Are You Ready ... to lower your golf scores ... by learning a more consistent swing?

WELCOME

Hi, I’m Kyle Hallberg, the Director of Instruction for PurePoint Golf. I’m delighted to be here today at the beautiful Star Fire Golf Club in Scottsdale, Arizona, and teach you a system that will have you getting off the tee without worry and consistently hitting the ball in the fairway.

The system that you will learn here today is very easy to implement into any previously learned swing off the tee. To our new customers, we here at PurePoint Golf pride ourselves in creating instruction that is very easy to learn and, most importantly, apply to your swing.

If you have not viewed our previous instruction, I suggest that you do so solely because what we teach stays consistent with your swing. And more importantly, the fundamentals that we teach can be applied to all aspects of your game.

We eliminate all unnecessary movement in the golf swing that confuses and frustrates golfers, leaving you with a very repeatable and easy-to-apply golf swing.

For the majority of golfers the driver is the most challenging club to hit in your golf bag. Ultimately, your objective should be to put yourself in a position to score every time from the fairway, and that’s where we want to get you to.

Later on I’ll introduce you to our head professional, a phenomenal teacher and a friend of mine, Bobby Eldridge. He’ll be teaching you about different ball flight patterns, specifically, a slice, a hook, a push and a pull.

Finally, the main goal of this DVD is to instill in you the confidence that you can choose to hit your driver from off the tee.
You know, I’m honored to be with you here today and give you a system that will have you consistently hitting the fairway every time with confidence.

**DRIVER VS. IRONS**

In this section I’ll talk about some key differences in the driver versus the irons. It’s very important that you understand why the driver is harder to hit than your irons. Also, selecting the correct loft is directly linked to your success off the tee.

Please really pay attention to the points made in this section, because they will start you on the right path with selecting and understanding why the driver is suitable for your game.

The first point is selecting the right lofted driver. The misunderstood point in the golf industry is that the better the player, the less lofted driver they should use. So, golfers base their driver selection on this principle and choose a nine-degree driver, when in actuality they should be playing an eleven-degree driver.

The correct principle in this situation is that the more loft you have on your club, the more backspin that you can put on the ball, which translates into increased consistency off the tee, meaning the less side spin that you could put on the golf ball, which causes the ball to slice or hook to the left.

So, a seven-degree driver may go further than a ten-degree driver, but it’s much more difficult to hit, and there is an increased probability that you’ll slice or hook the ball as the loft decreases due to the increase of side spin.

So, if you're deciding between lofts and are having difficulty making the decision, go with the higher lofted club. Many golfers aren’t aware that the touring pros actually play with higher lofted drivers. Why? Because the higher lofted clubs offer a higher accuracy rate than the lower lofted drivers do.

Keep this in mind when purchasing a club, or if you're having trouble with consistency out on the course with your driver.

Many players choose to leave their driver in their bag and hit their three wood because they see results from it. Think about the club that you're most accurate with and the club that’s the most difficult to slice or hook.

Your wedges are the hardest to slice and hook because the loft of the club face is high, which causes backspin on the ball and increases your probability to hit the ball straight.

With your driver there is little elevation in the club face causing an increase of side spin, which causes the ball to go left or to the right.
The second point that I want to make is that, if you compare a five iron to a driver, at setup you’ll notice a difference. The driver sets up square at your target. Most irons set up a little closed.

Golfers don’t slice the ball as drastically with their irons as they do with their driver. But some golfers have a higher chance of hooking the ball with their irons than they do with their driver, simply because the club face is closed at setup.

So, choose a driver loft that best suits your playing ability and experience and trust in that club.

Understand that your driver may be more difficult to hit than your irons, but you are in control of choosing the right and most appropriate driver for your game.

TOPPING AND SKULLING

Whether you’re a beginner or a veteran to the game of golf, we all have had difficulties getting off the tee. In this section, I will outline the two most common shots that golfers experience and give you some reasons why these shots occur and some quick fix solutions so that you can minimize these inconsistencies out on the course.

We chose to include this section because many golfers are not aware of why certain shots occur out on the course. So, if you pop the ball up or skull it on the ground, you’ll know why this has happened and what you can do in order to fix this shot when it happens out on the course.

