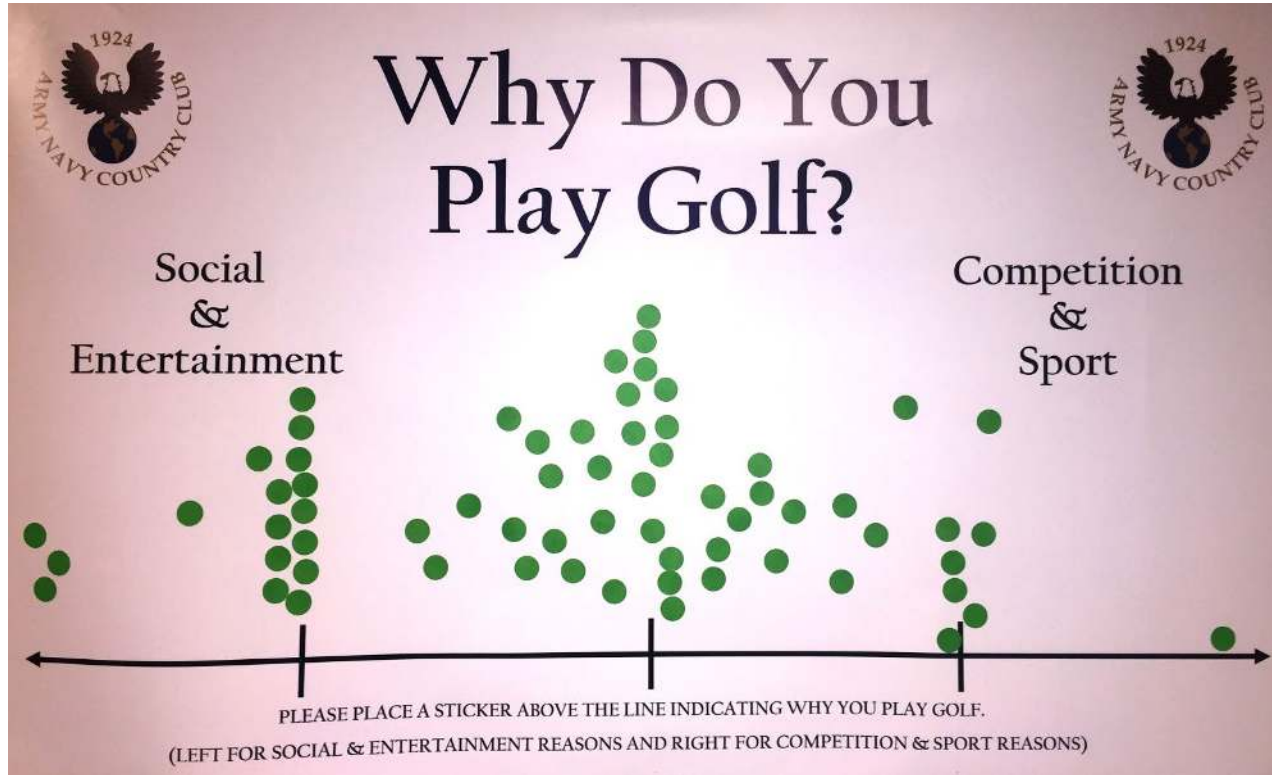


Player Developm

Why do your members/customers



Who Are You Marketing To

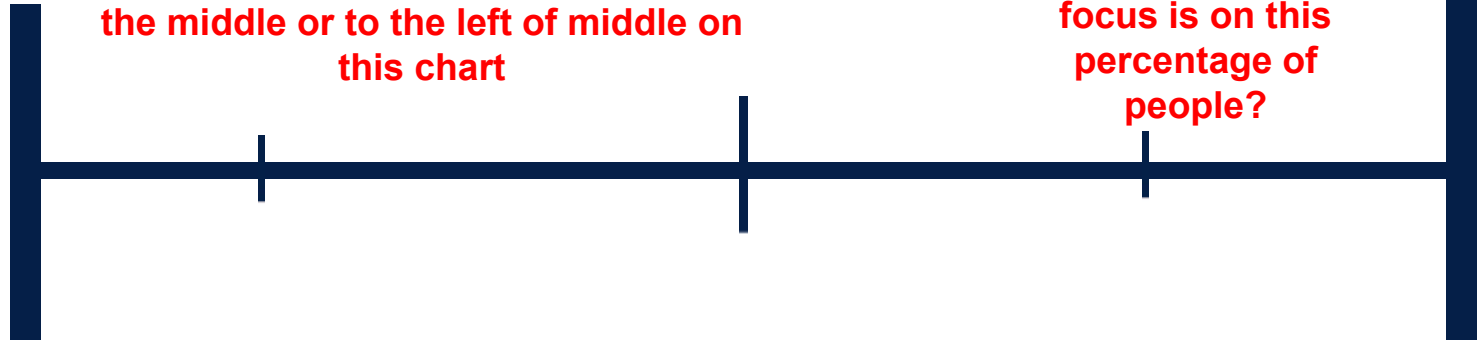
Why Do You Play Golf?

**Social &
Entertainment**

**Competition &
Sport**

70% of golfers will place their dot in the middle or to the left of middle on this chart

How much of the focus is on this percentage of people?



Once you determine they play golf, you can create a program that they will support.



