

# Elite Insider Circle Monthly Handicap Improver March 2016



Hello Fellow Golf Enthusiast,

This is **Jaacob Bowden**.

To **recap last month**, we included a **CD** of my **interview** with **Geoff Mangum**. Of course, you know Geoff from the information he provides through the Monthly Handicap Improver. But now instead of just reading about his thoughts on putting, **you can actually listen to him**.

Geoff has **worked with a number of tour players like Steve Elkington** and he is by far

the most studied and researched putting guy I've ever met. Log in to the member area and have a listen to the interview if you haven't heard it already.

We had a Long Drive Q&A with professional long driver Jason Zuback. Jason and fellow Canadian Jamie Sadlowski are perhaps the two most famous long drivers in history. Jason has won the World Long Drive Championships an incredible 5 times in the Open division...and last year in the Senior division.

Some things from **Jason's Q&A** that I think are **worth pointing out** for you to take home are:



• At 5'10", he shows that **you don't have to be super tall** to hit the ball long.

• He is **custom fit for his driver** to maximize his distance.

• He recommends testing for drivers (outdoors ideally) using the model of golf ball you use for your rounds.

• Although his club head speed is very high, he actually **focuses more on ball speed**.

• You can still **hit it long with a fade provided** your **launch angle and spin rate** parameters are **optimized**.

• He practices swinging fast and uses a wind resistance training aid (although the important thing is he is practicing swinging fast regardless of whether or not he's using a training aid).

- Raw strength is an important factor in generating speed. It wasn't mentioned in Jason's Q&A but I could tell you he's done a 714-pound squat and 680-pound deadlift. This is an extreme level of strength, however strength is something anyone can improve with discipline and dedication. If you lifted twice per week and added 5 pounds of weight to your squat (I actually recommend a half squat for golf instead of a full squat and a rack pull instead of a deadlift) each week, in a year you could be lifting 260 pounds more.
- It's critical to hit the ball in the center of the face with an upward angle of attack.

Nutrition, practice, and general golf expert Adam Young wrote about mental strategies for better golf.

**Putting expert Geoff Mangum** wrote the second of a two-part piece that included **practice drills for reading putts and aiming the putter**. Have a read through those and see if there are any you like.

I also answered a question from one of your fellow members and referred you to my guest appearance on Episode 8 of the Pace of Change golf podcast at <a href="http://www.paceofchange.com">http://www.paceofchange.com</a>.

#### This Month

This month, here's what's coming up for you.

Swing Man Golf | <u>http://www.SwingManGolf.com</u> | <u>info@swingmangolf.com</u>

- We've got a Long Drive Q&A with professional long driver Maurice Allen. Maurice finished T9th in this past year's World Long Drive Championship and he is one of only several guys to break 150 mph club head speed on Trackman in the finals (Tim Burke, Jamie Sadlowski, Connor Powers, and Joe Miller are four others I know who have done it).
- **Expert Adam Young** has an article for us about some **alternatives** to what is "normal" for many golfers regarding **developing skill**.
- **Equipment expert Tom Wishon** will talk to us about **single length irons** and if there is an advantage in using them.
- I'll answer some of the more **frequently asked questions** Tom and I have received thus far **about our Sterling Irons**<sup>TM</sup> **single length irons**.
- We'll have our usual "Member of the Month" and golf joke.

As part of your Monthly Handicap Improver Insider Circle, as a follow-up and expansion upon last month's Long Drive Q&A, we've included a CD of my extended audio interview with...Jason Zuback.

Lastly, I want to let you know we **revamped several of the pages available via the menu in the member website**. Check them out if you haven't already done so. These are the **ones that have been updated**:

- The first page you see once you log in
- MONTHLY HANDICAP IMPROVER (MHI) ONLINE
- MHI Audio Interviews
- Patrick's Driver Slice Fix
- Video Interview with Krank Golf's CEO
- Tweaking Your Swing (Without an Instructor)
- My Equipment
- FAQ SECTION
- ADDITIONAL RESOURCES
- **TESTIMONIALS**

Okay, let's get started!

