



## *You Cannot Own Your Swing Until You Know Your Swing*

**Every golfer has experienced it;** that one pure shot with perfect sweet spot contact that leaves the club face with effortless energy and travels farther than you ever thought possible. Its rarity makes it intoxicating which inevitably leads someone to utter ... **that's the one that will bring you back.** The more accomplished the player, the more often it happens and the better chance it can be expected to happen again.

**One core truth** cannot be avoided in the continuous quest to play better golf. You will never reach your full potential if you do not master consistent, solid contact ... **Period.** That truth is why the LongShot Impact label was developed and why it is the best tool to guide you on the path to your best game. While regular contact verification is a must, establishing your current baseline is the natural starting point. An unstructured approach to game improvement is why so many amateurs constantly buy new equipment, take lessons, or try various random tips without lasting success. Professionals are very methodical in their approach to practice and play as evidenced by the course books they process, beginning with establishing notes and impact profiles. Being able with notes is one of LongShot's key equipment considerations, lesson



continually update and consult. Part of the your baseline, involves **keeping a journal** for to keep your impact labels as records along features. Your journal will help guide your starting points and tips to focus on.

**Your Baseline** consists of many elements. First, note your ball flight tendencies. Your launch angle (high, mid, low) is a main factor in choosing the right shaft and golf ball. There are so many shaft variations available that having this information, gathered over time under normal circumstances, is vital. Shaft materials, kick points, shaft weight and flex can all be dialed in to improve your game using modern fitting techniques and the data your impact points and journal entries provide. Do not discount the value of your impact records and notes as they were gathered in an unpressured atmosphere and have not been affected by the more clinical nature of a fitting or club test. Straight, fade or draw trajectories, plus the consistency of your patterns through various club groups are especially important to note but are less affected by equipment than swing mechanics.

**Your journal will also be valuable** when choosing the right golf ball to use. Manufacturers produce golf balls that are engineered for every different type of swing and club speed. Ball tests from many sources are readily available to help make ball selections based on your known tendencies. Much like shafts, there are ball models that can help correct known swing problems and make it more likely that good contact can be attained. It is said that golf is a game of managing your misses, but striving to miss less often sure can't hurt.

**Note your average distances** with the main club groups; driver, fairways, long-irons, mid-irons, and short-irons. Next, using one club from each group, record your impact positions. It helps that our impact labels can be used to record multiple (generally 6-8) impacts on the same label. Pay special attention to patterns and if the patterns are consistent from one club group to another. This will sharpen the focus on which clubs are your strengths and which produce your worst results. Keep in mind that not only will you be able to see accurate impact positions (number each one on the label itself to correspond to your notes) but you will also be able to tell a lot about swing path. Well-formed round dimples indicate a square strike no matter where the position on the face, while slanted or skidded dimple marks indicate swing path or club face angle issues. Finally, do you have repeatable impact positions; toe, heel, high, low, or do some or all of your clubs look like they have been in a paint ball fight?

**Your baseline information** along with general notes about any age or physical limitations will help you discover enough about your current swing to proceed through the remaining four stages. Each section of this information (scheduled to be released for **free download** weekly) will examine another area that influences your swing along with help to design a plan of action and an impact verification map.

**Own Your Swing** will always acknowledge golf's guiding truth; **good golf cannot be achieved or maintained without good contact**. LongShot Products will lead you to, and keep you on, the path to your best game.

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**Remember: Practices Makes Perfect ... Unless You Are Practicing Wrong**

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