



How to Become a Successful, Independent Golf Coach

By Peter Hudson

Introduction

Whether you are retired, seeking to enjoy additional income, desire a career change, already successful and want to do something you are passionate about, or you just want to be fully engaged in a project that will help others, becoming a golf coach is something you can achieve independently.

Many golfers believe there is only one way to become a golf coach but we live in a democracy that has laws against monopolies. Without competition, a large body, unchallenged can quickly become ineffective and inattentive to the true customer's needs. In this book I will show you how you can set up a golf coaching practice independently and be more successful than most who have been coaching for years!

Before I start, let me take one moment to define 'successful' in this context.

“*A successful golf coach from the client's perspective is one who can elicit their true goal, aligning with their degree of motivation and commitment, to deliver the agreed goal, guaranteed!*”

Once defined, the skill sets and traits required to succeed as a coach become more distinct and it may surprise you how much you already own.

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Chapter One

Skills and traits of a successful golf coach

- Question and listening
- Logical analytical mind
- Project management
- Rapport
- Knowledge of how people learn and what stops them
- Ability to operate in an ego-less state
- Customer service, and care
- Knowledge of the golf swing
- Marketing
- Formation of collaborating teams and networking
- An attitude of walking the talk
- Experience of playing golf and its challenges

If you have none of these skills or traits it will still be possible to succeed, especially when the degree of motivation and commitment is massively compelling for you.

However, usually those who become a successful golf coach will have already experienced success. That could be as a parent, in business, financially or even in managing your state, meaning you may have many of the above skills without realising.

Even though you may be passionate about golf, becoming a golf coach may seem like a distant dream. Before you discover how this could be possible and the simple steps to take, I want to offer an insight into the dream lifestyle I am currently enjoying.

Chapter Two

My working day as a golf coach, could this be yours?

My working day as a golf coach for the most part starts on a warm sunny morning sharing breakfast with my client. The day is sunny because I designed my career around Florida and Spain in the winter, returning to the UK to enjoy our summer. In the days before meeting my client I have been in communication to discover all of their wants and needs, so after breakfast we are able to go to the range and start making the changes required. Lunch is taken at noon, a leisurely light affair, taken on the patio at the golf club. Around 1pm we move onto the course to play 18 holes, carefully observing all the opportunities my client has to record better scores and enjoy their golf even more. The evening involves reflection and learning from our day together before producing a practice plan and long term coaching plan until we next meet.

For both of us the whole day has been relaxing, enjoyable, fun, engaging, stress free and satisfying while making many new observations and learning points. The coach and client honestly do not know how their day could have gone any better or have been more rewarding.

With healthy eating, ample refreshment, mental stimulation and exercise in the company of someone equally as enthusiastic as me about the game, could only mean, total and complete job satisfaction. Job, work and labour seem incorrect adjectives in describing my day, vocational or even spiritual, feel more appropriate!

Aligned with all of the above is the opportunity to do this as much as I like for the rest of my life, growing, learning and evolving on a daily basis, as close to Nirvana as any golfer can hope to achieve.

I am far from being a writer so I'm sure someone else could describe the above more vividly, creatively, making it sound even better, all I can tell you is, nothing has ever given me the satisfaction and pleasure I receive living my life as a golf coach. This is how my dream has unfolded, the pleasures you enjoy may be similar or it may evolve from developing a completely different strategy for your coaching practice.

Knowing and understanding the true benefits of the dream makes the requirements in succeeding seem worthwhile, motivational and satisfying. Once we learn these skills we can decide what financial rewards will keep us in the lifestyle we want and deserve.



Chapter Three

The three fundamentals of a potential business

My understanding is, a good business has three fundamental requirements:

1. There is a demand for the product or service
2. The demand can be fulfilled
3. The demand can be effectively marketed

How big is the demand? With 4 million people playing regular golf in the UK and probably another 3 million picking up a club at some time in the year, from a pitch and putt course to a driving range, and with many more wanting to start playing, the demand is HUGE. When we observe the quality of golf being played on a daily basis it undoubtedly means the demand isn't being fulfilled too successfully! This could be a lack of quality, outstanding, coaches or their current coaches are not marketing their product successfully.

I am going to fast-forward now and assume you have acquired all of the skills and traits mentioned in chapter 1 to the degree required to be a successful golf coach, so what's the next step?

As with any service industry, discovering a niche part of the industry and a unique way of operating in that niche will be pivotal in your success.