# Long Drive Q&A with Maurice Allen

Age: 34 Height: 5'8" Weight: 227 pounds



Swing Man Golf | http://www.SwingManGolf.com | info@swingmangolf.com

#### Driver Specs:

Long Driver: 47-inch USGA Callaway XR LD 4-degree, Reve 50 gram XX and XXX shaft, Black Widow hybrid grip

<u>Traditional Driver</u>: 43.5-inch USGA Ping G30 9-degree, Reve 80 gram X shaft tipped 2.5 inches butt cut to length, Black Widow hybrid grip

#### Sponsors:

Volvik, Reve shafts, Dr. J Enterprises, and Black Widow grips

#### Special Accomplishments:

- Boys and Girls Club of America Ambassador of Golf
- Former Guinness World record holder ball speed 211mph (3 wood)
- 2015 T9 Long Drive World Championships
- 2015 Long Drivers European Tour Champion
- 2012 Team USA long drive team captain

#### What is your longest drive in competition?

459 yards

#### What were the conditions of the drive?

It was about 25-30 mph down wind in Mesquite, Nevada. Like most guys when you hear about the best ball we have ever hit it's always going to be under extreme conditions. But it would be interesting to see how much further some of the long drive numbers would be if the grid was as hard as some of the PGA TOUR fairways.



What are the fastest swing speeds you've recorded on a Swing Speed Radar and/or Trackman?

In 2015, the fastest Trackman numbers that are documented were 151 mph swing speed and 221mph ball speed. I've had some bigger numbers on other systems such as About Golf, Fore Golf and a few Japanese systems. The key to a tracking device is consistently practicing on the same exact one and no matter if its 100% accurate it will give you a baseline. Then based on those numbers you can always chart improvement.

#### What lead you to choose your particular equipment specifications?

I began working with Tour Edge in 2012 when we set the world record because I believed they had some of the best products in golf. I also wanted to grow the sport of Long Drive by associating myself with a major club manufacturer so we would be able to gain exposure. It turned out to be a great fit and we have been working together for a while now and are expecting to continue to grow as the sport grows.

#### Do you favor a particular shot shape to hit it long?



I would say my favorite shot shape is a draw when I'm competing in long drive. I'm still working on how to hit the power fade. For some reason it really doesn't fit my sight at the moment and I feel that I lose distance with that shot with the way I'm currently attempting to execute the fade. Ironically when I play traditional golf I really enjoy hitting both the draw as well as the fade and have gotten really good at both.

# Do you use any training aids to work on your speed and power?

Honestly no I haven't in the past but for this upcoming year I plan on incorporating a few of them into my training. I am really looking forward to see how they will help my speed and distance, it will be fun I'll keep you posted.

#### Do you do any other types of training to drive it further?

I focus on training the exact same way I always have when I played other sports. I do base cardio, strength training, speed training, plyometric train,

flexible training as well as mental training. My system is probably over kill in the eyes of most but my goals and expectations I've set for myself are very big so I want to give it my best effort.

Is there any particular bit of advice you would give the regular amateur for him or her to hit the ball longer?

Keep your hands soft, I believe most amateurs lose distance because of grip pressure. When your hands are relaxed it can allow you to release the club easier at impact. When you release the club you will usually increase distance.

Where can people contact you or learn more about you?

Website: http://mauriceallen360.com Twitter: mauriceallen360 Instagram: mauriceallen360 Facebook fan page

# Skill

By Adam Young

Standing on the range, I look across and see a row of golfers working on 'perfecting' their backswing positions. This is very typical – golf seems to be one of the strangest sports, in that, we see the ability of a golfer only in terms of technique.



But, what if there was something unseen which made a golfer better or worse?

What if working on technique inhibited this?

I am not anti-technical; it would be pretty hard to be a coach and not have a deep understanding of how movement affects quality of play. However, I see way too many golfers put too much stock in the movement alone. Often, players are working on something that is completely irrelevant (such as trying to control the minutiae of their takeaway), and often I see players working on things that can be detrimental to their game, such as trying to "keep their head down".

### **Right place, Right time**

Not only should we seek correct and relevant technical advice from a professional coach, but we should look to do the technical stuff at the right time and place. In the vast majority of cases, working on your movement by thinking about it will create a disruption in coordination – this has been demonstrated time and time again in scientific literature.

