

By combining teaching methods, however, you'll learn the game faster than using just one method. You'll also learn to lower your golf handicap faster using several teaching approaches than one. And isn't that what golf instruction is all about?

Jack Moorehouse is the author of the best-selling book "How To Break 80 And Shoot Like The Pros.

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" He is NOT a golf pro, rather a working man that has helped thousands of golfers from all seven continents lower their handicap immediately.

All For The Love Of Golf

By George Gabriel

Golf is supposed to be an enjoyable game. We golf over and over again, because we love the game. So why do we beat ourselves up, just before we get off the first tee box? Have you ever heard yourself with a bunch of negative emotions before the golf round?

"Another day out on the golf course and my back is killing me." Why would you even consider golfing, if it were painful? Why did those even consider golfing with a bad back? I'll tell you why. All for the love of golf!

"I have to get through this eighteen with the least amount of pain." Why not play nine holes instead of eighteen? I'll tell you why. All for the love of golf!

"I am not too sure if the mental part of my game can take any more. It's tough mentally when things just aren't going right." If your confused mentally, why even bother picking up a golf club? I'll tell you why. All for the love of golf!

"I hope this is not going to be another brutal round, like the other day?" When things are not going right, why not take a day off from golf and meditate instead? I'll tell you why. All for the love of golf!

"If I do not hit the fairway on the first tee box, I think I'll quit playing golf after eighteen." Why quit after eighteen when the first shot may be the reason to quit? I'll tell you why. All for the love of golf!

"If I do not make par on the first hole, I am not going to keep score for the rest of the round." If your temper is that bad, why carry a scorecard at all? I'll tell you why. All for the love of golf!

"The first water hazard my ball ends up in, my golf clubs are going in with it." Do yourself a favor and play with rentals. Why? All for the love of golf!

"I better not three putt any greens today. I'll break my putter on the first three putt green, if I do." Do yourself a favor and pick up for two. Why? All for the love of golf!

"Frosty will never see winter, if I get a snowman today." Do not play golf with anybody by the nickname Frosty. Why? All for the love of golf!

To help avoid some of these negative emotions, booking a tee time in advance will help keep your mind on a positive level. Why? All for the love of golf!

Learned to play golf as a caddie. Caddied for as many as three players at once. Played as much as 54 holes of golf in a day. Why? All for the love of golf! Now running a tee time site at

<http://www.gofanchor.net>

and a golf site at

<http://www.golfanchor.com>



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