



Ever wonder how professional golfers can leave a flat, 15-foot putt 3 feet short of the hole???



Visual: (the little golfing guy)

Headline: ATTENTION GOLFERS!

Subhead: Ever wonder how professional golfers can leave a 15 foot putt – 3 feet short?

Copy:

You see it every weekend watching the pros play golf – they consistently leave 10 foot – 15 foot – 20 foot putts short of the hole. **How can this happen?** These guys (and gals) play golf for a living! They practice putting every day! And the one thing a golfer has control over in the putting process is how far they hit their putt – so I will ask the question again? How does a professional golfer leave a 15 foot putt – 3 feet short?

Well - I think most of the time this happens because the golfer isn't focused on the (right thing at the right time) when they actually stroke their putt – which is what putting is all about – focusing on the (right thing at the right time.) And the **ONLY** thing a golfer should be focused on when they actually stroke their putt is getting the ball to the hole. Because if they are focused on THAT – they will have a better chance to achieve that which they are focused on – getting their ball to the hole.

Too often golfers – (pros and weekend duffers alike) – are focused on their putting line or putting stroke during the key moment they stroke their putt – and when this happens they increase the chance that they will forget the most important element in putting – getting their ball to the hole! Because if they

don't get their ball to the hole – it doesn't matter what their line is or how well they execute their putting stroke does it – because if the putt doesn't get to the hole.....it ain't going in the hole.

So to improve your putting – remember that putting is about focusing on the right thing at the right time and the only thing you should be focused on when you actually stroke your putt is getting your ball to the hole.

Another way to think about this is to remember that in golf - distance is just as important on the green as it is off the tee. And when I talk about distance on the green I'm not talking about how far you hit your putt – I'm talking about how far you have to hit your putt.