This brings me to the main point of this post – Skill.

In the golf swing, we have to coordinate a whole host of moving parts – shoulders and hips are turning, arms are elevating and abducting, shoulders and rotating and going through both protraction and retraction, knees are changing flex, body mass is dropping and raising to create ground forces, etc.

Skill is the ability to coordinate all of these moving parts.

### Bernstein



Many years ago, a researcher named Nikolai Bernstein found that blacksmiths were able to create a very repeatable hammering of a nail. However, he also found that the movements they used to hammer the nail so consistently were different every time.

Read that again.

This has since been demonstrated in other sports such as darts, baseball, basketball, and even golf.

Even in the act of something simple such as the putting movement, the World's best players don't use the exact same movements each time – but they use different combinations of movements that are coordinated together to produce good function.

The analogy for this is that good golfers are like London Taxi drivers – they know multiple different routes to get to the same destination.

### How do I use this?

While most golfers are trying to make repeatable actions by blocked practicing on the range while focusing on movement, I propose 3 alternatives.

1. <u>Adopt an external focus</u> – spend some time trying to work on the effects of your movement, as opposed to the movement itself. Over 15 years of research by Gabriele Wulf has shown this to be effective time and time again for increases in learning and performance.

For a better player, this may mean a focus on the shape of the shot, or an awareness of the target itself.

For a higher handicap, this may be a focus on the club and ball interaction, such as where your club brushes the grass, or where you strike on the face, or the path your club head is moving through impact.

- 2. <u>Spend more time practicing variability</u> if it is well known that better players don't have less variability, but they are simply better at coordinating the variability into function, we should train to make variability our friend. Why not try some variability exercises I suggest in "The Practice Manual" such as shot shaping, or trying to hit the sweet spot from varying set up positions.
- 3. <u>Technical work is important for long-term growth</u>. However, it is unlikely that you should be doing technical changes during the important parts of your season. Stick to the winter months, or times which are periodized away from your tournament weeks or important rounds to make any changes.

#### About Adam

Adam Young is author of "The Practice Manual – The Ultimate Guide for Golfers", a best seller on Amazon.com in both the US, UK, Canada, Germany, and France...and has been featured on Golf Channel.

You can learn more about skill and his book in general by visiting <u>http://tinyurl.com/adamyounggolf.</u>

# Single Length Irons – What's It All About and Is There An Advantage Over Conventional Irons?



By Tom Wishon

Let's face it. The reason irons exist is for accuracy and shot consistency - to get the ball as close to the hole as possible and as consistently on any approach shot or par-3 tee shot into the green.

The reason there are several irons in a set is of course to provide us golfers with different irons to hit the ball

different distances. And the way the different irons have been designed to hit the ball different distances is by making each iron with a different loft AND with a

different length. The lower the number on the iron, the lower the loft angle on the face and the longer the length of the shaft, graduating down to the higher the number on the iron, the higher the loft and shorter the length.

This has been the way irons have been made forever because it has always been accepted that irons have to graduate BOTH in their loft angle and their length to enable each iron to hit the ball a consistently different distance. A STATE OF STATE OF

But is this the way it has to be?

Do irons have to graduate in both their loft angle and length to be able to function properly for the golfer?

Not long ago, serious research in clubfitting performance revealed that the distance between any two irons comes 85% from the loft difference and 15% from the length difference between the two clubs. Clubfitting research has also proven that the lower the loft and the longer the length of the club, the harder the club will be to hit consistently well.

Hmmmmm...are you starting to see where this is going?

It's no secret to a golfer that he or she will hit their higher number/shorter length irons much more consistently than the lower number/longer length irons. From this it could make sense to make all your lower loft irons to be shorter in length. After all, the shorter the length the easier it will be to hit the club solid and on center with more consistency.

Problem is, going shorter in length means you lose distance. But remember the research that says length is 15% of the distance difference between any two irons, while loft is 85% - the vast majority of the distance difference.

So here's the challenge along with the potential benefit of playing with a single length set of irons.