Solid contact off the tee is crucial to shooting lower scores. Making par on the hole is literally impossible if you skull your chip shot past the front tees or pop the ball up in the air short of the fairway.

If you make solid contact on the golf ball, no matter what your swing speed and leverage on the ball are, you’ll be in position to hit more greens in regulation, which will translate into lower scores.

Solid contact on the golf ball is defined as coming through the impact zone square and making contact with the golf ball in the center of the club face. You, as a golfer, need to understand what causes the errant shots off the tee that you want to eliminate.

The first shot that I want to address is topping the golf ball off the tee. This means that the golf ball has little to no elevation, causing a large decrease in distance with your driver.

There are four main reasons why golfers top the golf ball off the tee. The first and most common reason is incorrect posture. Correct posture occurs when your knees are slightly bent and you have a straight spine angle. The age-old cliché is that golfers are told to
setup like you're sitting on a barstool. This causes you to top the ball more often because you're leaning back instead of naturally setting up to the ball.

This posture position will cause you to swing too much around your body in an unnatural way and top the ball off the tee.

The second reason players top the golf ball is that your weight is on your heals at setup. Make sure that your weight is equally distributed 50/50 on the inside parts of your feet.

The third reason is due to no weight transfer through the ball, causing the club and body to lag behind. The simple solution to this problem is to make sure that you're shifting your weight through the impact zone.

Weight shift is a fundamental that we touch upon in this DVD, but it’s something that many golfers are afraid to do. They have gotten the impression that their swing should be fluid and natural. This has some truth to it, but don’t be afraid to really shift your weight through the golf ball.

Please don’t think that you're over-swinging, because this myth can really get you into trouble off the tee.

The fourth and final cause is that the golfer is not keeping his or her head down on the ball. Don’t look at the shot until after impact and the speed of the club naturally causes you to come out of your shot.

A golfer is moving his or her head with the body while the club travels through the impact zone. This shouldn’t be a problem, but by following the body to see where the ball ends up, the club travels on the same path as the body and results in hitting the top of the ball.

The second shot that I want to address is popping the ball in the air. This shot is very common. There are three main reasons players hit a popup off the tee.

The first is that the player might be teeing the ball up at an unnatural height. Your checkpoint is that the ball should be just above the club face. There is some room for variation here.

For example, once you know your swing and the expected ball flight and distance off the tee, you can tee the ball higher or lower, whichever produces the best results for you. But understand, teeing the ball up at an unnatural height will cause you to pop the ball in the air off the tee.

The second reason is that your posture is too bent over, causing you to swing down at the ball rather than swinging through the ball. This is usually caused by having a more vertical swing plane. If you do experience the popup, then all you have to do is make sure your swing plane is more horizontal by swinging more around your spine.
The third and final reason is that a player’s weight is on their toes at setup. This causes the golfer to lean forward instead of having a straight and proper spine angle.

When you come through the impact zone with the weight on your toes, transferring your weight through the ball is very difficult. Therefore, a golfer feels the need to make up for the weight transfer by swinging up on the ball, causing the ball to pop up and lose distance.

Your weight at setup would be equally distributed on the inside portion of each foot.

The objective of a golf swing is to make solid contact with the ball in order to produce a desired shot. Why is this so difficult?

I believe that if you learn a system of fundamentals that you can apply and easily implement into your game, you will see success from off the tee. And through the fundamentals in this DVD, you will be making solid contact with the ball on a more consistent basis.

SLICES AND HOOKS

I’m privileged to introduce you to my friend and our Head Professional, Bobby Eldridge. Bobby has been a golf professional for thirty years and has given over 70,000 golf lessons, and in my opinion is the best in golf.

This section is dedicated to develop your understanding of what causes a slice and what causes a hook, and what exactly you can do in order to fix these inconsistencies out on the course.

Hi, I’m Bobby Eldridge. I’m the Director of the PurePoint Golf Academy. Today, I wanted to take a couple of minutes of your time and give you an idea of how to correct that slice and hook that you might be struggling with.

But first, I’m going to give you the definition of a slice and the definition of a hook and show you some ideas on how to correct it.

For starters, the most lofted club in your golf bag is your sand wedge. The reason you don’t slice your sand wedge and your pitching wedge or hook it is because it imparts more back spin than any other golf club in your golf bag.

