

# Operate your own **Golf Coaching Franchise**

## PRODUCT / COURSE

### MEMBERSHIP

Joining fee and 3 years membership

### ASET LEVEL 3 AWARD CERTIFICATION

ASET is a national awarding body specialising in providing, quality assuring & certificating vocational learning programmes once achieved WGTF level 3

### CRB (CRIMINAL RECORDS BUREAU) CHECK

An executive agency of the Home Office which vets applications for people who want to work with children and vulnerable people

### TRAINING COURSES

Level 3 Training and Certification

Level 4 Training and Certification

Level 5 Training and Certification

UK Sports Coach Trainer Certification

NLP Training and Certification

Marketing Seminar

### RECOMMENDED COACH TRAININGS

Junior

Club-Fitting

Faults and Fixes

Inner Game

The Golfing Machine

Customer Charter Certification

Golf bio-mechanics

Alexander technique

### BASIC LIBRARY *includes:*

- Inner Game of Golf

- The thirty-second Swing

- Short Game Bible

- Putting Out of Your Mind

- The Golfing Machine

- Golf is Not a Game of Perfect

- The Ultimate Drill Book

- Extraordinary Golf

- Golf Swings Faults & Lies

- In-house training & improvement DVD's

### EQUIPMENT

Video camera, laptop plus software

Training Aids: -

- Impact Bag

- Swing Gyde

- Zen Putter

- Clubface Indicator

Uniform shirts and waterproofs

### MARKETING SUPPORT PACKAGE

## WHAT OTHERS SAY...

*"All of the trainings are highly intensive and innovative, so investing in the Full Package has given me the opportunity to fully understand all of the concepts and convert them into real skills."*

Gary Pugh

*"I have been a successful businessman for 30 years and the Full Package represents the best value I have ever experienced."*

Nigel Hardy

*"It seems unbelievable that an organisation of this size and professionalism has designed and constructed a Package offering such sensational value. It is my belief that it guarantees my success and I invested immediately I saw the opportunity."*

Mark Creedon



**Call now: 08700 114 292**

To enrol on the course call head office for further information or to ask any questions.



So you want to be a golf coach?  
Learn the secrets and live the dream



**Peter Hudson**

President,  
World Golf Teachers Federation  
of Great Britain & Ireland

# Start realising your dreams NOW.

## You know you deserve it.

### Introduction by the President

*I started living my dream 14 years ago when I came across the WORLD GOLF TEACHERS FEDERATION. Since qualifying I have coached over 3000 clients, worked with the English amateur team, coached my county team, helped a European tour player to his first ever victory and become President of the World Golf Teachers Federation of Great Britain & Ireland.*

*I have walked the talk from start to finish. If you want to know the secrets to this success and how you could follow and achieve even greater success, I suggest you read on or call me.*

*When you want to know how to succeed or whether this is right for you, the best person to talk to now is me. It will be great to talk and you can only gain by enjoying our informal chat.*

*I look forward to your call.*





# Realise your potential

*"Having spent 40 years in the Royal Navy and been involved in teaching a wide range of nationalities, I found this course to be utterly professional, hard work, great fun but above all, I was impressed with the methods of teaching.*

*Peter Hudson is an impressive coach with an infectious enthusiasm and a mind-boggling amount of technical know how. I would recommend this course to anyone."*

**Tom Suddes**

## How much do you want to become a golf coach?

Be successful in improving your own and/or others games NOW rather than later:

- Use the secrets contained in our unique improvement programme and philosophy
- enjoy the achievement of gaining a recognised qualification as a golf coach
- command the freedom to work where and when you want
- realise an income that suits your lifestyle
- link security and peace of mind as a member of the World Golf Teachers Federation, probably the worlds largest golf coaching organisation.

When you have any of these goals in mind, reading on will lead you to discover how hundreds of golfers like you have attained all of the above and more.

## Learn the Secrets contained in our "Unique Methods, Outstanding Results" improvement programme


Our philosophy is based entirely on achieving results. We believe that only when you begin by assessing your client's real wants and needs and only when you use our "Unique Methods, Outstanding Results" programme, will you have a structured process guaranteeing success. After gaining our recognition you will be able to guarantee you or your client's success.