When all the irons are made to be the same length, every single possible element that has any effect on the SWING FEEL is perfectly duplicated in each single length iron. Same length means same shaft weight, same total weight, same head weight (swing weight), same balance point and the same Moment of Inertia for each club in the set. Having each iron demonstrate the same, exact swing feel can help many golfers achieve better shot consistency from a more repeatable swing with each different club.

Conventional iron sets made to incrementally different lengths can be made to have the same swing weight and the same MOI for each club. That's one reason why incremental length irons when fit correctly to the golfer will perform just fine. But they cannot be made so that the total weight and balance point are identical for each club, so they fall slightly short of being able to offer a golfer the same, exact, perfect swing feel for each iron in the set.

Next, if the single length set is made so the low loft irons in the single length set are now shorter than they were in the conventional set, because shorter length always makes a club easier to hit consistently solid and on center, you now have a situation in which you can hit the low loft irons in a single length set more consistently than you could in a conventional length set.

And who doesn't want to hit low loft irons more solidly, more consistently?

But here's the challenge that has to be met for a golfer to fully benefit from switching to a single length set of irons.

Because the low loft irons in the single length set are now shorter in length than they were in the conventional set, the golfer won't be able to achieve as high of a club head speed with the low loft irons in the single length set. The shorter length drops that club head speed by around 1 to 2 mph per half inch of length reduction. With that club head speed reduction comes a drop in distance, but not that much because length differences between irons account for 15% of the distance difference, while loft angle determines 85% of that distance difference.

To make the single length set deliver the distance the golfer is used to from his conventional length set, the single length set has to be created so that the lower loft head designs have a way to make up that loss in distance that can come from the shorter single length.

That's why the Sterling Irons<sup>™</sup> single length irons can definitely be the single length set of irons that can replace a golfer's conventional set of irons and not just retain proper shot distances for the golfer, but in many cases INCREASE distance while offering a higher level of shot



consistency and on center hit performance at the same time. Sterling Irons<sup>™</sup> single length low loft irons are designed with a unique high COR, variable thickness face construction which is not just unlike any other single length set design, but unlike any other iron designs made for conventional iron sets as well.

What allows the Sterling Irons<sup>M</sup> single length irons to offer the real potential for both more distance with a higher level of shot consistency is using a shorter #8 iron length for all the irons combined with a unique, high COR, higher ball speed face design. The 8-iron length ensures a higher percentage of on center hits vs other single length sets made at a 4, 5 or 6-iron length. While the high COR face construction delivers more ball speed to not just offset the club head speed drop from the 8 iron length, it also actually adds distance to the shot. Is a single length set of irons for you?

The potential is there for distance with shot consistency. You never know until you try. If you do wish to try them out, by the end of March, Sterling Irons<sup>™</sup> will be available in one of two ways.

First, you can get a set directly at http://SterlingIrons.com.

Alternatively, you can visit <u>http://WishonGolf.com/find-a-clubfitter</u> and find a local club fitter in your area who can help get you with an in-person custom fitting.

# Frequently Asked Questions About Sterling Irons™

With Jaacob Bowden

Listed below are my answers to some of the most common questions Tom and I have received thus far about Sterling Irons <sup>TM</sup> and single length irons in general.

#### Are single length irons legal?

The Sterling Irons <sup>™</sup> were specifically designed to be USGA conforming. We're currently in the process of submitting them to the USGA for approval.

#### What are the benefits of single length irons?

The main selling point of single length irons is that they are simply easier to play.

In a conventional set of golf clubs, each iron is made with a different length and weight...and they are meant to be played from a different ball position as you go from club to club. Golf is already hard enough and conventional iron design only complicates the game further.

On the other hand, single length irons are all the same length and weight. This means you only need one swing and one ball position as you go from club to club.

For the average amateur who doesn't play regularly, this can make hitting the ball easier and the game more fun.

For the better player and/or professional, you will be able to hit your approach shots much closer, make more birdies, and leak less bogeys. This is especially useful with the lower lofted irons in that 175-225 yard range that is so statistically critical to tour success.

The Sterling Irons  $^{TM}$  in particular are built to be 8-iron length. This length ensures that you will hit the lower-lofted clubs more consistently in the sweet spot...while still not being so long-shafted that it feels odd to be playing 9-iron or wedges that are slightly longer than in a conventional set.