Now, what happens is you pick up your driver and it’s the flattest faced golf club in your bag, and if the face is open, it imparts the most side spin.
Watch, this is what happens when you slice. At impact, if the face is open just a degree or two, it will curve the ball to the right. If the face is closed at impact, it will curve the ball to the left.

Now, let me give you a couple of pearls that will help you with your slicing and hooking.

The most popular mistake that I have seen in the last 30 years of teaching is the grip, the way the students grip the golf club. This grip, right here, is called neutral. This grip is called weak. This grip is called strong.

For me, if I were to grip it way over here, when I return the golf club the face is open. If I grip the golf club over to the side a little bit more in returning the golf club, the face would be closed.

My grip that I’ve used for the past 30 years returns the golf club square, most of the time, at impact. So, here’s a great correction for you.

If you’re struggling with your slices, turn your left hand towards the right, for the right-handed golfer, so you can see one or two knuckles. Make sure you have your palms facing so the right hand is underneath the golf club. Now watch. This will help the golf club close more.

There is one other thing that I’ve seen over the years that has caused a lot of slicing, and that is that the golf club swings too much from the outside to the inside. So, let me show you this.

Most of you stand - instead of going straight down this target line - you stand with your shoulders aimed to the left a little bit. If you do that and you swing the golf club from outside to inside, that will put a left-to-right spin on it.

So, let me give you that correction. Make sure at address, when you're all set to hit, that you look at your left shoulder, and make sure that it’s pointing down the fairway or at your target. This will enable the golf club to swing more from the inside and you won’t cut across it.

In closing, two really popular mistakes that you can make when you're slicing the golf ball is that you grip the golf club too weak or too far to the left, and that your shoulders are aimed too far to the left.

Okay, now, let’s talk about when the golf ball hooks, which is a golf ball that curves from right to left. At impact, all that means is that the club face is a little too closed.

Now, there are two mistakes that I’ve seen over the years. Let me show you the first one.
If you look down and you see one or two knuckles of the left hand and your right hand is underneath the golf club, this may cause you to have the club face closed at impact a little too often and a little too much. So, here’s the little correction I’ll give you.

Turn your left hand towards the left, for the right-handed golfer, so you don’t see any knuckles of the left. And when you grip it with the right hand, make sure both palms are facing. Now, let’s see what this does to the downswing. It brings the club face back squarer.

Let me show you. If you struggle with hooking, the face is too closed at impact. It’s probably caused by the grip being too far over, and at impact the club face would be closed and you would hit hooks to the left.

The correction would be, again, grip it in the left hand so you don’t see any knuckles, right hand palm facing the left, and this will get the golf club to come back square.

The second reason that I have seen so many people hooking over the years is because their shoulders are set way to the inside, and when the golf club swings back, it travels too far to the inside, which makes you swing too far to the outside. And if the face is closed, it will make the golf ball bend to the left.

The correction is if you can see the white board on the ground. Now, you see that my shoulders are square to where I want to go, and this will help the golf club return from the inside back to square.

I guarantee you that if you try one or both of these corrections and you work at it for a little while, I guarantee you that this will stop the golf ball from curving or hooking to the left as much as you have been doing.

Watch this section a few times in order for you to understand why a certain shot happens to you out on the course and what exactly you can do in order to fix the shot when it occurs. Our goals as instructors are to inform you on the golf swing in order for you to become your own teacher out on the course.

**PUSHES AND PULLS**

In this section, Bobby will talk about what causes a push and a pull and what you, as a player, can do when they plaque you out on the golf course.

My next demonstration is going to be on two shots that we’ve struggled with for a long time, all of us have, pulls and pushes. Pulls are shots that go to the left, for the right-handed golfer, and pushes are shots that go to the right; not like hooks and slices, hooks and slices curve. Pulls and pushes go straight.
Here is what a pull looks like with a tee shot whenever we hit it. It starts left and stays left. Now, let me tell you why we struggle with pulls.

If you will look at my shoulder alignment, you can see that it’s going way off to the left in relation to this white board right here. And people that pull the golf ball put the golf ball way too far forward in their stance, so in the downswing the golf club is swinging from right to left.

