

SINGLE PLANE golfer

Volume 4 Number 1 // 2017

#moesmove

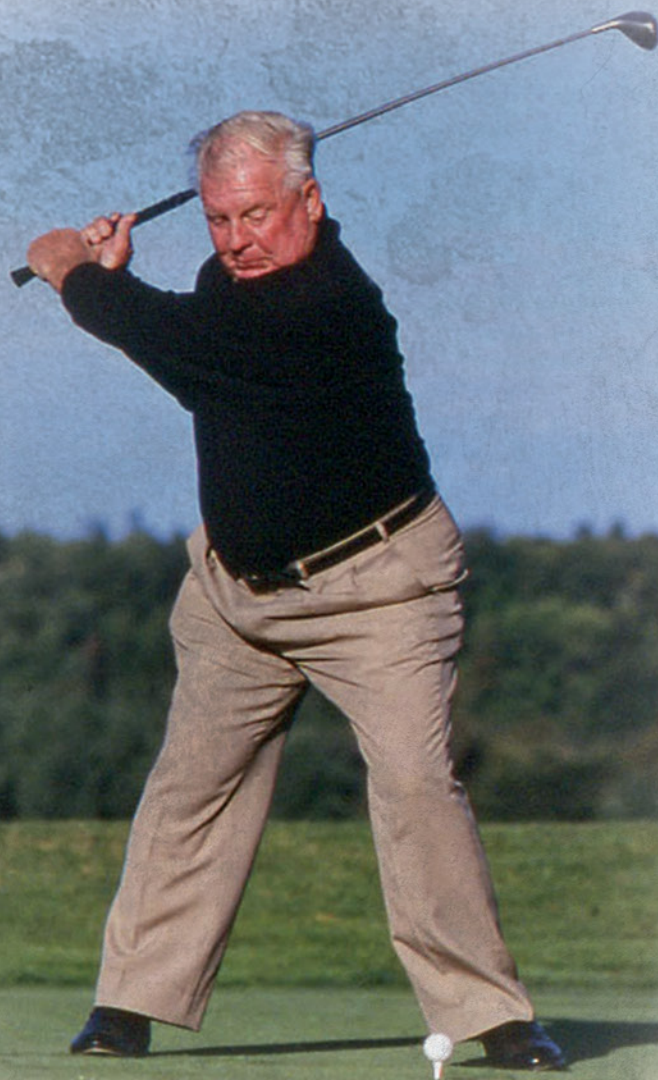
The PATH to Single Plane Success



Dr. Robert Neal
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Discover How Modern Science Has Finally Decoded the Secret to Consistency That Has Eluded Amateur Golfers For 70 Years!



Moe Norman's Swing Secrets From The King Of Swing

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Norman inducted into hall

BADEN, Ont. (CP) — Moe Norman, considered by many to be one of the best ball-strikers golf has ever seen, was finally inducted into the Canadian Golf Hall of Fame on Thursday, during a small ceremony at the Foxwood Golf Club.

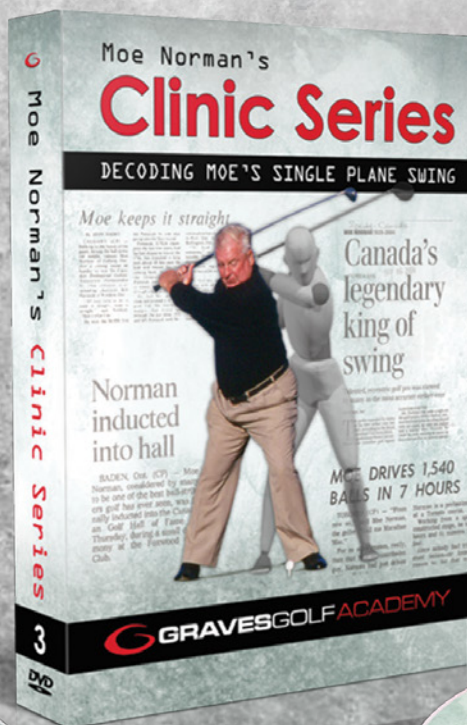
MOE DRIVES 1,540 BALLS IN 7 HOURS

TORONTO (CP) — "From now on," said Moe Norman, the golfer, "call me Marathon Moe."

For no other than

Norman is a professional at a Toronto course.

Working from a specially constructed stage, he took hours and 51 minutes for



Sports-Canada
MOE NORMAN 1929-2004

Canada's legendary king of swing

Talented, eccentric golf pro was viewed by many as the most accurate striker ever

By DICK COPELAND

The golfer regarded by many as the best golfer ever has died, according to the Royal Canadian Golf Association. Moe Norman, 76, died of cancer on Thursday at the Foxwood Golf Club.

Leslie Kane told TSN.

