

# Take Control or Sup Coffee

How to take control of your students this winter by teaching with the Explanar Professional System



# Introduction

Winter can be a mixed blessing for P.G.A. Professionals. On one hand it's good to have a rest after a busy season, on the other, the downturn in business can prevent one relaxing and enjoying the break.

I believe that the clouds of winter can have a "silver lining" by capitalising on all the strengths that Explanar has to offer. Like us Pro's, the amateur golfer is disappointed by the enforced break in golfing activity due to wet and cold weather. As the inventor of the Explanar Golf Training & Fitness System , I am confident that you can make more income in the winter, by motivating your pupils and engaging them in constructive coaching and practice. You will earn more money from increased lesson activity; your pupils will become loyal customers when you radically improve their game.

So, you have a choice! Stay in the shop, drink coffee and wish your life away, or, take control, motivate your pupils and get yourself ready for the spring so you hit the ground running.

(Note: when you see a link [highlighted in blue](#), this will take you to the next page or directly to a web site link)



# Explanar can benefit your own game

Also, coaching with Explanar properly can also benefit your own game! “How do you do that? “I hear you ask. The answer is to improve your pupil’s game by demonstrating and teaching the shot rather than the swing. Also, you can dramatically improve your pupil’s golf fitness by training strength and flexibility.

If you teach shot making and fitness by demonstration you can go onto the course with your golf swing and not a mix of the fifty swings you coached during the winter!

I am committed to all my fellow P.G.A. Professional colleagues gaining maximum benefit from their investment in the [Professional Explanar Golf System](#). During the year, I will be holding training seminars across the country. Also, in a secure part of this website, I will be sharing advanced coaching techniques on current issues related to all aspects of golf tuition. Please, feel free to [contact me](#) via this site if you have any particular questions.



# Menu of teaching activity

Let's get started with a menu of activities and ideas to use this winter; Explonar is the most effective and complete golf training system in the world. Let's make it change your world this winter!

- Fix Them Quick
- Senior Coaching
- Explonar and Video Lessons
- Driving Profits home on the range



# 1. Fix Them Quick

Offer coaching on specific areas of need and overcome the fear that “you’ll ruin me if you change everything”.

Run series of “troubleshooting” clinics. Advertise group lessons for 6 people over 4 sessions – if you normally charge £60 per hour- charge £120 for the four 2 hour sessions. They get 8 hours @ a rate of £30 – you earn £720 for 8 hours and earn £90 per hour. Shimples!

- Lesson 1 - Learn how to “DRAW” the ball with your swing today!
- Lesson 2 - Learn how to hit a HIGH shot with your swing today!
- Lesson 3 - Learn how to hit a LOW shot with your swing today!
- Lesson 4 - Learn how to “FADE” the ball with your swing today!

Next Page: [The Format for a 2 hour session >>](#)



# The Format for “Fix Them Quick”

- Introduce the shot and demonstrate to group (15 mins.)
- Work along the line, approx. 5 mins per pupil (30 mins.)
- Put each pupil in Explanar (more) 5 mins. Per pupil (30 mins.)
- Skill Test Competition: 5 shots each 10 points per shot. (30 mins.)
- Summary – winner/encouragement/ next week etc. (15 mins.)
- SALES OPPORTUNITY – Sell an Explanar Home System.
- SALES OPPORTUNITY - Check for worn grips – sell a new set.

This is a great way to teach small groups; it’s fun, instinctive and competitive. It is enjoyable and confidence building without the need to re-build. However, if they succeed in this format they will more than likely trust you for medium/long term improvement. Also, this is an easy environment to explain the advantage of an Explanar Home Training System. Some fear that they might lose a customer, the opposite is true! They will still need your expertise to show them more skills. If you can turn their slice into a draw in lesson 1, you’ll have a friend and pupil for life!



## 2. Senior Coaching

The golfing population's average age is increasing; at Woburn we have a group of forty to fifty Senior golfers who meet for a "swindle" twice a week. Explonar has radically improved my Senior pupils and many of them recognise the physical benefits of using it. Simply by supervising a Senior pupil on how best to use Explonar, they can get back significant distance they thought they had lost forever. I get a real buzz from using Explonar with these very keen golfers – it's like soaking a rusty hinge in WD40 and seeing them move freely and effortlessly.

**SENIORS- Gain between 10 and 30 yards on your Driver this winter!**

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# The Format for “Senior Coaching”

- Introduce the shot and demonstrate to group (15 mins.)
- Let them warm up with 6 irons and 3 woods (Not Driver yet!) (15 mins.)
- Put each pupil in Explanar (more) 5 mins. Per pupil (30 mins.)
- Skill Test Competition: 5 shots each 10 points per shot. (30 mins.)
- Summary – winner/encouragement/ next week etc. Demo one pupil using 3 wood then Driver (30 mins.)
- SALES OPPORTUNITY – Sell an Explanar Home System.
- SALES OPPORTUNITY – Check their Driver’s loft – Sell them more lofted club if appropriate.