Here’s the correction. Put the ball back in your stance a little bit, which hopefully will square your shoulders. If it doesn’t, make sure you peak down your left shoulder over your left shoulder and make sure that you're aiming in the middle of the fairway or towards your target.

From here, this enables the golf club to travel more from the inside, and you’ll have a tendency to hit it straighter and not cut across to the left with a pull.

The next shot is a push, the opposite of the pull. Usually, you're playing the golf ball too far back in your stance and your shoulder alignments are aimed way off to the right. If you do that, the golf club will travel too much from inside to too much to outside, and the golf ball will start to the right and stay to the right.

The correction would be to make sure that the golf ball hits more towards the left side of your stance and then, again, your shoulders are aimed towards your target line. And that will help you swing the golf club back down from the inside and you won’t cut across it.

Shoulder alignment: The number one tip for people that pull to the left and push to the right. If the shoulders aren’t square to where your intended ball flight is, you will really struggle.

Ninety percent of pulls and pushes are caused because the shoulders are not square to where your intended ball flight is. Most of you stand with the shoulders aimed miles to the left. A few of you struggle and point them to the right.

If they’re off to the left, this will cause a pull. So, when you're on the practice facility practicing, just when you’re ready to hit a golf ball, if you will lay the shaft across your shoulder line, you can see that this one is going way to the left. This would encourage a pull.

If you look up from address and see the shaft pulling way to the right, this would encourage a push.

The next time you go to practice, make sure after address that you put the shaft up here and have it pointing down your target line. If you do this, I guarantee you that you will stop pulling or pushing immediately.
This is a great pearl if you are struggling with pushing and pulling the golf ball. At address, if you can see the buttons on my shirt, when I get ready to hit a golf ball, they are just a little bit to the right, or behind the golf ball at address.

If you're struggling with pulling the golf ball, when you look down you can see that the buttons on your shirt might be in front of the golf ball too far. If you're pushing to the right, when you look down you’ll also see that the buttons on my shirt are aimed too far to the right.

If the buttons on your shirt are aimed too far to the right, you’ll have a tendency to push the golf ball to the right. And if the buttons on your shirt are aimed too far to the left of the ball at address, you’ll have a tendency to pull the golf ball to the left.

Don’t forget now, if you're hooking and slicing, it might be the grip. If you're pulling and pushing, it might be whether the shoulders are square or not.

Thanks, and again, have a great day.

I want to thank Bobby Eldridge for coming out here today and showing the viewers at home what they can do to fix the inconsistencies that plaque them out on the course.

**DEVELOPING AWARENESS**

This section is directly linked to your success with your driver. Outlined in this section are points that you need to keep in mind whether you're practicing, playing, or purchasing a driver.

Take this section to heart and understand that the swing is only as important as the components that make it successful.

The first point that I’d like to bring your attention to is under and over swinging. This topic is misrepresented and misunderstood in golf.

Our definition of under and over swinging is to swing outside your natural tempo in order to generate a forced swing speed.

Many golfers think that if their swing speed decreases, they’ll see an increase in consistency. For some golfers this may be true. However, for the majority of players, under swinging is very natural and not recommended.

The bottom line here is that you should swing with the same swing tempo and pace with your driver as you would with your irons.

There are two components of over swinging that will hurt your golf game: #1) a fast and jerky takeaway as your first move in the backswing, and #2) swinging too far around your body, giving you a very unnatural coil.
The bottom line here is that when you're struggling from off the tee, don’t slow your swing speed down or increase your swing speed to an unnatural level.

In this picture, you can see what is called a reverse pivot. The weight goes forward then falls backward in the backswing in followthrough. This means that your weight is improperly shifting through the impact zone. This move can really get you into some problems with your driver.

Selecting the right grip size and the correct shaft strength that’s appropriate for your game is very important for you to see results off the tee. Too small of a grip, meaning that the grip is not built up, can make you hook the ball, because your hands cross over too fast, reason being that the club face is closed and it will roll over too quickly.

If your grip is built up too big, it’ll likely cause the club face to be more open at impact and it’ll be harder for you to rotate your hands through the impact zone, which will cause you to hit a slice.