When most people think of lessons, they think of spending £20 to £50 on a half-hour to hour lesson correcting any problems. Unfortunately this is a complete misconception in a world bent on discovering quick solutions in that this method will not solve their problems. According to my research few achieve the success they desire. Occasionally the fault is of a nature where it can be simply diagnosed and a correction made but it is usually only applicable where people want to return to a standard that they have lost. It will rarely, if ever, apply to those who want improvements beyond what they have achieved thus far. This style of marketing lessons suits the scenario of those working at a golf club or driving range and relies on a fair amount of walk in trade. The challenge of operating this kind of practice is you are dependent on the footfall and walk in trade, you have no real autonomy and you will need a constant stream of new customers.

You probably already understand that the golf swing is only a very small part of playing the game of golf. Knowing the anatomy and our own body's capability of movement, the geometric and scientific laws of angular and linear motion, the laws of ballistics, ball flight and how these laws combine to move the ball forward through different distances, heights, trajectories and shapes from different locations, with different clubs, represents only a very small part of the opportunities for game improvement.

The true context from which we learn, is to play the game of golf on the golf course so a large amount of knowledge will be required. How do we prepare effectively, what is the game plan, what clubs and balls should we be using, what golf shoes would most suit our swing? Whether we warm up our bodies and swings before we play, whether we use a GPS, course planner, rangefinder, the necessary knowledge of how to play the course and which clubs most suit the terrain. How predicted weather conditions affect our clothing, requirements for hydration and whatever other preparation we can make that will enhance our performance.

During the game our pre-shot routine becomes an essential part of the operation, how we control our mental state and create suitable imagery. It is essential to choose playing strategies, target orientation and shot selection before preparing to allow the shot to happen through a solid pre-shot routine. How and what we reflect on after each shot and our reflections of each individual game and how we can use these reflections to improve future performance.

Knowing all of the above is only information, we will also require the knowledge of how and when to apply each element and how to prioritise. How we prioritise may depend upon why somebody is looking to change, in other words why are they playing golf? Is it for fun, exercise, social engagement, the challenge, competition, networking, conducting business, or to make new friends and you will need to take the time to discover the reasons before you can improve.

I have only scratched the surface of all the things that we can do to help achieve our client's goals but the conclusion is central to how you will approach this industry and how to market yourself successfully.

It is obvious with this mass of information and the opportunities that they offer it is essential to engage in long term relationships with your clients and I mean a year to a Lifetime and not a one-off 30-minute lesson.

One of the most repeated objections coming from golfers no longer having lessons is they did once and their golf got worse, eventually returning to their old swing or continuing their decline, even on occasions giving up the game completely because they could no longer find their old swing. The point being, the 'demand' is not being fulfilled and this is because the coach is not engaging in long-term relationships which enable client and coach to explore and prioritise which area requires the most attention and follow the processes and systems that guarantee the improvement the client is looking to achieve.

I would suggest golfers currently pay the coach for their time and this strategy is floored. It basically continues the myth and your current experience that coaching is telling your client what they are doing wrong rather than, what they should do instead so they come back for more when you have fixed it.

Chapter Four

A new way of coaching

A much better idea, offering a far superior, win/win (Steve Covey's 7 habits of highly effective people) scenario is the creation of long term relationships with clients wanting to advance leaps and bounds. As a massive example, **beginner to scratch!**

Clients need to be offered products that deliver results. The only way results are going to be delivered is by creating long term relationship and using the skills and traits I have mentioned.

I have created many successful products already, from 12 months unlimited lessons, services dependent on monthly standing orders similar to that offered by gyms and my latest product offering, **FREE 'Lessons for life'!**

These programmes reflect the ability to fulfil all of the demands for game improvement in a manner both cost-effective for the client while still financially rewarding for the coach. It is also pivotal that there is no need to be attached to a golf club or driving range to deliver the product.

Chapter Five

Free lessons for life

Service	Free	£300	£1,000
Unique Game Improvement E-Book	✓	✓	✓
16 page game evaluation	✓	✓	✓
6 point solutions evaluation	✓	✓	✓
Discussion session of evaluation		✓	✓
Half-day coaching and playing		✓	
Full-day coaching and playing			✓
Post half or full day session			
Intro to collaboration services		✓	✓
Full game improvement plan		✓	✓
30 days plan management online		✓	
30 days phone and email support		✓	
Extra face-to-face £50 per hour		✓	
Lifetime free lessons in Spain/USA			✓
Lifetime plan management online			✓
Lifetime access to library			✓
Lifetime access to film archive			✓
Lifetime access to training webinars			✓
Lifetime email and phone support			✓
Extra face-to-face coaching £25 per hour			✓
All live online trainings			✓
Free lessons by coaching practitioners			✓

Once you have watched the 'Lessons for life' video you may want to know more details regarding the offer before asking for your questionnaire or calling to enjoy a conversation with Peter.