- Groups of 6 works well – make sure you take the money up front! It is vital to the financial success of group coaching to sell the package as a series of 4. You could stretch these sessions to 8 for this type of coaching to make the price attractive to Seniors (or keep the extra for yourself because you'll have to work quicker with 8!).
- Use your Launch Monitor or simulator to demonstrate “Before and After”.
- Anticipate increasing Club Head speed by at least 10% after the first session.
- Mix freely by alternating from Explanar to real shot often – Explanar for 4 minutes then Driver/3 Wood for 10 minutes.

If you succeed in mixing good Shoulder Coil and “oily” wrists your Seniors should automatically keep their left arm in line in the Backswing. **Never, tell a pupil to consciously “keep the Left arm straight” – it’s a disaster! If they try to do it, their wrists will seize up and the left arm will bend even more.**

Go to my video link, “[Explanar for Seniors](#)” (3<sup>rd</sup> video down) to see how to fix a bent left arm correctly.



# 3. Explanar and Video Lessons

As a young Assistant Pro, I played golf in the West Region of the P.G.A. One of the finest players at that time was Peter Ward, a Pro's Pro, who was and is a great role model for any aspiring youngster. For many years, Peter was the Professional at the lovely Teignmouth Golf Club. One of my proudest moments was when I delivered one of the first Explanar Pro Systems to Peter and his assistant. Members had their noses pressed to the window as we built and positioned the Explanar in his indoor golf studio. Peter will testify that the impact of his investment created huge interest and led to a full Teaching Diary that winter.

For most of the last 35 years, I have used the video camera very little during coaching. So, I have benefited hugely over the last 6 or 7 years or so, as my colleagues who do use Video, Gasp and A-Star systems have shown me how to use Explanar alongside those systems.

[More >>](#)



If, like Peter Ward, your winter coaching is entirely indoors and utilises a practice net, Explanar really helps to make the lesson process more “physical”. Usually one has to do a lot of talking without the benefit of seeing the ball flight; Explanar really enhances the learning experience because what you “feel” can be confirmed by what you “see”.

I have always hoped that all P.G.A. colleagues could afford the Professional Explanar, especially Trainees and Assistants. £2,000 pounds is a considerable investment, but I am totally convinced that no one should be prevented from utilising the most effective training aid on the planet. If you do 20 lessons a week, that adds up to 80 lessons a month: if you just add just £1 to your lessons you have covered the cost of purchasing your Explanar over a 36 month period. It is absolutely reasonable to your pupils, at even the most modest facilities to pay an extra £3 per lesson that involves Video AND Explanar. Do the maths! If you add £3 per lesson that gives you an extra £160 more profit a month, some £1,920-00 per year! Most Professionals could easily add £5 per lesson for Explanar, doubling the extra profit to nearly £4,000! However you look at it, Explanar is accessible to all Golf Teachers. [Continue reading >>](#)



Some Professionals have dipped their toe in the water by purchasing the Home version of Explanar. Sadly, the home model was not designed for industrial use and comes without the shorter Power Roller and additional Training material. We offer [£400/\\$600](#) reduction (on proof of purchase) for any Teaching Professional who would like to upgrade to the Explanar Pro System PLUS a days Training with myself at UK seminars. My “Art and Science of Coaching” seminars also carry 15 PDP points for registered P.G.A. members.

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# Format for “Explanar & Video Lessons

- Introduce concept of Video+Explanar – **See It! Feel It! Do It!** (10 mins)
- Film pupil “Face-On” and “Down the Line” (5 mins).
- Show pupil “Down the Line” at address: draw in the “Optimum Biomechanical Swing Plane with graphic line (more).
- Freeze frame pupil at the Top of the Backswing.
- Explain why Butt/Shaft/ Head/Face are out of or across OBSP. (5 mins)
- Set Explanar correctly and work within machine (5 to 10 mins)
- Film again “Down the Line” to show how much closer their swing has become to the OBSP. (5 mins.)
- Finish by hitting more shots mixed with bursts of Explanar. (10 mins.)
- Clarify the need to adjust the Explanar to suit the individual pupil AND to alter the setting to suit the club in use e.g. Flatter for Driver-Upright for Wedge.
- SALES OPPORTUNITY– Sell an Explanar Home System.
- SALES OPPORTUNITY- Burn a DVD of the Lesson for the pupil to take home.



# 4. Driving Profits Home on the Range

One of the most dynamic Golf Professionals, at the forefront of Golf Retail and Coaching is Chris Potter. Based at the [Norfolk Premier Driving Range](#), Chris operates a superb retail Golf Shop and also has one of the busiest Golf Academy's in the country. Chris Potter was the first colleague of mine to introduce Explanar to his Driving Range; not one to do things by halves, he purchased TWO Professional Explanars. He quickly realised how busy the Explanar would be within his lessons so he needed the second Explanar to hire out to his pupils.