Mr. Norman was quite a sight on the golf course. With a limited, mismatched wardrobe, he often played with his pants up over his ankles and a skewed shirt. Recently, he could be seen wearing as many as five wristwatches at once to ensure

Moe keeps it straight

By DENIS SHORT
CALGARY (CP)

He managed to find his way into the Hall of Fame in 1972 and 1973.

He was inducted into the Hall of Fame in 1972 and 1973.



You get...

- **The King Of Swing:** 3 Separate "Never-Seen" videos
- **Moe's Notes:** The 3-D Breakdown of Moe's Swing
- **Moe's Short Game:** A Full Short Game Training DVD Utilizing 3-D Modeling Technology

This DVD is doing something that's never been done here at the Graves Golf Academy, and as far as I know, is the ONLY training you can access ANYWHERE that is using this technology to improve your understanding of the exact swing motions you need to follow to get more consistency in your golf swing.

Order your copy TODAY by visiting www.MoeGolf.co/clinic-series

Or call **1-800-528-1663** and ask for the Moe Norman Clinic Series!

SINGLE PLANE golfer

SPG Volume 4, Number 1 // 2017

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THE SINGLE PLANE GOLF SWING

Play Better Golf the Moe Norman Way

by Todd Graves with Tim O'Connor

"Moe Norman was an extraordinary man who intuitively developed the Single Plane Golf Swing, which he taught to Todd Graves. Through this wonderful book, frustrated golfers can learn to swing like Moe and improve their games."

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The Moe Norman Swing a “Crock of Bull”

HERE IS A RECENT YOUTUBER AFTER HE WATCHED ME TALK ABOUT MOE’S SWING:

“I’m a ex tour pro and this is a crock of bull. You have to SWING YOUR SWING; learn what works for you; do not ever copy anyone else; it will never produce the same result in you as in them! If it did, then there would be 30 guys on the tour that swing like MOE. It worked for him; find what will work for you!”

Here is my response:

Unfortunately, your “Swing your Swing” theory has left the entire golf world hopeless. Golf is in decline because it’s too hard. Statistics show that more than 90 percent of golfers who try to “Swing Your Swing” never learn to break 100. People who “Swing Their Swing” reach their potential within three years. If you’re a kid and have hundreds of hours to learn how to play, maybe you can find a swing. But a third of all golfers today are over the age of 50. So much for your theory. Time to look at science and not the same failing 100-year-old theory of “SWING YOUR SWING.”

I used the aforementioned Ex Tour Pro’s method in learning how to ski. I figured that “I could just figure it out for myself,” so my friend and I grabbed our rented skis and took the lift up to the nearest expert slope. After almost falling off of the chair, down we went.

Yup. Down we went was an understatement! I don’t remember how many times I fell, but I spent more time eating snow than actually skiing. My buddy went completely off the slope, slamming into a tree and breaking his leg. He spent the rest of our ski vacation in the bar and hot tub.

After falling down the mountain at Crested Butte, I found the nearest ski instructor. Nope, he didn’t EX TOUR PRO me and take me to the blue slope and say, “Lets do this again and see if you can do better this time – good luck.” He took me to the bunny slope with all of the other beginners.

You guessed it, I learned how to ski and tame my ego on the fuzzy little bunny slope with the help of a great instructor.

For some reason there exists a theory about golfers and golf instructors that says that swings should be as unique as your fingerprint. If that is your thought process then go to the range and figure it out. See what you come up with. You will end up exactly where I ended up – your hands bleeding, wondering if there is an easier way. That’s why Moe’s swing makes so much sense. Because it’s easier. Because it works.

Look, I’m not saying Moe Norman’s swing is for everyone.

If you are a guy who gets his thrills by hitting it 350 yards and losing a left shoe on every swing to prove that he can outdrive everyone in the foursome – the Moe Norman Swing might not be for you.

If you are an Ex Tour Pro who can break par and already has a developed golf swing, the Moe Norman swing might not be for you.

If you are a person who is young and flexible and can twist like a pretzel and still get in and out of your sports car – the Moe Norman Swing might not be for you.

If you are already ON the PGA Tour and making a living, I don’t recommend changing to the Moe Norman Single Plane Swing. Keep cashing those checks on the weekend.

If you want to make sure you look like Rory McIlroy, Jordan Spieth or Ricky Fowler to impress that cute beverage cart employee who drives by every fourth hole to sell you a beer, you might not want to swing like Moe.

Heck, go buy the most expensive wedges that Jordan just used to win his last tournament or the driver that Phil played the Masters with. **That is not what Moe Norman’s golf swing is all about.**

I’m done with trying to convince anyone to do anything. I’m just not into that. What is important to me is that I share with you my experience and my research which tells a different story and proves through personal experience, results and scientific evidence that Moe’s golf swing is an easier way to play a difficult game.