Option 1 includes returning your questionnaire to me and I will analyse and draw my conclusions, making suggestions on how to move towards your goals.

Option 2 and 3 are very similar with option 3 allowing you to enjoy my services for life.

Those who are moving forward to the half or full day session then enter into a question and answer session (by phone or skype) which will provide essential information and a format for the coaching half or full day. It will also mean on the day, the coaching session can start almost immediately, maximising the results.

All aspects of your game will be monitored using an array of equipment. This could include video camera, force weight platform, launch monitor or other measuring devices. On the day I will pick one specific goal in each area of your game and start making the changes immediately. All the instructional parts of the session will be recorded for you to watch at a later date so you have nothing to try and remember and have a video of you doing it well.

During the half day session I will attempt to play 3 holes (down to venue and time) with you to analyse your playing strategies and monitor the changes made. The full day guarantees 18 holes playing and full, on and off course evaluation with strategic recommendations.

Post, half and full day sessions

You will receive a full report of the day including a coaching plan aligned to your goals. This will also include full practice plans, use of my massive range of teaching aids and library. Those who go for Option 2 will now receive one month of agreed on-line coaching and feedback.

To optimise your motivation and enthusiasm I encourage you to communicate with me as much as possible, asking as many questions as you want regarding the tasks in hand. You may post as many videos of your swing and practice sessions on which I will post replies and even add bespoke video instructions for you to follow as well as point you towards previous demonstrations. At the end of the month I will post a full report on your progress and leave you with a further coaching plan for you to personally administer. There may be occasions during the month when the internet will not effectively communicate the training required so one to one lessons are available at a significantly discounted rate.

Those who go for Option 3 start to benefit from the 'lessons for life' program for as long as you want. The same as Option 2 but with no time limit. Here is where you take advantage of the unlimited lessons in Spain and Florida, staying at the El Plantio resort during November-December/March-April and Kissimmee golf club in Florida in January and February.



There is a charge for accommodation and a full day can include 4 hours of potential coaching and then 18 holes playing golf. When staying with Peter you can also enjoy extra services such as hypnosis, philosophical offerings and life coaching, all completely free!

You can use Option 3 to learn to play golf from scratch in which the first day format is different. If you can't get away to Spain or the USA you can still take advantage of 1-2-1 lessons in the UK at massively discounted rates

OPTION 1 FREE

Game improvement E'Book, 24 page questionnaire with 6 point evaluation.

OPTION 2 £300

Pre-lesson;

- Game improvement E'Book, 24 page questionnaire
- Discussion question and answer session (phone, skype, face time etc)
- Initial 1/2 day (4-5 hours)
- Full game evaluation with lesson in each of the following areas;
 - Putting
 - Chipping
 - Sand play
 - Pitching
 - Full swing
- 3 holes playing golf where possible
- Peak performance, full playing analysis
- Lessons recorded
- Post day
- Introduction to Peter's collaboration of services
- Full game improvement plan
- Full practice support for 30 days
- 24/7 phone and email assistance for 30 days
- Access to Peter's collaboration team
- Further coaching available for £50 an hour

OPTION 3 £1000

Pre-lesson;

- Game improvement E'Book, 24 page questionnaire
- Discussion, question and answer session (phone, skype, face time etc)
- Initial 1 day (minimum 8 hours)
- Full game evaluation with lesson in each of the following areas;
 - Putting
 - Chipping
 - Sand play
 - Pitching
 - Full swing
- 18 holes of golf
- Peak performance, full playing analysis
- Learn to play golf from scratch

Post-lesson;

Introduction to Peter's collaboration of services

Management of project while still desiring improvement

including:

- Full game improvement plan with adjustments as required
- Full practice support and feedback as required
- Access to all live, on-line, webinar trainings
- Access to all archived demonstration videos
- Access to all archived training videos
- Extra Lessons in UK £25 an hour minimum 2 hours*
- 24/7 phone and email assistance
- Unlimited Free lessons in Spain: November-December & March-April*
- Unlimited Free lessons Orlando: January-February*

**terms and conditions apply*

This format is easy to market and based on some of the key principles talked about in the book 'Key Person of Influence' written by Daniel Priestly. It is laid out in an easy to understand visual format. There are three main categories, free, mid-range and top of the range for consideration. You can easily create your own original materials by using mine as a template.