You can sustain this level of customer satisfaction by using our "Unique Methods, Outstanding Results" coaching system.

We have thoroughly researched over decades the most important aspects of teaching and coaching, sports psychology, Neuro Linguistic Programming, accelerated learning, non-directive coaching, peak mental performance, energy tapping, kinesiology, golf biomechanics, and nutrition, offering you the opportunity to achieve phenomenal results in a fraction of the usual time.

The secrets of successful coaching contained within this training programme are yours to use in whatever manner you choose.

You can do this NOW because you have the desire, passion and are ready to take action.



*I have been teaching P.E. for twenty-eight years and last week's course was the most enjoyable and informative I have ever attended. The knowledge, professionalism, passion, enthusiasm and attention to detail are of the highest quality. Thank you for providing a life changing experience.*

**Andrew Leith**

Call now: 08700 114 292 [www.wgtfgb.com](http://www.wgtfgb.com)



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# Qualification leads to success

*“Obtaining my certification with the WGTF was the perfect opportunity for me to pursue a golf-teaching career. My only regret is that I had not seized this opportunity years earlier.”*

**Dave Reid**

*All ASET qualifications are approved by QCA (the regulatory body for public examinations and publicly funded qualifications).*

*The Secretary of State for Educational Skills for LSC funding. They are also approved by the Welsh Assembly Government and Scottish Qualifications Authority.*

## How simple will qualifying be for me?

THE WGTF ultimately relies on your previous experience of playing and learning golf. Although having skills in various areas such as, high technical knowledge of the game, experience in management, running your own business, dealing with people, sales and marketing, general maturity, teaching or coaching will be very useful.

You don't have to be a great player to be a great coach. The course structure guarantees you do not need a great memory or exceptional academic or athletic skills to pass. We make sure you attain the required benchmarks by using our unique training programme. You can rest easy as it's our responsibility to make sure you gain certification.

Anyone coming with an open mind, energy, enthusiasm and a desire to learn will probably enjoy the best week of their lives with the potential to create a whole new lifestyle. Once you qualify at Level 3 and receive the WGTF golf coaching diploma, you will also receive the ASET level 3 award. ASET National Awards are designed, quality-assured and certificated by ASET. The golf coaching diploma course is a level 3 National Award with learning outcomes accredited by ASET at a level equivalent to the UK national level 3.

## How easy is it to succeed once I qualify?

Your success as a golf coach will be your ability to attain results for your clients beyond their expectations. The secret magical techniques delivered by our “Unique Methods, Outstanding Results” programme, guarantees you will have a structured process better than anything in the industry at present.

The sooner you start practicing while using these techniques, the sooner you will benefit from a waiting list of clients wanting to learn from you.

Whatever your skill level and experience you can't afford to coach without the knowledge contained in this training programme. Another reason your success is guaranteed is there are very few coaches at present delivering the standard of coaching you will be able to deliver after only one week and you will know it.

The programmes we suggest are innovative and offer an extremely high value to the client, unseen in the market place at present. In short, not only will you be highly successful but very popular. Setting up your coaching practice, finding a location or seeking employment is much easier than you would think. Attending the 2-day marketing seminar will leave you spoilt for opportunities.

## Just 10 of the ways you could be coaching next month

- 1 Teach people in their own homes
- 2 Take your skills to public and private schools
- 3 Indoor sports clubs, gyms, evening colleges and places of education
- 4 Seek opportunities at pitch and putt or 9-hole, par 3 and 18 hole golf clubs
- 5 Rent a bay or seek employment at a driving range
- 6 Synergistic industry ie. Club fitting, sports fitness, etc.
- 7 Move abroad and do any of the above
- 8 Start your own indoor business in your home or elsewhere
- 9 Offer your services in the corporate and entertainment sector
- 10 Buy your own golf club or driving range



# 'WHAT'S HOT ... AND NOT'

Published in The Mirror - April 15th 2004

## Planning a career change? Check out the high-flying jobs of the future - and the ones to steer clear of.

By Sheila Prophet

Most of us dream about having a more glamorous career, although we don't go to the extremes of Leonardo DiCaprio in 'Catch Me If You Can'. In the film, Leo plays Frank Abagnale Jr. who bluffs his way into high-profile jobs as an airline pilot and doctor.