So go out and “Swing Your Swing” and have fun playing golf. If you get frustrated, hopeless or have back pain, you just might want to take a look at Moe’s swing. ■

By Todd Graves - toddg@moenormangolf.com

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Custom fit to each individual based on

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offers/spg-impact-club](http://www.MoeNormanGolf.com/offers/spg-impact-club)



What's New with the Single Plane Experience Schools

(SPE)

THE SINGLE PLANE EXPERIENCE IS A 7-HOUR SCHOOL that takes place over the course of 1 full day or 2 half days. Students attending this course will learn the fundamentals of the Single Plane Swing and GGA's Short Game Instruction. Not only will you learn the fundamentals, you will understand the WHY's behind the fundamentals, how to check the fundamentals and most importantly, how to practice the fundamentals correctly.

The Single Plane Experience will familiarize students with each of the core fundamentals of the Single Plane Swing, GGA Putting, Chipping, and Pitching instruction. During your Experience, our fully trained and

knowledgeable Single Plane instructors will personally lead you in achieving each fundamental movement and position as well as provide you with tools to continue your journey toward more satisfying golf after your Experience has concluded.

- Here are a few things you will discover when you join us:
- Hands-on instruction by our hand-picked, trained, Certified Instructors
 - What **causes** you to be inconsistent and how to **effectively** fix it
 - How the short game directly relates to the full swing
 - How practicing your putting correctly can help your full swing
 - The secrets to pitching and how it is a miniaturized full swing (master the pitching and you master the full swing)
 - A club-fitting session to ensure you have equipment that fits you and your Single Plane Swing

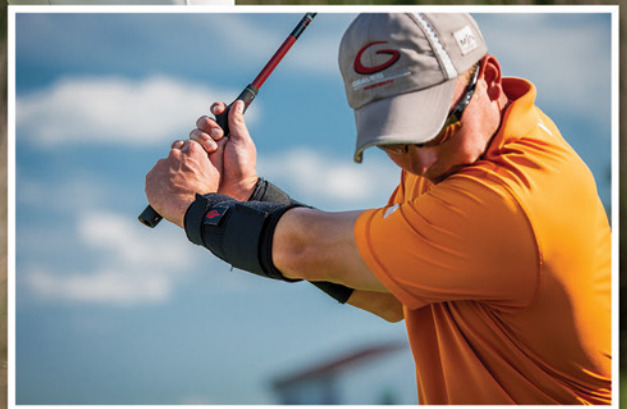
Hand Speed Trainer

The **Hand Speed Trainer™** is specifically designed for athletes in virtually every sports arena to functionally train for maximum increases in **Speed, Power and Performance.**



What's included in the box:

- 2 HST™ sleeves
- 4 x 8 oz. Weight (red)
- 4 x 4 oz. Weight (black)
- 1 Mesh Workout Bag
- 8-Week Training Game Plan



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www.MoeNormanGolf.com/offers/spg-hst

GRAVES GOLF ACADEMY

GGA SCHOOLS



Here is the agenda for your 1-Day or 2-Half Day SPE:

Day One:

- 8:00 a.m. - Introductions
- 8:15 a.m. - Introductory video / What you can expect? / Why model Moe? / An overview of the Single Plane Swing
- 8:45 a.m. - Address training
- 9:15 a.m. - Leverage training
- 9:45 a.m. - Transition and Impact training
- 10:30a - BREAK
- 10:45 a.m. - Putting instruction
- 11:15 a.m. - Chipping instruction
- 11:45 a.m.-Noon - Discussion, Q&A
- Noon-12:30 p.m. - LUNCH)

Day Two (Or Day One afternoon of One-Day School):

- 8:00 a.m. / 12:30 p.m. - Review Putting
- 8:15 a.m. / 12:45 p.m. - Review Chipping
- 8:30 a.m. / 1:00 p.m. - Long Chips and Pitching instruction
- 9:15 a.m. / 1:45 p.m. - BREAK
- 9:30 a.m. / 2:00 p.m. - Leverage, Transition, Impact review
- 9:45 a.m. / 2:15 p.m. - Release training
- 10:15 a.m. / 2:45 p.m. - Driver setup explanation/ Supervised ball striking
- 11:45 a.m. / 4:15 p.m. - Club fitting / Next steps / Review and close

Right now, we are holding our exclusive Single Plane Experience schools at the top-level golf courses listed below. All you have to do is choose the location that best suits you and let our Single Plane Instructors do the rest.

- **Edmond, OK** – GGA Headquarters
- **Orlando, FL** – Eagle Creek Golf Club
- **West Palm Beach, FL** – Village Golf Club
- **Hendersonville, NC** – Champions Golf Learning Center
- **Richmond, VA** – Windy Hill Golf Center
- **East Haddam, CT** – Fox Hopyard Golf Club
- **Ajax, ON** – Carruther's Creek Golf and Country Club
- **Newton Falls, OH** – Tessler's Westgate Learning Center
- **Houston, TX** – High Meadow Ranch Golf Club
- **Denver, CO** – Green Valley Ranch Golf Club
- **Phoenix, AZ** – The Legacy Golf Club
- **Seattle, WA** – Redmond Ridge Golf Club
- **Anaheim, CA** – Riverview Golf Course
- **Gold Coast, Australia** – Palmer Colonial Golf Course
- **Sydney, Australia** – Twin Creeks Golf and Country Club
- **Melbourne, Australia** – Sanctuary Lakes Club, Point Cook, VIC or Huntingdale Golf Club

New Locations Coming Soon!

