

***There Is Only One Path To Your Best Golf ... LongShot Is Your Guide!***

**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**. Being a good ball striker is not an option, it is a necessity. Pro's expect sweet spot contact, the rest of us are surprised and mystified when it happens. Good contact maximizes distance, increases accuracy, and produces lower scores.

Even though most successful swings share common elements, there is still room for variations that are equally effective. Different brands of equipment can produce similar performance, even though they may not share the same design principles or materials. Clubs have been developed that yield better results from off-center contact, but it is **always less** than the club's maximum potential. Lessons, videos, and tips can all be worth trying, but only if they yield improvement while not sacrificing solid contact. Any swing change, equipment purchases or golf tip that takes you further away from the sweet spot, takes you further away from playing your best golf.

When LongShot Golf developed and patented the impact recording label **over 35 years ago**, the intent was to provide a simple, inexpensive, and foolproof way to know your exact impact position with any club. Over time, this **entirely U.S. made product** has been refined to become thinner, lighter, and tougher, to better record without adding weight or significant ball to club interference. Club makers, custom fitters, teaching professionals and golfers at every level have come to rely on its dependable accuracy.

**Own Your Swing** is going to be our way of better explaining the full scope of benefits our impact labels provide. Beginning with **Part One: Baseline**, we will present a five-part case for the need to verify contact when considering any swing, equipment or lesson induced change. Practice sessions should always consider impact position to be truly productive. Professionals, club fitters and teaching pros all know what the recorded impact position means they need to do. This series will help the average golfer better understand why this information is so important and how it can be used to verify that any change made is worth making. They say practice makes perfect ... **unless you are practicing wrong**.

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**Own Your Swing** will 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.

**Don't Just Play ... Play Better™** James Krause ... Contact Analyst ... CEO ... [jkrause@longshotgolf.com](mailto:jkrause@longshotgolf.com)

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