But according to research by City & Guilds, the UK's leading provider of vocational qualifications, more of us could be fulfilling our dreams for real as the job market of the future is set to change. Demand in more glamorous professions will increase, they say, while vacancies in the more humdrum, traditional sectors will fall. So, what are the top five careers they reckon will be crying out for high-fliers in the next five years?

### **Golf Professionals:**

The Tiger Woods Factor has made golf cool for kids and more women are taking up the game too. The increasing interest means a much higher demand for one-on-one lessons with a professional.

### **Airline Pilots:**

Rising incomes and the ability to afford more holidays, as well as the growth of low-cost airlines, means the number of jobs in air travel will keep soaring, with an increase in the number of pilots, air crew and ground crew.

### **Plastic Surgeons:**

A growing celebrity culture and a desire to remain forever young, plus an increase in people's disposable income, means more plastic surgeons will be needed.

### **Tax Advisors:**

OK, it sounds a bit dull but it could be a lucrative career choice. The need for tax advice is growing for a number of reasons - the tax burden in the UK is rising, the system is becoming more complex, the number of top-rate taxpayers is growing and new tax-based incentives for entrepreneurs and small firms are being introduced.

### **Computer Security Consultants:**

The increasing dependence of all businesses on IT means that in the future even the smallest firms will need to ensure their systems are safe and secure. The glamour factor may not be high, but the salary could be.



*"This training will actually enable me to earn a living doing what I love - I can't thank you enough! The trainers were exceptional people with life changing ideas that are so simple to put into practice. Doing this training may well change your life if you want to be a golf coach - do it now or you will live to regret it. My certification with the WGTF has provided me with the credibility I need as a golf instructor."*

**Bill Rowland**





## What will I achieve by becoming a golf coach?

There are few people who would not enjoy the life style of a golf coach. Not only do you enjoy a wonderful sense of achievement bringing incredible satisfaction when people improve, but your whole outlook on life changes and becomes so worthwhile.

Working for yourself has always been satisfying and when you mix giving to others, caring, the freedom to work where and when you want, the ability to earn as much as you want, while enjoying the fresh air and healthy outdoor life, you can obviously understand why as a golf coach you could live a longer life.

Our qualification is recognised worldwide - meaning you can coach anywhere you wish while maintaining the local support of the WGTF, in whatever country you settle.

You will have more time for yourself and for your family.

It is easy to understand why people want to become a golf coach, most don't have the same action strategy as you have displayed by receiving our information pack.

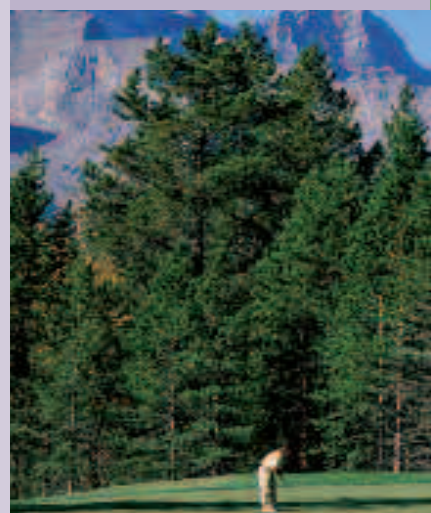
## Belonging to the WGTF will also offer you the following benefits.

- Full educational accreditation
- Continuous education and development through
  - the quarterly World Golf Pro magazine
  - our continual development programme
  - our advanced skills, refresher, master and trainer trainer's courses
- world wide recognized certification
- 'Find a coach' web page for customers seeking a coach
- discounted products with many manufacturers and service suppliers
- to start your own golf franchise
- opportunities to work in other countries
- monthly e-newsletter
- liaison with other golf and sport associations
- membership liability insurance
- employment referrals and opportunities
- business opportunities. Join our 'share a golf business database'
- WGTF of GB&I logo merchandise
- annual general meeting
- annual competition within every county in the federation
- launch of our 'Customer charter'
- opportunity to be selected for the WGTF-GB&I team competition
- opportunity to become part of the new National Coaching Certification programme.