If you have questions or need more information about the Single Plane Experience, contact Chandler Rusk at chandlerr@moenormangolf.com ■

By Chandler Rusk



Game Got You Down?

Let the **GGA TEAM** give you a hand...

Call **1-866-377-2316** to secure your spot right now

Hurry – spots are limited and they fill up fast!



Sign up for a school near you!
www.MoeNormanGolf.com/schools

GRAVES GOLF ACADEMY



The PATH to Single Plane Success

THIS YEAR WE INTRODUCED THE GRAVES GOLF ACADEMY (GGA) “PATH TO SINGLE PLANE SUCCESS.” We call this simply the “Path.”

Over the years we have helped thousands of golfers improve their games. The GGA “Path” is the GGA formula for success– the most effective way that we can help you become a better golfer.

By identifying where you are on the path, we can help you improve more rapidly and have more fun. The Path is the greatest experience GGA can provide for you – the aspiring Single Plane Golfer.

Why Does The Path Offer the Greatest Chance of Success?

GGA’s mission is to *simplify the complexity* of golf. We do this in the following ways:

- 1) An easier way to swing – The Single Plane Swing
- 2) A short game methodology that relates to the golf swing
- 3) Providing DVDs and training tools to help the student’s self-progress
- 4) Online schools and coaching for faster improvement
- 5) Golf schools and hands-on Instruction helping match “feel and real”
- 6) A system to take learning to the course – for lower scores

The GGA Path is an all-inclusive “System” to improvement

How Long Does It Take?

No matter where you are with your golf game, the “Path” IS the shortcut to your improvement. Based on years and years of experience studying tens of thousands of students, we have identified exactly how students improve. All of them have followed the GGA Path. Think of the Path as though you were building a house. What would you do first? Most people say, “Build the foundation.” But the most important thing is the “Plan,” the “Design,” the “Blueprint.” The GGA Path is the Plan. Once you have the plan in place you can take the next steps – build the foundation and move yourself along your personal Path.

Why Does The Path Matter?

The Path comprises the exact steps you need to follow to build a fundamentally solid Single Plane golf game. The Path matters because we know what it takes to have success. We have built the plan. All you have to do is follow the GGA Plan – stay on The Path.

What Is The Best Way To Start?

Contact a GGA Coach. The best way to start is to determine exactly where you are and where you need to be on the path. The GGA Coaches can help you assess where you are now and help you get to the next level.

What is the most important part of the path?

Each part of the path is a unique building block of understanding, training and coaching. The most important part of the path is knowing where you are and how to move to the next level.

Where Am I On The Path?

The GGA coaches will help you determine where you are. For example, are you fully familiar with the Single Plane Swing, and the Moe Norman Model? This would place you at step 1.

Are you practicing correctly with feedback tools? Are you using the material provided in the DVD Training when you practice and have you identified your weaknesses? This would place you at step 2.

Have you worked through a 360 Home Study / Online School? Do you understand the TOTAL GGA System of how the long game relates to the short game? This would put you at step 3.

The GGA Path is like building a house, starting with the Planning and Understanding Stage – the building of a foundation of understanding. Constructing the foundation is next. Then, as you progress, you begin to construct framing and walls, add wiring for electricity, plumbing for sanitation and water supply, and other required systems. As you add exterior details, your house takes shape. Along the way, you have your work inspected (inspectors / “coaches”) to make sure you are building everything correctly according to code. Then once everything is built, you fine-tune the details of the paint and trim with the feedback of proper coaching.

Lets look at each step to help you identify where you are in building your Single Plane Golf Swing.

Step 1: Discovery / Single Plane Swing Introduction

At this step, your curiosity, frustration (and maybe pain) has led you to look at the Single Plane Swing as an answer to your problem. You haven't fully committed at this stage, but you wonder if the Single Plane Swing might be the answer to your golf game's health.



Step 2: Begin Learning the Fundamentals

At Step 2, you have purchased and studied the Single Plane Solution (SPS) video. You have an understanding of the basics for the Single Plane Swing and the short game. You might not be able to swing like Moe yet, but you understand the basics of the Moe Norman model. At this stage you start to teach yourself the Moe Norman swing by watching the videos.

