



Solid Sweet Spot Contact Should Never Be Lost Or Ignored

You wouldn't try to sight in a rifle without a target or run a marathon without a stopwatch. Then why would you practice hitting golf balls without verifying your contact point when there is no question how much influence contact has on every part of the game. Missing the sweet spot by as little as a quarter of an inch can result in a 5-10% loss of distance, not to mention ball flight issues. **Everyone misses**, golf is primarily a game of managing your misses, but decreasing their frequency and severity is a very attainable goal for any player. The means to accurately verify the results of your efforts quickly and easily, in any setting, is what LongShot provides. Absolute foolproof accuracy that can be kept as a record, without the need for expensive equipment, complicated setup, messy sprays or outside help, is our promise.

Circling back to the first section of this series, **Baseline**. One of the main recommendations was to keep a journal in some form to record swing, physical, performance, and impact data. This is a vital step as it establishes the structure that is missing when making random swing and equipment changes. To that end, I have been working to source a pocket-sized journal to make the process easier, more on that soon.

Verification has to be a regular part of your practice and game routine. Not every round or range session, but as the tool you lean on when starting a lesson, considering a swing change, or comparing new equipment options. Failure to take an informed approach and verifying that it is working will make your goals nothing more than a wish. There is also the danger that you will invest time and money without checking the effect on your contact, only to end up worse than when you started. **Contact first, distance and accuracy will follow.**

New equipment is definitely something golfers obsess about. The lure of a few more yards or the promise of laser like accuracy are hard to resist. None of that is a bad thing, it's part of the fun of the game, but if your latest wonder club yields little or no gain, it's no fun at all. Who hasn't bought a club that they hit well in a short test season only to have it steadily get to the point where it's worse than what you started with. Again, we are trying to emphasize structure in the process and verification that you're not taking a step back with your contact. Our impact label makes it easy to know that you just hit a ball off the toe, but it stayed straighter and traveled farther than your current club. You can also gauge the feel and sound of off-center strikes simply because you can identify that they are indeed off-center strikes. With exotic materials and weight placement technology, it is almost impossible to know the impact position for sure without verification. I actually proved this with some low handicappers who swore they could absolutely tell by feel. I had them hit some shots while I covered the club face label with my hand after each strike, then asked for their impact position guess. Some were close but most were wrong by some margin and not even close more often than not. **Always verify!**

Professional lessons are a terrific way to get a fresh set of trained eyes on your swing. Things you would never notice or that your good intentioned golf mates don't understand, can be quickly diagnosed. Your journal, notes and impact records are especially useful here. Knowing which clubs you hit well and which ones you don't, plus how far and with what type of ball flight, is a great start. Communicating realistic goals, knowing your physical limitations, and having impact profile records all increase your chance for success. Don't handcuff the whole exercise by expecting any instructor to be willing to guess what's wrong with your game. You wouldn't take your car to a mechanic knowing it had bad brakes but fail to mention it. Lessons also require verification both at the range and on the course. Examine your impact label records after a lesson to see if progress has been made and make sure the level of contact you started with has not degraded. You cannot get better overall if your contact gets worse, its just not possible. **Always verify!**

Self-taught covers a lot of ground, from short tip articles and videos to full length lesson packages and books. Over the past 35 years many of the users of our products have confided that the main reason for doing so was because they were not comfortable taking in person lessons. Most felt that the impact label provided the structure needed to go it alone. They became very comfortable testing various tips and theories knowing that there was a way to quantify their experience, thus making it easier to reason their way through various changes. Trial and error, plus some common sense can go a long way if you start with the base of maintaining good contact first. Earlier self-evaluations and inventories along with your journal data will make it possible to determine what is worth trying as well as what you are capable of executing. Our Correction/Instruction Guide that comes with every impact label version has a wide range of tips dealing with most basic swing issues and can serve as a starting point for your DIY training sessions. **Always verify!**

This closing chapter in the series has made me realize that I **need to apologize** for taking so long to explain the theory behind my inventing this product in the first place. It has occurred to me that simply knowing your impact position was not the same as knowing what to do with that information. To this day I truly believe that the Impact Label is the best tool available to help players focus on golf's most essential skill, good contact. All else flows from that foundation and any player at any skill level or physical makeup can achieve it. Your comments, questions and opinions are always welcome ... **Good Luck and Good Golfing** ... *J. Krause.*

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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