If you want to hit the ball better, shoot lower scores, and have more fun...you should play single length irons.

Do any pros play single length irons?

Honestly, you shouldn't play any clubs simply because a pro plays them.

Typically, top tour players are paid millions of dollars to play clubs from a certain manufacturer and it is in their contract to switch to the latest clubs any time the manufacturer comes out with something new. Really you should play what best fits your own game.



That being said...the answer is yes.

Bobby Jones apparently won the Grand Slam using single length irons. Moe Norman, a golfer who many consider one of the greatest ball strikers of all times, used single length irons.

I used 1Iron Golf's single length irons to shoot my first tournament round in the 60s in 2007. I also shot the Speedgolf World Championship record for golf score at Bandon Dunes with a 72 in 55 minutes and 42 seconds using GRIA Golf's single length hybrid irons.

More recently, in 2015 Bryson DeChambeau used single length irons from Edel Golf to win the NCAA Championship and US Amateur. Bryson will be using his single length irons in next month's Masters tournament.

#### Have single length iron sets been done before?

Yes. A Canadian company by the name of Iso-Vibe designed a set a number of decades ago. Tommy Armour came out with the EQL's in the 1980s. My Ostrich Golf created the PureFit iMatch SLs but are also no longer in production.

More recently, 1Iron Golf, GRIA Golf, Single Swing Golf, and Value Golf all manufacture single length irons. Edel Golf will also be coming out with additional set options in 2016.

#### What's different about the Sterling Irons<sup>™</sup> single length irons?

In designing Sterling Irons <sup>TM</sup>, we had had the advantage of both my and Tom Wishon's experience, the Internet for research, and modern technology for testing.

I've been involved with playing and selling single length irons since 2007 and I knew the single length iron market very well.

Tom Wishon is a 40-year veteran of the golf equipment industry specializing in club head design, shaft performance analysis, and club fitting research and development.

During the initial phases of working together, we scavenged the Internet to find every possible bit of information about what worked and did not work with single length irons. We then compartmentalized the feedback in to buckets and literally sat down at a white board to try to figure out how to retain all the benefits of single length irons while fixing all the problems and common complaints.

We were also able to test all our prototypes with both human testing and robot testing on Trackman, which Tom has at his R&D facility at the Dalton Ranch Golf Club in Durango, CO.



We set out to design a cool-looking, customizable, and competition-legal set of single length irons based off an 8-iron length club (single length irons have historically been built from 5-iron to 7-iron length) that went the distances and trajectories that you'd expect for a set of modern day golf clubs.

We feel like we've done it!

The Sterling Irons<sup>™</sup> are a huge leap forward in modern day single length iron technology.

What are the Sterling Irons<sup>™</sup> specifications?



#### +++ FP/Offset ITEM # Head Loft Lie Face Angle Weight Bulge Roll Side Angle 880-5-HYB 5-Hybrid 23 63 O square 274 18 GRT 15 mm - fp N/A 5-Iron 23 63 274 880-5-IR N/A Flat 4.0 mm - off Flat 4 880-6-IR 27 63 N/A 274 3.5 mm - off 4 6-Iron Flat Flat N/A 880-7-IR 7-Iron 31 63 274 Flat Flat 3.5 mm - off 4 880-8-IR 274 8-Iron 35 63 N/A Flat Flat 3.0 mm - off 5 880-9-IR 9-Iron 40 63 N/A 274 Flat Flat 2.5 mm - off 5 880-PW-IR PW 45 63 N/A 274 Flat Flat 2.5 mm - off 6 880-GW-IR GW 50 63 N/A 274 Flat Flat 2.5 mm - off 6 880-SW-IR SW 55 274 63 N/A Flat 2.5 mm - off Flat 11

Face Material: 5-Hybrid and 5-Iron to 7-Iron are HS 300 High Strength Steel Head Material: 5-Hybrid and 5-Iron to SW are 8620 Carbon Steel Body & Face Material: 8-Iron to SW are 8620 Carbon Steel Weight Bore: Hosel weight bore in all heads Hand Select Options: 5-Hybrid is +/- 1 loft and +/- 2 grams headweight Bending Options: 5-Hybrid is +/-4 lie & face angle; 5-Iron to SW is +/-4 loft/lie Bore Diameter: 0.370" parallel on all Sterling Irons

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http://www.Sterlinglrons.com

The clubs also have a weight bore in the hosel to achieve desired swing weights.