As you attempt to learn the swing, we suggest that you dive deep into the training with the proper drills and practice techniques. The Graves Golf Academy has specific training DVDs and training products that help you understand the model and practice the ideal way. The GGA training aids help you ensure that you are practicing correctly by giving you feedback in every practice session. Step 2 is all about self-practice and making sure you are practicing correctly. *This is where you start building the foundation of the house.*



Step 3: Deeper Commitment

Step 3 takes in what we call the “breakthrough” zone. This is where students apply the fundamentals they have learned and their practice starts to pay off. This deeper commitment means a deeper understanding as you move into the next stage of building your game. The GGA online school



PATH to SUCCESS

programs include the 360 Home Study School and the Master Class. This even includes working with a Coach in the Video Coaching program. *At this stage you are building the walls and putting on the roof and the structure is taking shape.*

Step 4: Hands-on Training – (Progress accelerates)

Step 4 is all about attending a GGA School and working with the Coaches. At this stage GGA Coaches can show you “in person” the exact things that you need to do improve. This is where what you have been feeling as you practice on your own meets reality. This is where we can personally customize and tailor the program for your improvement. Progress accelerates in at this stage. *This is where you install the wiring and plumbing and drains and put up the exterior walls of the house. Everything starts to come together.*



Step 5: Reinforcement

At stage 5 you have everything you need to know to build a great golf game. Now you need coaching and custom-fitted clubs to practice correctly and put in the dedicated time to improve. This is where the GGA Coaches can help you stay on track and stay accountable. GGA also recommends that at Step 5, if you haven't done so already, that you take a serious look at your golf equipment to ensure that you are getting the most out of your game. *At this stage you are painting your house, getting it inspected and making sure all of the plumbing, electrical and fixtures are up to code.*



Step 6: SPS Mastery

At stage 6, you are on your way to SPS mastery by attending Alumni Schools, Camps and Specialty Courses. Your house is built. Now



you need to furnish and decorate. But this doesn't mean the work is done. Anyone who owns a house knows that you can always adjust and improve and make sure that everything is working correctly. This is where the GGA alumni and coaching programs can keep you comfortable with your new game (in your new home).

How do I measure my progress on the path?

Once again, think of your golf game as you would if you were building a house. Do you have a plan? How is your foundation, including your grip and setup? How are your short-game fundamentals? Do you know how to practice or have the tools needed to make progress? If the fundamentals are in place, do you KNOW that you are correct? Do you need help from a coach? The GGA Coaches can help you determine where you are on the Path.

As a guideline to your success with the Single Plane Golf Swing, here is the suggested order in which to purchase and practice with each of the DVDs and Training Aids that we have produced and created.

As a guideline to your success with the Single Plane Golf Swing, here is the suggested order in which to purchase and practice with each of the DVDs and Training Aids that we have produced and created. ■

By Todd Graves - toddg@moenormangolf.com



The Single Plane Golf **POCKET COACH**



Instantly **improve** your course performance and confidence without spending more time at the range or practicing any more drills or techniques.

Absolute portability. The pocket coach measures 4"x7" which means you can always have your crystal clear instructions with you on the course. It's like having your own personal caddie!



PATH to SUCCESS Outline

As a guideline to your success with the Single Plane Golf Swing, here is the suggested order in which to purchase and practice with each of the DVDs and Training Aids that we have produced and created.

STEP ONE: Discovery

Sign up for our Newsletter, Attend monthly Free Webinar instruction

- **Single Plane Solution DVD**

The Single Plane Solution is the ideal starting point if you are new to the Graves Golf Academy and/or the Moe Norman single plane golf swing. Comprised of 2 different DVD's, the Single Plane Solution will familiarize you not only with the fundamentals of the incredible golf swing of Moe Norman, the World's Greatest Ball striker, but also in all areas of the short game and putting

STEP TWO: Learning

- Join the Inner Circle Membership
- Attend monthly Private Webinar Instruction
- Purchase and use Training Aids
- **Single Plane Solution Drills DVD**

It'll take you further into the study and practice of the Single Plane Solution with Drills designed specifically to help you "Make the Feel Real."

Tim Graves is your guide through nine essential drills to improve your putting, chipping and pitching. This DVD is your essential guide to improving the SCORING aspect of your game.

PRODUCTS

- **Perfect Impact Training Club and Grip**

The Perfect Impact Training Club gives you visual feedback on whether you achieved the ideal club and shaft position at address. Then, as you practice, you will get instant kinesthetic feedback that you have the perfect shaft angle at the most important moment of the golf swing – impact. The Perfect Impact Training Club teaches you the proper shaft angle at address and the ideal compression shaft angle at impact.

- **Alignment Ball Position Trainer (ABT)**

Achieving the ideal ball position and alignment to the target is an important part of great ball-striking. With the GGA **Alignment and Ball Position Trainer (ABT)**, you can achieve Moe Norman's stance width with every club in the bag, ideal distance from the ball, ideal ball position with woods and irons, and ideal direction and aim.

- **Short Game Alignment Trainer (SGAT)**

The **Short Game Alignment Trainer (SGAT)** is the perfect training tool to compliment the master instruction of the GGA Short Game Fundamentals.

