

AN INTRODUCTION

Golf AND YOUR Body



A Strategic Approach
for Game Improvement

BY COACH JOEY D

A Quick Introduction

What I Know Is No Secret

It's funny. I've gone about my business helping golfers better at playing golf for years, but it wasn't until I entered the gigantic world of marketing that I noticed how many other folks are out there trying to make golfers better at playing golf. And they have plenty of ideas and concepts they want to sell you. So that begs a question – where to start and what to do?

It's great that there's such an emphasis now on the fitness component of golf, but unless it's truly golf-specific fitness, then it won't really do all that much to help your game. There are a lot of people out there promising to sell you the “secret” to thirty more yards in thirty days or the “secret” to correcting your slice or hook. I've been working with pros on the PGA Tour for almost 15 years. I've been behind the scenes with them, on the road, and on the bag with them. If there were a “secret,” I would have heard about it by now.



I don't offer “secrets.” I offer proven scientific methods. These are workout protocols that have helped pros like Vijay Singh, Dustin Johnson, Brooks Koepka and Rickie Fowler play even better and that have helped beginner golfers quickly be able to hold their own against more experienced players. That said, let's get to work



A Golf Fitness Perspective

Strength & Weakness

The golf swing is an amazingly complex sequence of motion. There's movement around just about every joint in the body – from the way your fingers grip the club to the way your toes move as you pivot your back foot. The golf swing will expose your weaknesses. It will show you where you are too tight and it will show you where you are not strong enough.

Most of us play to our strengths and try to ignore our weaknesses – and don't address our poor habits. You may be able to get by with this strategy in your day-to-day life, but once you pick up a golf club, even the most visibly fit looking players will have their weaknesses exposed – just as clearly as the emperor without any clothes.

A sound golf fitness program has to assess your individual Golf Body. It has to determine exactly what is too tight and what is too weak about YOUR Golf Body. We're all built and shaped differently. We've all had injuries and other physical setbacks in our lives. The key to improving your game is to figure out what about your current Golf Body is preventing you from swinging the club correctly. Once the issues have been identified and isolated, it becomes much easier to fix them...and – as a result – fix your game. Your game will improve not because of some magical "secret," but because of logic, the science of biomechanics, and your hard work.

The Golf Body

It's A Golf Specific Method

You may be able to do 100 push-ups, a dozen pull-ups, run a five-minute mile, or drag a car with your teeth. Just having what society considers a strong, healthy, and good-looking body, though, doesn't guarantee success on the golf course. Look at all of the NBA, NFL, and MLB players who spend their off-seasons golfing. They're in spectacular shape, but – in their wildest dreams – could they ever play on the PGA Tour? Of course not. They've spent their lives developing and optimizing their Basketball Bodies, their Football Bodies, and their Baseball Bodies. If a person hasn't put in the time to develop and optimize their Golf Body, they simply will not play up to their potential.

If you're constantly slicing the ball or never feel like you're getting enough power in your swing, the odds are that there's something not quite right with your Golf Body.

If, for example, you're not able to create enough separation between your upper body and your lower body, you're probably not going to lose your job or become an outcast from society. You could have a very long and happy life despite not having a lot of separation between your upper body and your lower body. But on the golf course, this lack of ability to properly rotate your upper body while keeping your lower body stable will seriously – and negatively – impact your game. It's a weakness in your Golf Body.



The Golf Body

A Real Life Example

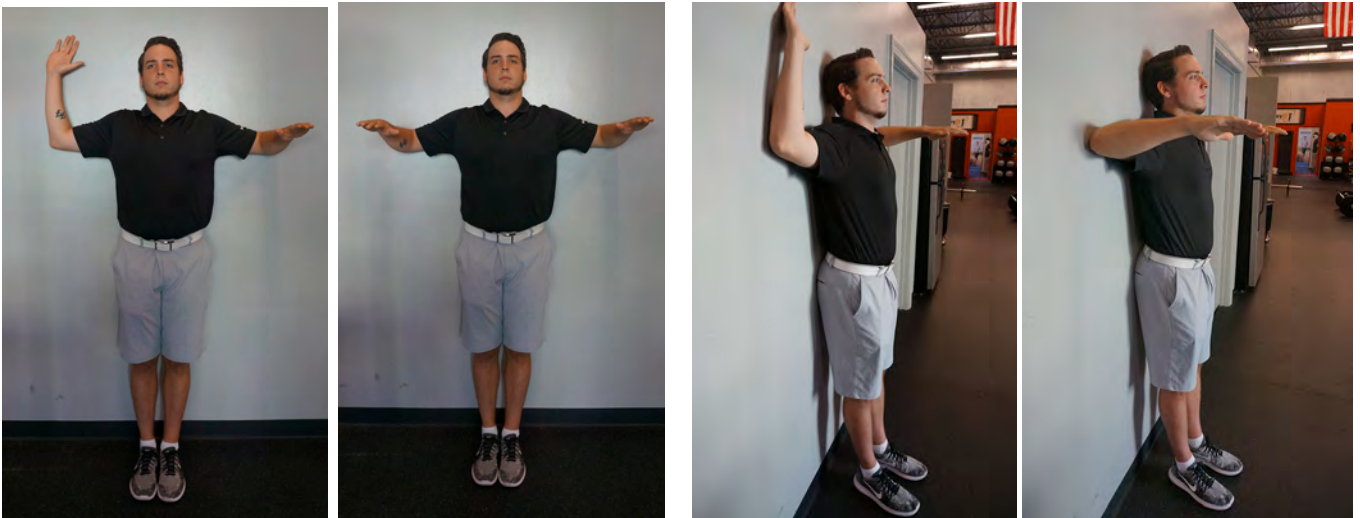
A few years ago, I started working with a high school sophomore named Austin Powell. Austin had been playing since he was ten years-old, but felt that his game had plateaued. He had a good swing and a good work ethic, but he just couldn't get his game "unstuck." Like I had done with Vijay -- and dozens of other Tour players and Tour event-winners -- we assessed his Golf Body and were able to come up with a strategy for improving his swing and his game. Fast forward to today and Austin has won several tournaments including the 2013 Palm Beach County Amateur Championship. If you know how golf-crazy South Florida is, you know that's no small feat.