Selecting the most suitable shaft strength for your tempo, swing speed and game is very important and directly linked to your ball flight results out on the course. If you choose too soft of a shaft, the ball will go high and hook. If you choose a shaft that is too stiff, the ball will go too low and splice.

The next point that I want to address is foot action. Players have a tendency off the tee to lift up their front foot in order to generate power in their backswing. This isn’t recommended, and it’s something that’ll cause major timing problems in your backswing, so keep both of your feet planted until your trailing foot leaves the ground in your followthrough.

The final point has to do with tee height and what exactly is the proper height that you should tee the ball up.

About half the ball should be showing above the driver. Be aware of two important points here. The higher that you tee the ball, the more of a chance you have of hooking the ball, and the lower you tee the ball, the more of a chance you have of slicing the golf ball.

Beware of how high you tee the ball. Your swing could be perfect and allow for a maximum power distance and, more importantly, consistency. But if you tee the ball too high or too low, your ball flight could be consistently affected.

I want to state that the previous sections were not intended to overwhelm you, but make you aware of some key aspects to the game to keep in mind when practicing or playing out on the golf course.
There are many adjustments in the components of the setup taught in our previous instruction that apply when hitting your driver. This section also offers a different perspective and thoughts on how to align yourself with your intended target.

Practice these adjustments and I’m certain that you’ll see a breakthrough in your driving ability.

There are a few points that I want to make, if you're not familiar with our instruction. The first thing that you want to make sure of is that you have a straight spine and back angle at setup. Notice my straight back and spine angle. You can see me laying the club out on my back to ensure that my back is straight. This is so important.

When many players address the ball, they're hunched over or making it very unnatural to come through the impact zone square. The points that I’m going to address are essential to successfully completing this swing and getting off the tee.

The first point that I’m going to address is ball position. What you want to do is position the ball off your leading foot, so left of the center. This allows for the driver, which takes a longer time to get to the position because the club is longer, to hit the ball on the upswing.

Your feet should be about shoulder width apart. Make sure that you don’t make your stance too narrow, because this will cause you to have problems generating distance and, more importantly, consistency off the tee.

Also keep in mind that your stance shouldn’t be too wide, because this will cause difficulties in shifting your weight through the impact zone and give you an extremely unnatural setup.

The second adjustment that we teach is that you should point your feet out at setup. By pointing your feet out, you’ll be able to get a stronger coil and, in turn, more distance and power through the impact zone.

Next, make sure that your weight is on the balls of your feet. Some golfers subconsciously put their weight on their heels while some others on their toes, making the move to the downswing and followthrough very difficult.

Also, your weight should be distributed 50/50 on your leading and trailing foot. The biggest adjustment that you’ll make, and something that is completely different than your iron swing, is your hand position at setup.

When you're hitting your irons, your hands are hanging lower, allowing for a maximum consistency through the impact zone. However, with your driver, if your hands and arms
are hanging low, it’ll make getting through the impact zone naturally very difficult. Here’s the solution.

Here you can see me standing up straighter and then reaching out for the golf ball, so you’re taking your hands and arms farther away from your waist than you do with your irons. This will make up for the driver’s increased length and allow for you to get through the ball in a natural way, because the biggest thing that can hurt you off the tee is if you hang your arms as low as you do with your irons.

Implementing this adjustment into your game will have you seeing results in your consistency.

Now I’ll address alignment. Here you can see an open stance and here you can see a closed stance. If you decide to open or close your stance, be aware of two important points. First, if you choose to open your stance, you must be aware that this move will likely generate a fade on the golf ball. And second, if you decide to close your stance, this will cause a draw.

However, you need to experiment with an open or closed stance and see if they actually benefit you as a player.

The position of the club face at impact is ultimately the leading cause of ball issues. However, your shoulders and the position that they're in has a direct effect on ball flight and alignment.

If the only way to get your shoulders parallel is by opening or closing your stance, then this is recommended to avoid severely slicing or hooking the ball off the tee.

Sometimes golfers forget to pick out a target and just aim for the entire fairway. In this picture you can see me setup to the ball. Notice the arrow in the fairway and the arrow a few feet in front of me. Both of these targets are acceptable for alignment purposes.

The point here is that you pick out an object that is 2 or 200 yards in front of you instead of aiming for the entire fairway.