By training with your Short Game Alignment Trainer, you'll always have the proper hand position and clubface alignment.

- **Leverage Bag**

This is the bag that teaches you two fundamentals: leverage (clubhead speed) and correct impact position. Every student at EVERY Graves school trains with the Leverage Bag, it's that important of a tool to learn how to correctly produce speed and feel and ideal impact position.

- **Single Plane Position Trainer (SPPT)**

It's the first training aid of it's kind that **instantly fixes your swing mechanics**. You can now systematically "spot check" every position of your swing – including your hip rotation!

MASTERY DVD BUNDLE

- **Troubles & Solutions DVD**

Let this be the first video to enlighten you to a realization that the golf swing of Moe Norman is an art form. Similar to the martial arts, there are important aspects in learning the Moe Norman Golf swing that require precise and repetitive physical training.

In this process of troubles and solutions, the student must understand if the movement is faulty and also how to correct it. This takes self-analysis and discipline, both attributes of dedicated students on their way to mastering and learning "The Feeling of Greatness"

- **Flexibility & Exercises DVD**

Your ability to achieve the correct body positions and motions is directly related to your flexibility, range of motion, strength and coordination.

This video is set up to allow you to pinpoint the weak areas of your swing in direct relationship to flexibility and golf fitness.

- **Speed & Distance DVD**

Everyone desires to hit the golf ball longer. How far you hit a golf ball directly affects your ability to shoot lower scores. Most golfers, however, fail to understand that when it comes to hitting the golf ball further, there is a difference between **Speed** and **Distance**.

- **Moe Norman Clinic Series DVD**

With the help of my team and some of most cutting-edge 3-D and physics modeling software and video production equipment in the world, I have distilled the subtleties of Moe's commentary and swing into something real and tangible.

- **Moe Norman Notebook DVD**

Never-before-released vintage video shows legendary golf genius Moe Norman teaching his closely-guarded secrets to owning the picture perfect swing he called "The Feeling of Greatness." Moe shares his philosophy on how to play golf and win. You'll see him teaching his unique swing and brand of golf to adoring fans.

- **Improve Your Move DVD**

This video is another groundbreaking instructional video that directly addresses one of the most important movements in the Single Plane Golf Swing – the Transition.

Along with numerous exercises to help you master the separation of the upper body and lower body, the "Improve Your Move" DVD also includes specific golf swing training exercises.

- **Laws of Simplicity DVD**

The Single Plane Golf Swing is truly a biomechanical masterpiece. It's simple...it's easy...and it's technically perfect. Through my research, I've uncovered the key elements... the hidden swing mechanics...that make the Single Plane Golf Swing work so well for both beginners and scratch golfers alike.

PRODUCTS

- **Throw-A-Hole**

Many times there aren't enough holes cut into the practice greens to accommodate golfers, thus making short game training a hassle, especially when multiple golfers are hitting putts and chips to the same hole. Wouldn't it be great to have your own hole every time you practice? Now you can with the GGA Throw-A-Hole.

- **Feeling of Greatness Club**

As your hold on the club is the foundation of your golf swing, mastering your grip is a vital milestone on the "Path to Golf Improvement." The benefits of the Feeling of Greatness™ Training Grip & Club are numerous.

- **GGA Putting System**

The GGA Putting system includes all the tools used, and recommended by Tim Graves, PGA, to hone your putting skills. These tools are used to teach every GGA student in EVERY GGA school to improve their putting. As Tim states, "Using this system, we can cut 4-7 strokes off your handicap in a VERY short period of time."

PATH to SUCCESS Outline

STEP THREE: Deeper Commitment

Master Classes, Coaching Program, Custom Fitted Clubs, 360 Online Schools

• Coaching Program

This is the simplest, most hassle-free way to get the golf instruction you're desperately looking for...without having to jump through the typical hoops involved with taking golf lessons.

- Custom Fitted Clubs
- Master Classes
- 360 Online Schools

PRODUCTS

• Load-n-Fire

Eliminate your over-the-top move and match the single plane model faster.

The **Load-n-Fire Brace** has been tested and proven to be ideal for the Single Plane Golf Swing and can be used on both the trail and lead knees.

• Hand Speed Trainer

The Hand Speed Trainer allows you to move at your own pace against resistance that is functional for you, allowing you to challenge your muscles as your training routine becomes easier to perform. Functional training involves small increases in resistance to sport specific muscle groups. Start small, increase slow, and watch your game reach new levels!

• Sandy Andy

GGA has reproduced Moe's Sandy Andy in its original form. With 20 degrees of bounce built into the club, you can now make getting out of bunkers as easy as tossing balls up on the green, just like Moe!