*"I want to say thank you for the week I have just completed. I had a fantastic experience from start to finish and I am still on a high from it. People are amazed when I tell them how Peter coached Phil, enabling him to make his first ever shot left-handed, fly 150 yard in the air with draw, to a specifically stated pin-prick target.*

*Not only did Peter give me tools to help people with their golf; I also left with bundles of confidence and trust in my own ability. I believe that this is down to Peter's ability to motivate and bring clarity to the arena. I have no hesitation in saying it was one of the best experiences I have ever had and I am recommending the course to all my friends."*

**Denis Doyle**



# Your decision to enrol can only be right with our 100% ironclad, more than money back guarantee!

Your satisfaction is assured through our no risk, **100%, more than money back guarantee.** If at the end of the course you have not been thrilled during the training courses, we'll refund your money, plus you can keep all of the course materials, plus a £100 voucher to spend on any of our other training and there will be no hard feelings.

*"What I'm saying is, don't decide now that this training is right for you, just enrol and attend. If it doesn't enlighten you or offer a life changing opportunity or isn't full of new exciting information and facts or doesn't accelerate your learning and keep you thoroughly enthralled, we will give you your money back".*

*Peter Hudson, President*

**Your decision to enrol can only be right with our 100% ironclad, more than money back guarantee**

## Practice groups

As a member or even as someone interested in gaining qualification, the practice groups meet at local golf clubs regularly, to train, play golf, socialize, network and to discuss local opportunities, including brain storming sessions on any issues affecting the group or the individuals within it. Right away you feel at home with your new family of friends and colleagues.

## It all seems so simple why doesn't everyone do it?

I was at a training course last year with a thousand people and the speaker asked the assembled crowd to put your hand up if you had thought of winning the lottery this week. Almost everyone put

their hand up, he then asked who had bought a ticket and a staggering 90% put their hand down. It's as simple as that, people dream about what's possible but take no action towards it.

You will only discover the secrets and processes necessary to become a successful golf coach, capable of getting outstanding results when you will realise it is the right time NOW to enrol on the course.

Once you have the skills you will instinctively know you will succeed. For some just gaining the knowledge is enough, for some gaining the qualification is enough, others need to be earning sufficient to support a luxury life-style.

Whatever you want, your first step is to enrol on the course.



*"The WGTF of GB teachers training course was a revelation, all aspects of the golf game were covered in a step by step formula, that not only teaches you how to teach golf, but how to communicate, have empathy with your peers and is a fountain of knowledge, for those seeking to pass on the gift of teaching golf.*

*Two weeks after attending the course, I have been offered a teaching post with local sports council coaching children and my teaching lessons for the coming months look very healthy indeed!*

*I can honestly say obtaining a WGTF teaching certificate is a wonderful life changing experience."*

**Michael Dwyer**

*"Gaining certification and joining the World Golf Teaching Federation, guarantees life will never be the same."*

**Paul Wright**



# Case Histories

## Case History No.1 Jeff Hatton

Last year I was a Senior Manager in a company where I'd worked for eleven years, BMW on the drive and a good salary going into the bank every month. Then came the news that the company was closing down, this was the third time I'd been made redundant in my working career.

I had six months to decide what to do. I knew what I wanted to do but at 42 how could I retrain and actually make a living doing what I really enjoyed.

There were two challenges to overcome if I was going to make this life changing decision happen.

Firstly, where could I get a coaching qualification? I was too old to go to the PGA and I didn't have the time for the three year Mars bar selling programme. Secondly where could I find a niche in the market to make a living?

As you are reading this, you'll soon know the solution to the first challenge was easy! I booked onto a WGTf course at Beadlow Manor, in October 2004.

confidence can be as bad as lacking in it! Still I was now a qualified coach, had many more tools in my box and more importantly, I knew how to teach! I also took a club repair and custom club building course in 2004, my toolbox was now full.