To recap this important section, the following are the main adjustments in the setup:

1. Standing up straight at address and reaching out more for the golf ball. This is essential.
2. Your feet pointed out gives you more power and distance generation.
3. Make sure that your weight is on the balls of your feet equally distributed 50/50.
4. Make sure that your hands are in a different position than with your iron swing.
5. You can choose to setup with a closed stance to generate a draw and some added distance, but ultimately use these adjustments to ensure that your shoulders are parallel with your target.
6. Always pick out an object in front of you and aim for that as your target instead of aiming for the entire fairway.

Be aware that if you're hitting the ball to the left or to the right, the problem may be fixed by opening or closing your stance. Many problems in golf can be fixed by looking at the simple swing components. Instead, our natural tendency is to look for faults in our swing, and if you understand that, you're on your way to becoming a better golfer.

THE BACKSWING

The driver swing plane is somewhat similar to the iron swing plane that we teach. However, there are some fundamental differences. In this section I’ll address the importance of a horizontal swing plane and how this swing plane benefits you as a golfer.

Also included in this section are seven fundamentals that will literally transform your golf swing off of the tee.

The first point to understand is that your driver swing plane has to be different than your iron swing plane in order to generate results off the tee. When hitting your driver, it’s necessary to have a more horizontal swing plane and swing more around your spine than you did with your irons.

We teach a more horizontal swing plane. It’s important to know that having a more vertical swing plane will add torque at the back of your backswing, but will be more difficult to get square at impact.

Also, it’s okay, and actually recommended, that you take a bigger backswing in order to generate power and distance, mainly because the club is longer.

The fundamentals in this section can also be applied to your fairway woods. But remember that the ball isn’t on a tee, so you have to be careful with your swing.

The first fundamental of the backswing is that you should have to weight shift back and away from the target. We teach this fundamental in all of our instruction. This fundamental increases the probability that you’ll begin your downswing properly and effectively, allowing for the downswing to be as successful as possible.

The second fundamental and your first move in your backswing is to turn around your spine, starting with your trailing shoulder instead of your leading shoulder. This initial move is the coil and position that generates power, distance and accuracy in your backswing.

The objective of this move is to put your body, shoulders and arms in a position to release through the target and generate maximum distance from the swing. At first, this might be a little awkward if you haven’t been exposed to our instruction, but it works in
conjunction with the weight shift fundamental to ensure consistency and to bring out accuracy in your game with your driver.

The third fundamental is that your leading arm needs to stay straight at the beginning of your backswing and takeaway. Be careful that you don’t start your swing by bringing back the club parallel to your body, because it’ll be difficult to turn around your spine when you extend your backswing.

The fourth fundamental that we want to address is that a wrist cock happens naturally when you have a driver in your hand. When you approach the top of your backswing, there are a few factors that contribute to generating your wrist cock.

The first is that the driver is longer than your irons. Since the driver is longer, it’ll cause your hands to move further back to inertia on the golf club. Secondly, a wrist cock is generated with your driver when you apply light grip pressure.

The fifth fundamental, and the second move in the backswing that happens naturally when you turn around your spine, is that your elbow is a little off the slide in your backswing.

In our full swing and short game instruction, we teach that the elbow stays locked to its side. When you hit your driver, the wrist cock and the position that your club is in at the top for your backswing, your trailing elbow will come off the side of your body a little. This will happen naturally when you complete an effective backswing.

Be aware that if your elbow comes unnaturally off your body and in the air, the downswing and followthrough will be very difficult to complete effectively.

The sixth and a very important fundamental is that your leading arm needs to remain straight throughout the entire backswing process.

The seventh and final fundamental is a reference point that occurs naturally with your driver. Your club shaft should be pointed down the third base line at the top of your backswing.

In our full swing iron instruction and throughout our short game instruction, we teach that your backswing should stop as soon as your leading arm gets parallel with the ground. However, the proper positioning at the top of your backswing with your driver should be pointed down the third base line.

Your wrist will have to cock in order to complete this fundamental, but be aware not to extend your backswing too far, because this will cause difficulties in timing and a proper weight shift and club position through the impact zone.