#### Why aren't the major club manufacturers selling single length irons?

To our understanding, companies aren't making single length clubs as a result of misguided manufacturing decisions made earlier in the 20th century. Now that thousands and thousands of iron sets have been made

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this way, consequently we think the modern golf psyche is now so deeply entrenched in the idea that irons have to all be different lengths, that no major manufacturer is willing to take the risk at trying to change the design perception of the entire golf industry. Even though the science supports same length clubs, we're still stuck where we are because of a mix of stubborn tradition and a business risk that few will take on.

To elaborate more on the risk, one time I was talking to the former CEO of a major golf company and they were talking about single length irons...here is what this former CEO said:

"Same length has been done, personally I've been a fan but it's a tough concept to sell. Reality; In the US golf industry there are 6 major chains that buy product that is sold to what constitutes 85% of the market. All but roughly 2-3 % of the rest is sold in golf pro shops and they are influenced by the retailers. The buyers for these major chains only buy what is played on tour and pretty much in order of market share. Like it or not we dance to that tune. To introduce something like single length after investing in the design we'd have to spend millions on marketing and not so minor get tour credibility because no product is successful at retail without it."

- Anonymous Former Major Golf Company CEO

So even though this guy is personally a fan, the company wouldn't do it because the buyers for retail stores only buy what's played on tour...and it would cost too much money to get tour players to play same length despite the good concept!

It's just about money and risk and not what's best for the golfer!

#### How long does it take to get used to the Sterling Irons<sup>™</sup>?

The answer to that will depend on the person. Some people might start playing better with them immediately. Others may take several weeks or more of practice and play to adjust.

Regardless, we feel the important thing is to be open-minded and give them a chance to work for you. We are confident they can help your game.

#### How far will I hit the Sterling Irons<sup>™</sup>?

How far you hit the clubs will also depend.

Someone who swings slower will have tighter distance gaps and won't hit the ball as far. A faster swinger will have larger distance gaps and have more distance. But mostly the gaps are designed to be somewhere in the 10-15-yard range.

It also depends a bit on the loft of the club. All else being equal, a 45degree pitching wedge will go farther than a 47-degree pitching wedge. Keep that in mind when comparing these clubs to others you may have hit.

#### Can the Sterling Irons<sup>TM</sup> be bent?

Yes, they can be bent +/- 4 degrees.

#### Why is there no 60-degree lob wedge?

In part, we decided to not include a 60-degree lob wedge because, quite frankly, most amateurs have such great difficulty hitting them. In fact, my Dad hasn't used his lob wedge in years.

That being said, the Sterling Irons <sup>TM</sup> wedges are made from 8620 Carbon Steel, which means they are made from a soft enough steel that the loft angles can be bent up to +/- 4 degrees. In this way, you could effectively create a lob wedge from the existing 55-degree sand wedge.

For example, you might bend the PW from 45 to 46...the GW from 50 to 52...and the SW from 55 to 58. This creates a nice even loft spread between your wedges and giving you one at the end of the spectrum that is higher lofted.

In a perfect world, the set could have included several wedges of different loft and sole angles. Perhaps we will add more wedges in the future if there is the demand. But for now with this first generation, the design that we've chosen has the flexibility to work very well for the vast majority of golfers.

#### Will you add a 3 or 4 iron or hybrid to the set?

A 19-degree 4-hybrid was originally designed with the set.

One of the historical problems with single length iron sets was that the club distance gapping was slightly bunched. One of the ways we addressed that

was to spread out the loft gaps by 5 degrees from sand wedge down to 8iron and 4 degrees from 7-iron to 5-iron versus the more normal 4 and 3 degrees gaps with conventional iron sets.

Because of this the Sterling Irons<sup>™</sup> 5-iron and 5-hybrid already get you down to 23 degrees, which might more normally be a modern conventional 4-iron. So in a way, there already is a "4-iron".