I launched my business, 'The Indoor Golf School' on 1st January 2005. I'd done a 4000-leaflet drop before Christmas so I was ready to go. From March to September, I did 375 lessons... I now have regular clients, regular referrals, teach in two schools, and I'm building a reputation as a

*"I didn't know how to teach and I only knew 20% of what I needed to know to become a great coach."*

The second took a little more thought, I needed to do something different. Then came the idea of using computer simulators to teach and so the journey began.

Off I trotted to Beadlow Manor full of confidence that I would breeze the course, after all I'd spent ten years as an amateur coach to my son and had an eye for the golf swing. Reality set in quickly, although I did have an eye for a swing.

I scraped through the live coaching tests, a good lesson learnt, over

good coach and club builder. It's very rewarding and immensely satisfying and I've learnt that the competition is not strong and very few are qualified club fitters. Being able to talk technically about equipment, took my coaching skills to another level. I would recommend all aspiring coaches to do the same and learn the art of club fitting.

I now walk a few paces out the back door to go to work and if you have the drive and determination to succeed, your dream can come true too!



Jeff Hatton, Golf Coach

*"Peter has a wonderful way with people, men and woman alike."*

*He has definitely mastered the art of coaching people and is a great inspiration to all."*

Janine Bruinenberg



## Case History No.2 Ryan Parfitt



I had been working in the family business as a workshop manager for some time, when I realised I simply was not happy and had lost touch with the real love of my life, golf.

I don't know how it happened, one minute I was thinking about lifting the Claret Jug, after

winning the British Open and the next I am up to my eyeballs in grease, in a car repair shop.

I already knew I did not want to do a 3-year course with the PGA as

- 1 I did not want to work in a shop
- 2 I could not afford the change in earnings, as working in the family business I had been well looked after.

Then someone told me about the World Golf Teaching Federation and the qualification and training I could attain. They told me they had done the course and were already successful and that everything on the course was not only unique but also based on simplicity.

I had enjoyed a long junior and amateur career as a player and had been fortunate to learn from some very good and bad coaches. I felt my technical knowledge was well grounded

but my teaching and coaching skills required some work.

So I went down to Pedham Place and met Peter Hudson, who has been my inspiration since. What I learnt that week convinced me I should be coaching, I even felt I had a responsibility to those having lessons, who were receiving bad service and advice.

I simply spread the word by networking and soon I had a position at Hanover Golf Club. This summer I worked on average between 60-70 hours a week, at a top rate of £40. I am spending the winter in my Villa in Turkey.

If you are at all serious about learning more about how to swing better, improve golf performance and learning how to coach well, you should call and enrol now, it was the best investment and decision I ever made. When you turn it into a career and spend the next 20 years coaching, then how good a decision will it be. I wish you the very best and look forward to seeing you in the near future.

## Case History No.3 Jen Wilkinson



I had been working in the retail golf industry for some time and taking regular lessons from my local coach, when one day while chatting away (as we women do), I mentioned my love of the game and how I would like to become a coach. She suggested I join the PGA but I had worked in a shop for the last 6 years and had no intention of spending another 3 years doing the same.

After hearing that she said there were other organisations that offered qualifications as a golf coach and if I attained certification, I could help her and start marketing myself on the driving range.

I discovered various advertisements in Today's Golfer and received lots of information. However the WGTF were not only far bigger than the others, they were the only one to contact me and I enjoyed a very informative chat while realising I was making the right decision to enrol, choosing the WGTF to gain my qualification.

The course was fantastic and far more rewarding than I could have possibly expected. I have now been working as a full time coach for 3 years and can honestly say it has completely changed my life. I am happy, more fulfilled and driven to succeed at ever-higher levels.

I was lucky to be asked to become a golf coach but I have since changed locations twice and have found it easy to create new and better opportunities. I continue to enjoy the constant support of the Federation and I certainly feel secure belonging to a large professional organization.




*How much would you like to train in Spain?*

Now it's your turn.

The WGTF of GB certification course, will give you everything you need to set up your own coaching business.

You could be a professional golf coach NOW!