The Biomechanical Approach

An Easy Assessment

Here's one of the quickest and easiest assessments that you can do on yourself. It'll begin to show you how a biomechanical approach to optimizing your Golf Body can improve your game.



Stand with your back against the wall and your feet comfortably shoulder width apart. Raise your upper arms up until they're parallel with the floor. The backs of your arms should be pressed against the wall. Your elbows should be bent at ninety-degree angles so that your forearms are angled forward with your palms facing the floor

Slowly -- and while making sure to keep your upper arm pressed against the wall -- rotate your right forearm up as if you were testifying in court. Are you able to touch your wrist to the wall without your back coming off of the wall. Now try it with your left side.

This simple test of your ability to externally rotate your shoulders can tell us volumes about your Golf Body and your swing.

If you were unable to touch your wrist to the wall – and you're a right-handed golfer – it means that you won't be able to go as deep with your backswing as you want. The result is that you'll be sacrificing power on every swing. But given the fact that golfers are the greatest compensators in the world, though, what also might be happening is that in your desire to get your backswing deeper, you tilt your body left – towards your target. Suddenly, your backswing appears to be textbook looking, but what you've done is taken yourself out of proper golf posture. What's going to follow is an off-balance swing. And when your body is more concerned with maintaining equilibrium than it is with hitting a small white ball, it's anyone's guess where the clubhead will be facing at impact. It's also anyone's guess where your ball is going to be headed!

If you were unable to get your left wrist to the wall, it means that your follow-through won't be as deep as you'd want. You have less time to stop your club after the swing than you would if you had a more complete follow-through. When this happens, your body is forced to decelerate club speed prematurely in order to maintain balance throughout the entire swing. When you decelerate early, you're not going to be at top clubhead speed at impact and the result is less power and less distance.

If your right external rotators are too weak, you'll lack power and potentially lack accuracy (and it's where the "chicken wing" starts!) If your left external shoulder rotators are too weak, you'll also be lacking power.

It's a simple test, but it's a valuable tool for assessing weaknesses in the Golf Body and for helping you to better know and understand your miss.

For those who found that they weren't able to touch their wrists to the wall, here's an easy and effective exercise for strengthening your rotators. Congratulations! You're about to take the first step in optimizing your Golf Body!



Lie on your left side, propped up on your left elbow. With a light dumbbell (5-8 pounds) in your right hand, fix the upper part of your right arm against your side. Your elbow should be flexed ninety-degrees and your forearm should be across your midsection and angled toward the floor.



Slowly, without lifting your upper arm away from your body, raise the weight toward the ceiling. Try to keep your body very still and only move from the elbow down. Return to the starting position to complete the repetition. Do three sets of ten repetitions with your right arm and then three sets with your left arm.

On Planet Jupiter

What We Do Here...

If you visited us at our Joey D Golf Sports Training Center in Jupiter, Florida, on any given day you'd see PGA Pros, LPGA Pros, and minor league golfers, working side-by-side with aspiring juniors, club players, and beginners – all working on improving their Golf Bodies. They know that the key to a better game is to strategically improve the body that plays the game.

The human body is an amazing thing. It's capable of adapting and changing – and it's capable of doing these things at any age. It doesn't matter if you're just getting into the game or if you already have a victory in one of golf's Majors under your belt, there is always room to improve your Golf Body. Once you understand that the body has to be able to do very certain and specific things during the golf swing, it becomes very easy to apply a logical scientific approach to making sure it can do those things.

We've created many different ways to share our methods with players of all levels. Whether it's private training at our facility, working live online with our team, or following along at home on video, we have some great tools, knowledge, and workouts to establish a solid foundation of golf-specific mobility and motion strength. Develop your Golf Body and enjoy the game more!



Let's Get To Work

If you'd like to put the power of golf-specific training to work for your game, here are some great options to get to work today!

For in-depth self-assessments and exercise protocols, check out my book, "[Fix Your Body, Fix Your Swing](#)." Available at amazon.com in paperback and Kindle versions.



HIT IT GREAT™

Follow along with my fitness videos at Hit It Great ON DEMAND, a streaming online platform dedicated entirely to golf-specific fitness training. Available at hititgreat.com



LIVE COACHING FROM JUPITER, FL

To schedule a physical assessment with our team via FaceTime or Skype, and get your own personalized golf-fitness training plan to fit your game, check out our Private Online Coaching programs available at joeydgolf.com