Create a Pathway in all Programs



Invite Her


Golf 101

Women's Golf Network

Learn

Whether you're new to golf or a veteran of the game, we'll help you accelerate your learning and feel more confident on the golf course. Our instruction articles and videos offer simplified tips and practical advice for your game, all crafted by women who are experts in guiding novice and experienced golfers.

[EXPLORE >](#)



Connect

The strongest communities are those that unite people with a common goal. By becoming a part of our online community, you are joining a supportive network of women who have the shared ambition of living and playing well.

[EXPLORE >](#)



Grow

There are powerful intersections between golf and life, and we think the golf course can be a classroom to teach us to live more mindful and purposeful lives. Explore our blog for thoughtful insight, inspiration, and even a few laughs here and there, all from the voices of the women within our network.

[EXPLORE >](#)



We Have Created The P

Now

How Do We GEt Them T

WHICH PRODUCT WOULD

- HP is introducing a new tablet
- It is the fastest and lightest tablet available
- It has the most pixels
- It is has the best camera
- It is the least expensive

OR??





<https://www.youtube.com/watch?v=3V2cfjwiSnE>

<https://www.youtube.com/watch?v=3V2cfjwiSnE>

Start with the WHY not the

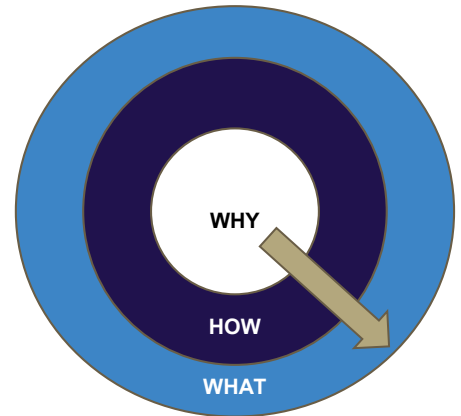
- The WHY connects emotionally with customers

Apple Example:

Apple told us they would teach us to learn a new language or teach our children

Using a beautiful, easy to use Apple device

It's an iPad



Traditional Golf Proposal

1. What



Lessons

2. How



A System for
Improvement

3. Why



Better Golf,
More Fun

A New Opportunity

1. Why



Play Better and
Have more Fun!

2. How



Improve your Skills

3. What



Game Plan for
Improvement

Which is more Effective?



Positive Coaching Alliance is offering our LPGA members a discount for their programs. ****Visit PCA's website for more information: <https://positivecoach.org/>

Click on the courses below for more information and use the Discount Code.

- [Second-Goal Parent Courses](#)
Discount Code: PGASGP26
- [Double-Goal Coach Courses](#)
Discount Code: LPGADGC26

Are You A Coach?

Do You Coach kids?



Would you like assistance in:

- Developing better athletes and better people?
- Gaining access to resources for youth and high school sports, coaches, parents administrators and student athletes?

Did you know that the LPGA has a partnership with the Positive Coaching Alliance?
To find out more, including special pricing for members, [click here](#).



What's Your Valu

Player Development Math

2017 Learn to Play in One Day

5/31/17 Class	Ave. Monthly Spend Prior (6/1/16-11/30/16)	Ave. Monthly Spend After (6/1/17- 11/30/17)	Difference	Ave. Increase in Monthly Spending	Rounds of Golf Prior	Rounds of Golf After	Difference	Ave. % Increase in Rounds Played
Hurdis Griffith	\$467	\$1,345	\$878	\$396.75	2	10	8	150%
Michelle Link	\$873	\$1,258	\$385		2	2	0	
Nicole Jabaley	\$780	\$644	(\$136)		0	0	0	
Amy Ruggiero	\$756	\$1,216	\$460		0	2	2	
Jennifer Ketchum	\$0	\$795	\$795		0	1	1	
Clement Ketchum	\$0	\$795	\$795		0	1	1	
7/19/2017 Class	Ave. Monthly Spend Prior (7/1/16-11/30/16)	Ave. Monthly Spend After (7/1/17- 11/30/17)	Difference	Ave. Increase in Monthly Spending	Rounds of Golf Prior	Rounds of Golf After	Difference	Ave. % Increase in Rounds Played
Kristin Burkhalter	\$1,708	\$1,827	\$119	\$241.17	0	2	2	211%
Jesse Straus	\$1,231	\$1,857	\$626		3	5	2	
Caroline Duncan	\$886	\$1,024	\$138		0	3	3	
Arden Levy- Sanchez	\$878	\$1,097	\$219		0	3	3	
Eise Tilelli	\$934	\$1,081	\$147		0	1	1	
Eleanor Vuono	\$1,240	\$1,438	\$198		0	3	3	

Player Development Math

Program	Duration	Participants	Fee	Total	Hourly Rate
Learn to Play in One Day	6 Hours	6	\$325	\$1950	\$325
Get Comfortable with Golf	5 Weeks	6	\$175	\$1050	\$175
Get Comfortable with Golf Level 2	5 Weeks	6	\$175	\$1050	\$175
Get Comfortable with Golf League	90 Minutes	30	\$25	\$750	\$562.50
Learning Ladies	1 hour	8	\$25	\$200	\$200

Recap:

1. Ask Them Why they Play
2. Build Programming Around What
you
3. Market Your Programming Using
4. Know Your Value

Questions?

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