Your **first** step to 'success' starts here

## Announcing the revolutionary new 7-day level 3 diploma certification course

Through a structured and highly intensive course, you will learn how to become a successful golf coach. No matter how experienced you are you will be discovering aspects of coaching that you didn't even know you didn't know. Every area of the game is comprehensively covered.

*"I would like to take this opportunity to thank you for the extremely professional way you run the diploma course. Being a scratch golfer I thought the course would be easy but quickly realised I had as much to learn and benefit from the course as anyone. The course is an eye opener and an absolute essential for anyone who wishes to be successful as a teaching professional."*

**Jim Ussher**

*"My knowledge level has increased 100 fold. What Peter taught was incredible, exciting and innovative. I will never forget Phil hitting a 5- iron, left handed for the first time and creaming the ball with a nice little draw right to the centre of the target at the 150 yards mark."*

**Graham Harrington**

### What will you learn?

The Psychology of Teaching will show you which representational system to use How to communicate anything accurately, the importance of goal setting, which states are best for learning and coaching, the importance of state management, the art of giving feedback, the power of attaining rapport and the importance of repeating any new move correctly.

### Structure of Lessons

Deals with how to prepare for a lesson, the importance of having enough time to teach, how to use ball flight laws to achieve great results, how check sheets give your lessons shape, the secrets of inner game coaching and the advantages of using set teaching positions.

### The Basic Swing Techniques

Include the essentials like aim, shape, hold, set-up, drills for back swing, transition and forward swing, a complete putting system, drills for chipping and pitching, the complete beginners guide to sand-play and how to make it fun, how to teach a beginner with lightning speed and success, how to maximise the many models for perfect swings, understand the importance of plane, and the importance of clubface and club path.

### Tools for Lessons

Includes mirror imaging and its many variations, how to use teaching aids effectively, easy to understand language, how to use metaphors/stories, pre-shot routines in practice, freeze-frame, words to picture descriptions, new movement generator, how to use tonality effectively and how to use counting as a learning tool.

### Other Categories Include

Fitness for golf, nutrition, market research, customer service, club fitting and lots, lots more!

The assessment criteria will use the following areas:

### Pre-course studies

- Written Rules Test
- teaching Theory Test
- course Content Test
- course Project
- teaching Test
- overall Performance
- playing Ability Test
  - Course Management
  - Pre-shot routine
  - State management
  - Preparation.

**After successfully completing the course we expect you to have the confidence and skill to deliver a lesson that the client will recognize as professional and outstanding.**



# Operate your own *Golf Coaching Franchise*

## The full package

Our system is designed for the individual who is self motivated and independent, however we have recognised that some like their success a little more guaranteed and everyone is always looking for great value.

The full package includes all our training courses necessary to attain the high standards required to become an outstanding coach as well as being capable of delivering the WGTF Level 3 Diploma Certification course.

Whether you want to develop your own franchise, offering WGTF coaching accreditations, work for the WGTF delivering our courses or guarantee your success as an outstanding coach, you will want to take advantage of the incredible value offered by the full package.

It includes the personal attention of Peter Hudson when required. We believe you can reach these standards if you have the correct motivation and determination. It supplies you with all the essential equipment from Day 1 and supports you totally for a minimum of three years in your endeavours to attend any training, reaching the benchmarks required.

This format allows you to attend all of these trainings as often as you like until you fully understand each subject and are fully capable of demonstrating your outstanding coaching skills.

The marketing package is designed to support you, specifically help find you a place to coach and then 'the marketing know how' to grow your business rapidly. It includes specific marketing programmes; phone advice and three days support in the field.

The marketing package also includes a detailed web presence on our main website when you have attained all of the qualifications. This investment is a classic example of the tremendous value for money that all coaching services should offer and is a mark of the faith we have in your ability to succeed.

## Incredible benefits:

- *Obtain all qualifications while still doing your day job*
- *Employment opportunities within the Federation*
- *Own your own company training coaches*
- *Attend all courses again and again - FREE!*
- *Save over £6000*
- *Personalised marketing support*
- *FREE constant re-training*
- *Your own turn-key business*
- *Guarantee your new life style*
- *Structured path to becoming an outstanding coach*
- *Learn skills you never knew existed*