

## **Step 1. Evaluate**

A golfer must understand the current state of his game before he can begin the process of trying to improve it. Therefore, we have all of our students start their Blue Brain Golf Academy experience by going through a game evaluation, a swing evaluation, or both.

### **Game Evaluation Session**

What part of your game is holding you back from playing better and having more fun while out on the course?

Every golfer has his or her strengths and weaknesses. If you would like to better understand the strengths and weaknesses of your game, take the first step towards game improvement by scheduling your game evaluation today. During your 60 minute game evaluation, your instructor will have you try many different shots and ask you a series of questions. While you hit these shots, the instructor will grade your knowledge of how you hit the shot and your ability to execute the shot. You will cover everything from putting to driving and at the end of the session your instructor will provide a report card grading the different areas of your game. This report card will give you a good idea of what areas of your game need the most attention.

If you not only want to identify your problem areas but would also like to work towards improving them, the evaluation should be just the beginning of your Blue Brain Golf Academy experience. After completing your game evaluation, your instructor will help you chose a lesson program that fits your needs and will take you closer to your goals. As a golf instruction provider, Blue Brain Golf Academy instructors can offer you their knowledge through private instruction, group instruction, clinics, playing lessons, supervised group practice, 1/2 day short game schools, and club fittings.

Contact us at 781-828-4444 Ext.25 to schedule your evaluation session today!

### **Swing Evaluation Session**

To start the process of improving a golfer's swing mechanics, you first must identify the flaws and then create a plan to make the necessary swing changes. In the swing evaluation session the instructor will explain why the student's ball flight is the way it is and how changing the swing can influence it and make it more consistent.

The evaluation session lasts 60 minutes and begins on the driving range where the student's swing is videotaped. Then, the rest of the session is spent indoors in an office in the Brookmeadow clubhouse, as the instructor works with the student using the high speed video and analysis software to break the student's swing down from start to finish identify the flaws. Following this process the professional will help the student chose a lesson program that fits their needs and one that will take them closer to their goals.

During the swing evaluation it is likely that a lot of flaws will be identified in the swing. The golfer needs to understand that the swing is like a series of dominos. The first move in the swing will influence the rest of the swing and if you can correct flaws early in the swing it will be easier to correct flaws later in the swing. When looked at in this way, correcting a student's swing flaws no matter how many are identified does not seem like such a daunting task.

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## **Step 2. Train**

Once the golfer has identified the areas of his game and swing that need improvement, he or she has several options to begin the training process.

### **Private Instruction**

Private instruction is a great way to work on the weak areas of your game and your swing. Unlike group instruction, private instruction is 100% geared towards your individual needs as a golfer. Students of the Blue Brain Golf Academy can purchase 30 minute lessons in packages of 5, 10, 15, 25, or 50 lessons. Additionally, if a student would like to work with his instructor for sessions that last longer than 30 minutes, he is able to do so, but should discuss his options with his instructor first.

The goal of every session is to give a student enough information to keep him on the right path but not too much information so that he feels overwhelmed. In thirty minutes, a golfer and his instructor can zone in on one area of his swing and identify effective practice methods for the student to use between lessons so that the student can make progress towards his goals, come back in a week, and move on to something new.

Our instructors will support the student and work with him through the difficult changes to his swings. We expect the student to have patience and to possess reasonable expectations with him or her self and the process. While the process of changing your swing can be frustrating, it should be fun. Progress will keep a student motivated to continue to work towards his goals. Therefore, it is our goal at the Blue Brain Golf Academy to make sure noticeable progress is found by each and every student. When we are able to do this for our students, we grow as an academy because students find themselves telling all of their friends how the Blue Brain Golf Academy has helped improve their game.

## **Step 3. Reinforce**

The golfer can acquire knowledge in two ways- physically and mentally. Mental knowledge is easy to pick up by listening to your instructor during lessons and asking questions when you are confused. Physical knowledge is acquired when the golfer practices the motion that they mentally understand.

### **Supervised Group Practice Sessions**

Most golfers try to practice with the emphasis on "TRY." Practice is not something most golfers excel at and that is why they become frustrated with their games. As a provider of instruction, Blue Brain Golf wants all of its students to become more effective users of their practice time. To help those students who feel they are just beating balls and wasting time when they practice, we offer supervised practice sessions in a group setting. During these sessions, we hope to teach the golfer the skills necessary to make his or her practice time worth while.