• Pocket Coach

Instantly Improve Your Course Performance and Confidence Without Spending More Time At The Range Or Practicing Any More Drills Or Techniques

STEP FOUR: Hands-On Training

Single Plane Experience,

The Single Plane Experience is a 7-hour school designed to teach the fundamentals of the Single Plane Swing and GGA Short Game Instruction. Held in either 1 full 7-hour day, or over two 3 1/2-hour days, the Single Plane Experience will familiarize you with each of the core fundamentals of the Single Plane Swing, GGA Putting, Chipping, and Pitching instruction. During your Experience, our fully trained and knowledgeable instructors will personally lead you to achieve each fundamental movement and position, as well as provide you with tools to continue your journey towards more satisfying golf after your Experience has concluded.

3-Day Schools,

The Graves Golf Academy (GGA) 3-day school is set up in an outdoor classroom-like setting. About 1/3 of your time will be spent watching Todd and Tim or the Master Instructor team demonstrating and teaching proper single plane (Moe Norman) swing techniques and the other 2/3 will be spent practicing your technique and hitting balls under supervision. At each school, each participant will receive a student learning manual, personalized video instruction with a GGA Master Instructor, optional club fitting, video instruction via email to review at home, and lunch each day with the GGA staff in which many personal stories of time spent with Moe will be shared.

5-Day Build Your Game Camp

The Graves Golf Academy (GGA) 5 day Build Your Game Camp offers students the opportunity to engage in the ultimate Moe Norman experience. With a student to instructor ratio of 2:1, each student spends 5 full days working on their games, and in that process developing a plan to improve their golf game. The Camp covers every area of the game, from grip to course management to hole strategy, along with multiple video lessons, a full club fitting, playing lessons, and more.

STEP FIVE: Reinforcement

Coaching Program,

This is the simplest, most hassle-free way to get the golf instruction you're desperately looking for...without having to jump through the typical hoops involved with taking golf lessons.

Custom Fitted Clubs

STEP SIX: Mastery

Alumni Schools & Camps,

Our 2 day Alumni school offers students of previous GGA schools and opportunity to reinforce what they have learned previously, reinforce solid mechanics, discuss new topics such as driving for distance and common faults & fixes. In addition, each day of the Alumni school includes individual video instruction.

Specialty Courses ■

By Todd Graves - toddg@moenormangolf.com

The 7 Principles Of Golf Improvement

(The Anatomy of A Scratch Golfer)



It's like getting our instructors all to yourself – virtually an “all-day workshop in a box”

The Seven Principles of Golf Improvement: anatomy of a scratch golfer instructional videos series is a 6-Volume set encompassing all aspects of golf improvement, from the ideal grip to managing your mind on the course. At over 7 hours in length, the 7 Principles series leaves no stone unturned in the quest for golf improvement.

The series teaches the entire Seven Principles philosophy of the Graves Golf Academy:

1. **Ball Striking** - Develop a Sound, Repeatable, Powerful Swing of Ease based on Moe Norman's Golf Swing
2. **Short Game** - Develop an efficient Short Game (50% up and down)
3. **Putting** - Become a good Putter (under 30 putts per round)
4. **Club Fitting** - Buy or build Clubs that fit your game
5. **Course Management** - Learn to Play on the Course using Developed Skills
6. **Practice** - Learn How to Practice efficiently
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GRAVES GOLF ACADEMY

STEP ONE

Discovery / Single Plane Golf Swing Introduction



Finding Simple: The Single Plane Solution

The Single Plane Solution is the ideal starting point if you are new to the Graves Golf Academy and/or the Moe Norman Single Plane Golf Swing. Composed of 2 different DVD's, the Single Plane Solution will familiarize you not only with the fundamentals of the incredible golf swing of Moe Norman, the World's Greatest Ball Striker, but also all areas of the short game and putting.

As discussed earlier, most golf swings start where the hands are straight down, directly below the shoulders. This creates two lines, the arms and the hands on one line and the club on another. These are the two planes of the traditional golf swing.

This two-plane starting position, however, is not where these golf swings reach impact where the motion of the swing moves the club to the higher position, forcing an upward displacement of the back.

This upward and backward movement is difficult to repeat, maintain and many times even painful and is possibly the reason that striking a golf ball has been so difficult for so many people for so many years.

The Single Plane Golf Swing solves the two-plane problem with one simple concept — start the golf club at address on the same plane that it will ultimately be at impact.

The Single Plane Golf Swing solves the back pain problem by creating a more accommodating spatial relationship between the club and body. In other words, you stand at address in a way that allows the club to reach impact without the need to lift and stress the body.

As a matter of fact, by correctly addressing and impacting on the Single Plane, the body, by using the legs, can make a much safer downward movement, eliminating unnecessary stresses on the back.

Because of the essential difference in the starting position, the Single Plane Golf Swing is not just another traditional golf swing method, because at its nucleus, it is based on science and biomechanics, validated by common sense and the greatest ball-striker the golf world has ever known — Moe Norman.