So, instead of it being £5 for a bucket of balls, it now became £10 to hire the Power Roller. Importantly, Chris would only permit pupils to hire the Power Roller after they had taken at least four ½ hour lessons and knew how to use the Explanar safely and correctly. Also, it ensured that Chris's pupils would go away and practise correctly what they were shown in the lesson. Surprisingly, hiring the Power Roller also led to incremental sales of Explanar Home System as pupils recognised the benefit of regular short sessions daily. [Read on >>](#)



Fitness machines often require sessions over half an hour in length; amazingly, two 5-minute sessions a day is all it needs to dramatically improve a golfer's performance. Should you build up to two 10-minute sessions a day, you will indeed find out that Explanar is a great fitness tool for golf. I am very proud of the fact that Explanar is used across the United States of America to rehabilitate young soldiers who have tragically lost one or both legs in combat. It is humbling to see young men and women with missing limbs using Explanar; it boosts their morale to pursue a sporting activity and helps them learn the new motor skills required to use prosthetic limbs.

For Teaching Professionals at Driving Ranges, Explanar is able to help golfers of all abilities accelerate the learning curve required to hit great shots. I recommend you visit Chris Potter's website <http://www.chrispottergolf.co.uk/tuition.asp> to see one of the best golf facilities in the UK in action.

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# Format for Explanar on the Range

Advertise free “taster” sessions of only 10 minutes: the instant improvement will almost certainly generate new revenue. Imagine investing 1 hour to give six 10-minute sessions; [Sam Jarman, Head of Instruction at Collingtree Park Golf Club](#) is confident that three of those six golfers will then book a full lesson. He finds it very easy to invite golfers on the Driving Range to step into his Explanar and feel it’s benefits.

Sell Group Coaching Sessions over an 8 to 12 week term to include Explanar instruction; pupils can continue to use Explanar as you work down the line to teach each pupil. Include a 7-iron club within the price, this is a very effective way to start pupils off with club purchasing. You can explain that custom fitting is especially important at the entry stage; it’s not just for established golfers. Remind them how much care is taken to ensure that a child’s first pair of shoes fit perfectly. In the same way, the “lie” of the golf club has the biggest effect on a golfer’s progress in learning their golf swing.

Hire the Power Roller alongside a bucket of balls. This way the pupil can alternate between hitting shots and swinging within Explanar.

Only permit Power Roller Hire after a golfer has had at least four ½ hour lessons on Explanar. Make sure they know their individual settings and the absolute need to swing the PowerRoller smoothly and very slowly.

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# More Resources

All Chapters of the Explanar Teaching online, [click here >>](#)

Teaching Lady Golfers with Explanar, a [short video >>](#)

Teaching Kids with Explanar, [full DVD online here >>](#)

The Lost Fundamentals of Hogan, [click here >>](#)



# About Luther Blacklock

- 1973 - Joined the Professional Golfers Association.
- 1978 - Started to study under Mr. Alex Hay.
- 1979 - Head Professional at Cradoc Golf Club, Brecon, Powys.
- 1984 - Appointed Senior Professional to [The Woburn Golf and Country Club](#).
- 1985 through 2002 - Involved in 35 European Tour Events operationally
- 1993 - Appointed panelist to GOLF MONTHLY magazine
- 1993 - Appointed National Boys Coach to the Welsh Golfing Union
- 1995 - Presents Long Game Workshop at the P.G.A. Teaching Conference
- 1999 - Appointed coach to CAMBRIDGE UNIVERSITY VARSITY TEAM
- 2000 - Presents Golf Clinic 4 times daily main stage NEC Golf Trade Show
- 2000 - Films 20 Drills for GREG NORMAN "One on One" CD. (15k Sold)
- 2001 - Founded EXPLANAR GOLF Ltd
- 2001 - Appointed Head Instruction editor PLAY BETTER GOLF magazine
- 2002 - Main Speaker at P.G.A. National Teaching Conference
- 2003 - Speaker at RED BULL MASTER CLASS at Celtic Manor Resort
- 2003 - Appointed panelist to GOLF WORLD magazine
- 2004 - Presents One Day Seminar to P.G.A. of DENMARK
- 2006 - Presenter at inaugural Harmon Brother Teaching Summit in Las Vegas
- 2007 - Delivered a Clinic to fellow PGA Professionals at the PGA Show Demo Day
- 2007 - Luther releases DVD entitled "The Lost Fundamentals of Hogan". His life's work.
- 2007 - Luther was awarded Master Professional status



Luther Blacklock and Dr Jim Suttie

# How to contact Explanar

## UK/Europe

- Telephone : +44 (0) 844-504-1240
- Email: [fraser@explanar.com](mailto:fraser@explanar.com)
- Web: [explanar.com](http://explanar.com)

## USA

- Telephone : (407) 645 4653
- Email: [chris@explanar.com](mailto:chris@explanar.com)
- Web: [explanar.com](http://explanar.com)