As for the actual 19-degree 4-hybrid, during testing, I had no problem getting the ball up in the air with this club. However, I am a highball hitter and have PGA TOUR level club head speed (PGA TOUR club head speeds typically range from 105-125 mph). For some of the more normal and slower swinging testers, a number of them had difficulty getting the ball high enough for it to be playable.

Since about 75% of golfers have driver club head speeds between 85-105 mph, we decided to hold off on including the 19-degree 4-hybrid in this first generation of Sterling Irons  $^{TM}$ .

That being said, we still have the tooling die, which means we can still have some manufactured if we get enough requests.

#### I was kind of hoping for a "player's" set. Will this be coming in the future?

Similar to conventional iron sets, there can be never be a single design that appeals to all players. This first generation of Sterling Irons  $^{TM}$  is primarily targeted towards the 75% of golfers who are swinging a driver between 85-105 mph. But that doesn't mean slower or faster swingers can't play the set (I am playing them!).

If enough interest is shown in designing a set targeted more specifically for higher swing speed players, we would certainly consider adding a set like this to the line-up.

#### Why do the clubs have progressive offset?

One of the issues that we observed with traditional single length iron sets was that the lower lofted clubs sometimes had peak shot heights that were too low and the higher lofted clubs were peaking too high.

Tom had the clever idea of incorporating progressive offset in to the Sterling Irons <sup>TM</sup>. This offset puts the center of gravity a little farther back

from the shaft bore centerline which can help increase launch angle.

This helped solve the problem of too low of shots with the lower lofted clubs.

#### Is the center of gravity from the shaft line the same from club to club?

Yes.

Tom designed all the Sterling Irons<sup>™</sup> heads with the same blade length to keep the CG relative to the face centerline the same from head to head.

#### Couldn't I just cut down my current set of irons to be the same length?

You could but they are not designed to do this. You would have to add length to your higher lofted clubs as well as grind off weight. On the lower lofted clubs you would need to add a lot of weight. You would also have to adjust the loft of the clubs to get the right distance gapping, but this could effectively change the bounce of your clubs and create a club that skips or digs too much. Then there's the problem of achieving consistent peak heights with all the clubs.

On the other hand, the Sterling Irons<sup>TM</sup> are specifically designed to be built with a single shaft length using a single ball position.

#### Are the Sterling Irons<sup>™</sup> available for left-handers?

Not yet.

We aren't particularly happy about this. It's not because we are discriminating against lefties. Rather it's simply a cold distasteful financial decision.

You see, statistically, left-handed sets never sell more than 8% of the units of a right-handed model. At this point, we have no idea how popular the Sterling Irons <sup>TM</sup> will be. So at this point it just didn't make sense to take the financial risk.

However, our hope is that the Sterling Irons <sup>™</sup> become popular and that there is enough demand to also offer left-handed sets.

In the interim, if you are left-handed and still wish to play single length

irons, we recommend the left-handed sets available through <u>http://www.1Irongolf.com</u>. Please use Coupon Code 10507 and you will be able to take advantage of their 30-day money back guarantee.

Where did the Sterling Irons <sup>TM</sup> name come from?

Coming up with a unique and useable name can be surprisingly challenging. We believe that the Sterling Irons <sup>™</sup> name was actually the third "final" name.

The idea originally came from the street that my wife and I live on in New York City called Sterling Place. We thought it had a nice ring to it, the suggestive nature of the word sterling was good, and it polled well in focus testing. We were also able to get the <u>http://SterlingIrons.com</u> website URL for it and get the name trademarked.

# Member of the Month

"Usually, I was shooting around 85 mph or so with my driver before the training...so, just a few days ago I have reached the 110 mph club head speed" -Zoltan N, North Carolina, Swing Man Golf Member

# **Finishing Up With Fun**



The schoolteacher was taking her first golfing lesson. "Is the word spelt p-u-t or p-u-t-t?" she asked the instructor.

"P-u-t-t is correct," he replied. "Put means to place a thing where you want it. Putt means merely a vain attempt to do the same thing."

We hope you enjoyed the Monthly Handicap Improver...

Feel free to contact us at info@swingmangolf.com with questions/comments!

Have a great month!