If you don't already have the skills to take advantage of social media there are plenty of people who will show you quick and easy ways to develop a database with thousands of golfers wanting to improve with whom you can market your product. There are also wonderful opportunities like Fore-Business, which is a business golf networking organisation offering an incredible opportunity to start your own lessons for life program.

One of the huge advantages of this system is that you only need 30 customers a year and to some degree it is even a possibility that you may only work 30 days a year! If you were selling 30 minute lessons, let's say £20 a go and on average, sell two per customer you would need to find 750 customers per year for the same income.

Social media, modern communication methods and technical equipment such as 'Trackman' may seem a little scary at first but it truly takes no time at all to grasp and the success they bring means you learn very quickly.

Chapter Six

Drive your business success organically from home

In this modern age it is not only what and how we coach that is dramatically changing but also where we coach. This revolution in coaching makes it easier than ever before to start your coaching career. In fact coaches are now working directly from the comfort of their own home. The lessons for life package enables you to spend 50 to 80% of your coaching time being conducted from your home (where internet is provided) or your clients home using quality portable equipment.

Many potential coaches worry about finding a position at a reputable golf club but in all honesty this is not the entrepreneurial way. For the most part the opportunities at golf clubs revolve around substantial time spent serving in the shop. Well if that's what you want to do then you might as well go and get a job at Tesco's or Sainsbury's! Seriously though, would you not prefer to be in control of your own destiny?

You can choose to grow your coaching practice organically, starting at home, in the back garden, garage, shed, or inside and purely online. Others hire a small indoor unit, creating deals with local golf clubs to take their client's to play. Many collaborate with other independent coaches who already have a practice and want to share the rent at their location.

Your on-line capability is enabled with modern technology and systems. V1 offer video capture, hard and software facilities and a fully functional branded academy system.

There are many trusted companies who will build and completely fit-out your bespoke indoor studio in your home, garage or any suitable location, meaning you have total autonomy over your continued business success.

Chapter Seven

Form a collaboration

So what is collaboration and how will it help you. The definition is 'group effort' and in the big picture it is what is changing the world. The information and communication age means we are making more connections and helping each other more than ever before.

We have opportunities by building a collaboration of local expertise to both network and find more ways we can help our clients play better golf. You will trust in your team's skill in their specific field and they will trust in yours. So who may be in your collaboration, lets suggest a few and see how many more you can add. Recommended starting a group with;

Bio-mechanics/Golf movement/Alexander Technique

An expert of the anatomy who does specific golf training and understands the challenges involved. They may be certificated by Paul Chek, titlist performance institute and WGTF member or use Martyn Jones for Alexander technique.

Club fitter/ maker

Custom clubs are an essential to any golfer and any easy way to make an immediate improvement in your client's game. You may want a separate putting expert in your team.

Diet/ and supplements

For those with top performers this may well be even more important than most. This person may be a NUSKIN or Herbal life specialist.

Fitness aerobics

All golfers need aerobic fitness for so many reasons, make sure you have a personal trainer in your team

Physiotherapist, Chiropractor etc

Even though you have your bi-mechanical expert clients may experience temporary injuries that require assistance.

Hypnotherapy

There will be opportunities to help change some deep seated behaviour through hypnotherapy. It is usually an important part of my work with any client and until you complete your NLP and hypnotherapy training I suggest you find someone local.

Technical Game

Any lack of technical knowledge does not need to be a challenge in the early days, either find someone you can trust locally or find someone on the net willing to assist. As coaches you will find we have an attitude of helping anyone.

Pilates

Core stability is at the very centre of the golf swing, so I recommend you encourage all long term clients to take Pilates lessons.

Yoga/Tai-Chi

The mind body experience combined with increased flexibility and breathing will undoubtedly enhance performance.

Equipment specialist

These include those who have, Trackman (and other ball flight machines), SAM putting Lab, Force weight platforms, high speed cameras, Swing frames, K vests and any other expensive measuring devices. Find coaches who have this equipment and set up a system where you can take your client to them for the measurements required to manage any change project. Eventually you will want to buy your own!

