



Your Club Style, Age, Shaft Flex, Material, Loft & Lie

Inventories are the subject of the first three sections of the Own Your Swing series. Basically, **Baseline** is an inventory of the state of your game, **Physical Map** is an inventory of the state of body and **Equipment** is an inventory of your current clubs. Accuracy and honesty in recording the data for those areas will make it possible to establish a plan to achieve consistent sweet spot contact. After all, **golf is a contact sport** and without good contact, plus the means to maintain and verify it, you will never realize your full potential.

In **Baseline** the objective was to use the LongShot Impact Label to record the performance of your current clubs with your existing swing. At that stage, the aim was to catalog your distances and flight patterns. **Equipment** moves to the next phase of data collection seeking to determine how much the makeup of your current clubs might be affecting your chances of playing your best. The job of our product is not to help you decide to change equipment, but rather to use the Impact Label to verify that any change will at least maintain your current contact level or hopefully improve it. Good contact is the very foundation of good golf and must form the basis of your swing. Moving on from there to enhance and fine tune your game by taking advantage of the latest technology is a logical next step.

The Driver, the big dog, is the natural focus for most players. It is the one club packed with the newest game improvement technology, and the one that seems to change the most season to season. Obviously, the average player is not buying a new driver every year, so it's important to objectively look at the one in your bag. The C.O.R. of your club (spring effect of the face) is subject to regulation, but how age and the amount of use affects that value is not controllable. Age and use definitely affect performance but there tend to be a lot of different opinions about the rate of decline. If you are making good contact then a move to a new club could provide a distance, forgiveness, or accuracy boost. Again, be sure to compare equipment based on its ability to maintain or improve sweet spot contact through Impact Label verification. Adding distance without control is always a step backwards. Note in your journal your driver's brand, model, age, rounds played, and shaft type.

Irons are very difficult to evaluate because golfers seldom hit all their irons the same way. Players tend to have favorite irons among the long, medium, and short groups. That is why an accurate recording of distances and flight from each group is important data to have. Age and hard use can affect irons through groove wear and damage to the original loft and lie settings. Evaluating irons to maintain or enhance contact is more difficult but will pay big dividends. All of the data gathered during the **Baseline** and **Physical Map** phases will make the task easier. Iron designs are grouped by age, gender, and ability. Blade or pro style irons are generally for low handicappers, forgiveness models feature corrective technologies and game improvement irons give higher handicappers a fighting chance. Specific variations are further tailored to seniors, women, and young players. Moving from blades to forgiveness models or even game improvement irons require checking your ego at the door and making an honest assessment. Some of the game's best players are moving to designs with enhancing technologies, so taking advantage of these advances is not a sign of weakness. Be sure to catalog your irons brand, model, material (forged or cast) age, condition, and shaft type.

Shafts are the least understood but potentially most important part of any club build. They serve as the engine of the club and as such are the most susceptible to the effects of age and use. Making sure you catalog the brand, age, flex, and material of your shafts is particularly important. Should you decide to change clubs, the value of custom fitting is undeniable. Using all the data you have gathered thus far is a vital part of a proper fitting. It is also where sticking with a certain shaft material or flex as you age can be most detrimental if you do not test and verify regularly. There are so many options available to fine tune your clubs using flex and kick points that playing old, outdated, or mismatched shafts is almost surely holding you back. Your equipment inventory along with your impact profiles and distance records will lead to a successful fitting and upgrade.

Putters have been left out because we are concerned with clubs that require a full swing as opposed to a putting stroke. Plus, putters are a very personal purchase that may involve more emotion than research. That being said, our Impact Labels are often used to verify that your putting stroke is consistent and using the same area of the putter face consistently.

Your Equipment makeup is a crucial factor affecting your current potential. Your goals are also a key component. If you have no desire to chase the next big thing and simply want to play the best you can with the clubs you have, focusing on contact and verifying that contact with impact records is your best path. If you reach the point of consistent contact with a repeatable swing and want to take it to the next level, we can help. Making sure any change considered does not compromise the contact you have worked to build is the only way to make sure you will stay on the path to better golf. A slick ad campaign, promises of big distance gains, player endorsements or your golf buddies' latest infatuation do not guarantee that any change will work for you. Sticking to a structured approach, knowing your swing, knowing your physical makeup, keeping good impact records and notes plus maintaining solid sweet spot contact as your core value, is a winning strategy.

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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