During our supervised group practice sessions, the golf instructor will work with the group members on an individual basis to offer feedback so that they can become more aware of what they are doing correctly and what they are not. Supervised group practice sessions are only

available to those who have gone through an evaluation and have enrolled in one of Blue Brain Golf's private instruction programs.

Sign up for a Blue Brain Golf supervised group practice session and let us show you how to get the most out of your practice time.

**Time:** Tuesdays 6-7:30pm  
Sundays 3-4:30pm

**Cost:** \$20 per student per session

**Group Size:** Limited to 10 students

**Supervised Group Practice Schedule:**

**June-** 1, 6, 8, 13, 15, 20, 27, 29

**July-** 11, 13, 18, 20, 25

**August-** 1, 3, 8, 15, 17, 22, 24, 29, 31

**September-** 5, 12, 19, 26

## Step 4. Stay active, meet new people, and keep learning

Many different types of golfers have become students of the Blue Brain Golf Academy. Some of our students have been away from the game for some time and are looking to get back into it, some have never picked up a club and want to give it a try, and others have been playing consistently for over twenty years. Sometimes, a golfer would rather learn in a group setting; for these students, the Blue Brain Golf Academy offers the following additional services.

### Clinics

At the Blue Brain Golf Academy, we offer Saturday morning clinics to help the golfer with specific aspects of his or her game.

The Clinic schedule is below and it is recommended you sign up in advance for the ones you think would be most helpful. Space is limited so please sign up as soon as possible to secure your spot.

**When:** Saturday's 9-10:00

**Cost:** \$25.00 per student per session

**Class Size:** Limit 10 students per session

**Topic Schedule:**

Date	Topic
June 5	<i>Putting</i>
June 12	<i>Chipping and Pitching</i>
June 19	<i>Sand Play, Flop Shot</i>
June 26	<i>The Knockdown Shot</i>
July 10	<i>Distance Control inside 100yards</i>
July 17	<i>Setup Fundamentals of the Full Swing</i>
July 24	<i>Swing Positions</i>
July 31	<i>Tempo</i>
August 7	<i>How to hit a Hook</i>

August 14	<i>How to hit a Slice</i>
August 21	<i>Driver Fundamentals</i>
August 28	<i>Great drills to help find your swing</i>
September 4	<i>TBA</i>
September 11	<i>TBA</i>
September 18	<i>TBA</i>
September 25	<i>TBA</i>

## Private Group Instruction

While group lessons are a great way to get into the game, they do have a pre-set schedule and have a limit to the number of students per session.

If you are interested in getting your own group together for lessons, you first need to find out how many people there will be in the group (3 student min/10 student max). Second, decide if you want to meet for 60min. or 120min. per session and how many sessions you would like to meet for. Typically, group sessions are scheduled at the same time every week. Group pricing is simple; it is \$40 per student per 60min. session.

If you have any questions, please feel free to contact Blue Brain Golf's Director of Instruction, Michael Giordani, at 781-828-4444 ext 25.

## ½ day Short Game Academy

In the game of golf, there is a strong correlation between a golfer's skill level from inside 100 yards and his ability to score. The better a golfer's short game, the better his score.

The Blue Brain Golf ½ day Short Game Session's aim is to make the golfer confident in his ability to make solid contact from inside 100 yards no matter what the situation. When the golfer can make solid contact from inside 100 yards, we will then familiarize the golfer with some simple rules that will help him control the trajectory, spin, and distance of each shot. By the end of the ½ day short game session, students will have the tools necessary to develop a complete repertoire of shots from 100 yards and in. With their new repertoire of shots, their short games will improve and scores will drop.

**Time:** 9am-2pm

**Cost:** \$200 per student

**Class Size:** 10 Student Limit

### ½ Day Short Game Schedule

- Friday May 28
- Friday June 11
- Friday June 25
- Friday July 9
- Friday July 23
- Friday August 6
- Friday August 20
- Friday September 3
- Friday September 17

## Junior Academy

The Blue Brain Golf Junior Academy is a great way to introduce a young beginner to the game of golf, as our Junior Academy is relatively inexpensive compared to private instruction.