Sports massage

Many of you will find short tight muscles and injuries a real problem with your clients. To help injury prevention you will want a good sports masseur on your team

All of your team should genuinely support and believe in the collaboration idea and you should get the team together as individuals and as a group so you can fully understand each other's business and write your own code of practice.

Here is a code of practice I suggest you use to manage the group.

Members Code of Practice

- Seek to understand all aspects of your fellow member's practices
- Stay alert and aware of how other member's services will help your client
- Always put the client's needs before your own even if it means they spend money with a fellow member before yourself
- Communicate with said member who gave you the referral re; clients progress
- Keep marketing materials of all fellow members
- Supply marketing material to fellow members
- Spend at least an hour a year with each fellow member understanding their practice
- All members will meet as a group at least once a year
- Keep at least 20 cards of other members at all times with them or at least at work in the car and at home with one each in wallet purse or constant travel bag.
- All members understand exactly what type of referral and client you are seeking
- Keep a full list of all members of collaboration and give to your new clients
- Each member of your team should be encouraged to develop their own personal team to extend the network

I suggest you also find a buddy coach who is also setting up a practice in a different location so you can discuss your daily challenges.

Chapter Eight

Create a brand

I have created a brand called, your golf academy (YGA), which offers a set of systems, processes and marketing materials allowing anyone to follow. Here is my current client charter and customer promises which encourage the client to use the brand, you are welcome to copy and improve.

YGA Client Charter

The client charter is designed to inform you of the services you can expect to receive as a minimum. It is quite possible that the service and services you receive will exceed these expectations.

Our brand offering

1. An opening consultation designed to discover everything about you and your game so the coach can offer you the best and most affordable way forward that guarantees your success.
2. Lessons designed to produce results while still offering sensational value.
3. You are offered a collaboration of services from other professionals (club fitters, sports therapist/psychologists etc.) to support your progression.
4. Live personal playing analysis and lessons.
5. A set of systems and processes designed to build relationships and results.

The following customer services are delivered under contract as a minimum

- The coach will post on YouTube (or other format) a full breakdown of their mission statement, philosophies and client goals;
- You will be given the coach's personal client charter (if it offers more than the standard YGA charter) and collaboration team member's details prior to or during the first meeting

- The coach will be organized and prepared for every appointment
- The coach will agree all success benchmarks with you
- The coach will give you a coaching practice plan
- The coach will email the salient points of the lesson within 24 hours
- The coach will record your lesson and supply you with a copy
- All programs/sessions will offer a money back guarantee
- The coach will always present themselves to the highest professional standards
- The coach will always coach with passion & enthusiasm with you in mind
- The coach will always be on time
- The coach will only teach one thing at a time
- The coach will ensure that their mobile phone is switched off or on vibrate when coaching
- You will be called the day before your lesson to remind you of the appointment
- You will be contacted within 7 days to check on your progress and understanding
- You will be contacted if you haven't returned in 3 months to check that all is OK
- The coach will list their golfing library of books & tapes and lend if required
- The coach will maintain your personal coaching log
- The coach will maintain your continual development program and log all work
- The coach will maintain constant communication with YGA head office
- The coach will adopt modern technology to aid game improvement
- The coach will maintain a wide range of teaching aids which will be available for loan and/or purchase

- The coach will inform you of the YGA on-line feedback procedure and encourage its use
- The coach will not depart from the recommended YGA procedure unless agreed with YGA and you

One of the most important of all these is recording the entire lesson. This offers you an incredible marketing reference, and learning tool for your client. There is something about knowing that you are being filmed and that strangers may watch the video which encourages you to function at the peak of your professional ability.

Print the client charter and show it to those who have lessons as well as those who might. Ask them if they have experienced this kind of service aligned with a guarantee of improvement and whether it would make them more likely to take a lesson.

Chapter Nine

Conclusion

Your path to becoming a successful independent golf coach:

1. Understand the true skills of a golf coach, why you need them and what they will get you *and go get them*
2. Develop a niche and operate uniquely
3. Form a powerful collaboration
4. Develop your practice organically
5. Create a brand that distinguishes you above all others

If you would like to discuss any of the above because you think you may need some support in attaining the skills of a successful, independent golf coach email me at info@wgtf.org.uk to receive my coach psychological evaluation exercise and I will come back with the results, giving you the opportunity to ask any questions and discover how I may be able to help you succeed.

In the meantime, love golf, it is the ultimate sport and the ultimate sporting challenge.

Free Lessons for Life

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