Understand that the only way that you’re going to develop consistency in your game is if you’re getting the club started on a consistent path each time you begin your backswing
off a tee. And these fundamentals allow for your muscle memory to be developed in order to generate consistency with your driver.

THE DOWNSWING

The downswing and followthrough are very important in order for you to see results with your driver. The fundamentals in this section are designed so that you can easily apply them to your golf game.

The first fundamental and the first move that should happen once you begin your downswing is that you should shift your weight through the impact zone. Focus on lower body weight shift through your target.

The weight shift should happen below your belt buckle. Be aware that you really need to shift your weight through the impact zone and your followthrough, and don’t stop your shift as soon as you hit the ball.

The second fundamental and a reference point in your downswing is to keep your leading shoulder parallel to your target, or stay in the shot until you finish your followthrough.

The position of your shoulders through your swing has a direct effect on ball flight. So, don’t dip your shoulders down once you start your downswing, because this will cause you to come in too steep at impact.

The third fundamental and the second move that should happen in your downswing is, once you begin to shift your weight, your leading arm becomes straight until it breaks automatically in the followthrough.

The fourth fundamental in the downswing and the final move that completes your downswing is to really rotate your hands through the impact zone. This final move is essential in the completion of your swing.

A major reason that golfers slice the ball off the tee is that they’re not effectively timing and rotating their hands through the impact zone.

The followthrough position generated through the rotation of your hands at impact is that the club should be pointed down the third base line. Here, you can see that by rotating my hands through the impact zone, my leading arm breaks and my trailing arm becomes straight.

Be aware that if you choose this followthrough position, the driver, since it’s a longer club, will continue on further in the followthrough than with your followthrough that you have with your iron full swing.
But you don’t have to stop exactly on third base. You can continue on as long as you want to. However, you should never finish down the first base line.

Finishing down the first base line ensures that you have not effectively rotated your hands through the impact zone. It’s suggested that if you master rotating your hands through the impact zone that you continue and finish the followthrough around your body.

What this does is add to the power generation through the impact zone. Be aware that this is only recommended if you're consistently hitting the ball on the fairway. However, this is a great supplement to add distance, power, and an awesome followthrough.

But be aware if you choose to extend your followthrough, your swing through in your backswing and downswing should not change, nor does your swing require any changes when implementing the followthrough.

If you choose to extend the followthrough, simply swing through the impact zone and turn so that your body is pointed at the target and your club is positioned behind you.

A great checkpoint in your followthrough is that you should be standing tall and that 90% of your weight is on your leading foot. This will ensure that you have completed an effective followthrough.

Each golfer’s followthrough position is personal to their own golf swing, but you need to be aware and understand that these positions work and will help your game.

This section can only be mastered once you understand the position you want your hands to be in at impact and, most importantly, followthrough.

Please understand that ball flight is determined on whether your club face is square at impact, and the fundamentals in this system will allow for this to happen naturally.

**DISTANCE GENERATION**

The age-old question in golf is, “How does a golfer add more distance off the tee?” This section is dedicated to making you aware of distance generation and how to add distance off the tee with your driver.

The following points in this section will help you generate more power in your swing:

1. Getting behind the shot and forcing your hands slightly, but be aware not to forward press your hands too much, because this will have a negative effect on your swing plane.
2. You could start with a little weight on your back foot, allowing for a maximum weight shift through the impact zone.
3. Stand farther away from the ball. The more distance you have between your body and the ball at impact, the further the ball will go, because the club head will be going through the impact zone.

4. Focus on extending through the impact zone with your driver more than any other club in your bag.

5. Coiling more around your body is a great way to generate power, essentially using the muscles in your back to increase distance off the tee.

I want to make you aware of a mistake that many golfers make. They lose distance due to the downswing because they try to hit the ball with the body and not the club.

They start their downswing with their body and not their arms, causing a significant loss in distance. So, focus on shifting your weight through the impact zone and using your arms and shoulders in your downswing.

We want to thank you for choosing PurePoint Golf as your instructional source. We hope that through our instruction you can grow into the player that you’ve always wanted to become.

If you haven’t viewed our previous instruction, I highly recommend that you view and implement that into your game as well.

Thanks again for giving us the opportunity to help you become the player that you’ve always wanted to be.