Additionally, most young beginners find learning the game to be less intimidating when done with a group of their friends or peers with the same level of experience. The ideal student for a Junior Academy is one who is mature enough to follow instructions, listen when spoken to, and above all, is able to have fun and enjoy him or her self safely. We hope to introduce juniors to the game so that they can find enjoyment and learn all of the important life lessons the game has to offer.

**Time:** Tuesdays 10-11am and 1-2pm  
Wednesdays 10-11am and 1-2pm

**Cost:** \$110 per student

**Requirements:** Students must be mature enough to listen and follow instructions. Above all, they need to be able to enjoy themselves safely.

**Class size:** 10 student limit

### **Junior Academy Schedule**

Tuesdays - June 29<sup>th</sup>, July 6<sup>th</sup>, 13<sup>th</sup>, 20<sup>th</sup> @ 10am  
- June 29<sup>th</sup>, July 6<sup>th</sup>, 13<sup>th</sup>, 20<sup>th</sup> @ 1pm  
- August 3<sup>rd</sup>, 10<sup>th</sup>, 17<sup>th</sup>, 24<sup>th</sup> @ 1pm  
Wednesdays - June 30<sup>th</sup>, July 7<sup>th</sup>, 14<sup>th</sup>, 21<sup>st</sup> @ 10am  
- June 30<sup>th</sup>, July 7<sup>th</sup>, 14<sup>th</sup>, 21<sup>st</sup> @ 1pm  
- August 4<sup>th</sup>, 11<sup>th</sup>, 18<sup>th</sup>, 25<sup>th</sup> @ 1pm  
Consecutive Day Sessions- July 26<sup>th</sup>, 27<sup>th</sup>, 28<sup>th</sup>, 29<sup>th</sup> @ 10:30-11:30am and 3-4pm

## **Advanced Junior Academy**

Our Advanced Junior Academy is for the high school golfer who wants to take a more intense approach toward game improvement. The academy aims to give the golfer a good understanding of what makes his swing unique and what needs to be changed within their swing to make him or her a better golfer. Each session will meet four times in a group of no more than ten students for 60minutes at a time. During the hour long session, a student can expect to hit a lot of balls. The student that goes through this advanced junior academy can expect to become knowledgeable in the following areas.

- Equipment Technology
- Fundamentals of the Setup
- Fundamentals of the Swing
- Fundamentals of the Short Game
- How to make Practice effective
- Advanced drills for the advanced golfer

It is the Academy's goal to develop strong fundamentals in all of its students. These fundamentals might not be flashy, but they create a strong foundation on which a good golfer can become a great golfer.

**Time:** 3-4pm

**Cost:** \$170 per student

**Group Size:** Limited to five students

### **Advanced Junior Academy Schedule:**

Tuesday's Session #1- June 29, July 6, 13, 20

Thursday's Session #1- July 1, 8, 15, 22

Thursday's Session #2- August 5, 12, 19, 26

Consecutive Day Sessions- July 26<sup>th</sup>, 27<sup>th</sup>, 28<sup>th</sup>, 29<sup>th</sup> @ 9-10am and 1-2pm

## **Adult Academy**

Our adult academy is for beginners who are 18yrs or older. The academy will cover the fundamentals all beginners need to know before getting into the game. After participating in this academy, students will have an understanding of:

- Equipment technology
- How to Grip the club and address the ball
- An effective pre shot routine
- Full Swing Basics (weight shift and body rotation)
- Short game Fundamentals
- Putting
- Pitching/ Chipping
- Basic Course Management
- Basic Rules and Etiquette

**Time:** 6-7pm May, June and July Sessions  
5-6pm August and September Sessions

**Cost:** \$160 per student

**Class Size:** Limited to 10 students

### **Adult Academy Schedule:**

Wednesday's Session #1- May 26, June 2, 9, 16

Thursday's Session #1- May 27, June 3, 10, 17

Wednesday's Session #2- June 30, July 7, 14, 21

Thursday's Session #2- July 1, 8, 15, 22

Wednesday's Session #3- August 4, 11, 18, 25

Thursday's Session #3- August 5, 12, 19, 26

Wednesday's Session #4- September 8, 15, 22, 29

Thursday's Session #4- September 9, 16, 23, 30