By starting on the same plane as at impact, all of the two-plane problems can be solved. There is less stress on the back, less unnecessary body movement and less pain. The result of the Single Plane is repeatability, consistency, less frustration, better golf shots and a much easier way to play golf.



It was Moe himself who described his golf swing as “having less moving parts.” And once you discover and learn how to swing the club on a Single Plane — like Moe — you will also understand why it is the “Solution” to improving your ball striking.

The Fundamentals of Moe Norman’s Single Plane Golf swing include:

- Grip
- Single Plane Address Position
- The Pivot Point™
- The Mid-Spine Intersect™
- The Seven Positions and Movements of the Single Plane Golf Swing
- The Transition — Moe’s Vertical Drop

Before Moe Norman died in 2004, he was quoted as saying that Todd Graves was the only one who “really knew” his golf swing. In the Single Plane Solution, Todd and Tim Graves, founders of the Graves Golf Academy demonstrate the insights learned directly from Moe Norman. These insights are broken down into learnable pieces where Moe’s revolutionary swing can be easily learned by following the simple steps to understanding and feeling the swing Moe called “The Feeling of Greatness.”

Included in the Single Plane Solution DVD are Todd’s insights into why Moe created the most effective way to achieve the ideal impact position Todd calls “Perfect Impact™.” This perfect impact position begins with building a perfect relationship at address called the Pivot Point™/Mid-Spine Intersect™. This perfect relationship is maintained throughout the golf swing, completely simplifying the golf swing into the easiest and most effective movement possible...the Single Plane Golf Swing. ■

Single Plane Solution DVD Package

Moe Norman's Single Plane Golf Swing
The Easiest Way To Hit A Golf Ball **GUARANTEED**



Two-Disc DVD Set:

Digital Bonuses:

- The Single Plane Solution E-book
- Slow Motion footage of Todd Graves' swing from multiple angles with Driver and 6 iron
- Todd Graves Practice / Coaching Session
- Pre-game Warmup / Stretching routine

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GRAVES GOLF ACADEMY

STEP TWO

Learning the Fundamentals



“Everyone wants a shortcut to getting better. Training Aids ARE a shortcut!” – Tim Graves

Practicing with Training Aids

Could there be anything more important than practicing correctly?

In an article in *The New York Times* by Dan Coyle, “How to Grow a Super Athlete,” Dan interviewed a famous Russian tennis coach. When he asked her what is the worst thing you can do to an athlete learning new fundamentals, she said the worst thing you could do was have the athlete do it wrong — one time.

This comment should make your heart skip a beat. I know mine did. The reason is that when you practice, you are learning. This means that your brain is connecting to the feelings you are getting and if you are getting incorrect feelings, guess what — you are still learning them.

Dan Coyle recently published a book titled *The Talent Code*. When talking with him, I asked him about learning and the importance of ideal practice — what he called Deep Practice. He said that his research included interviews with a number of neurologists and they had commented about learning any skill. Here is Dan’s comment:

“A neurologist once told me that the first few swings in any sport were like sled tracks on a snowy hill. From that point on, the sled tends to go in those same tracks, making them deeper and deeper each time. So the question becomes, what’s the best way to “set new tracks”?”

When you are building your Single Plane Golf Swing, you are on your way to setting new tracks. You are doing this by modeling Moe and learning the ideal positions. What could be more important than making sure that when you practice, the tracks you set are the correct ones? This is the purpose of training aids. As a matter of fact, there are only two functions of training aids:

- 1) To ensure ideal and perfect Single Plane practice
- 2) To help you get a feeling of a perfect Single Plane Swing

When you train the golf swing, there are two types of practice: technical practice that includes mechanical and procedural, and target practice, which is totally dedicated to ball striking toward targets. These two types of practice are as different as night and day.

The main objective of technical swing practice is to train the movements of the swing, focusing on changes and movements. This type of practice is difficult and you can never expect to hit the ball well.

Target practice, on the other hand, is meant only for tuning your golf swing into the target and feeling what you would feel if you were playing on the golf course. You can see that these two types of practice are very different.

(To learn more about the two types of practice, review Principle 6 of the Seven Principles of Golf Improvement Series)

Whether it is technical practice or target practice, when it comes right down to it, the only real point of practice is to feel what is correct and learn to repeat it. For the purposes of this article, when you are learning the Single Plane Golf Swing, there is only one purpose of your technical practice: to feel the positions of the Single Plane Golf Swing and then learn to repeat them.

Practicing without paying close attention to feelings is mostly just exercise or a waste of time, and the worst thing you can do is to practice incorrectly and develop feelings of incorrect positions and movements.

We have developed what we believe are critically important training products to help you learn the Single Plane Golf Swing. Using these products in conjunction with each other provides a powerful Single Plane training solution.

The four primary ball striking training products that we provide and recommend to help shortcut the process of learning the Single Plane swing are the Feeling of Greatness Training Club, the Alignment and Ball Position Trainer, the GGA Leverage bag and the Single Plane Trainer. ■

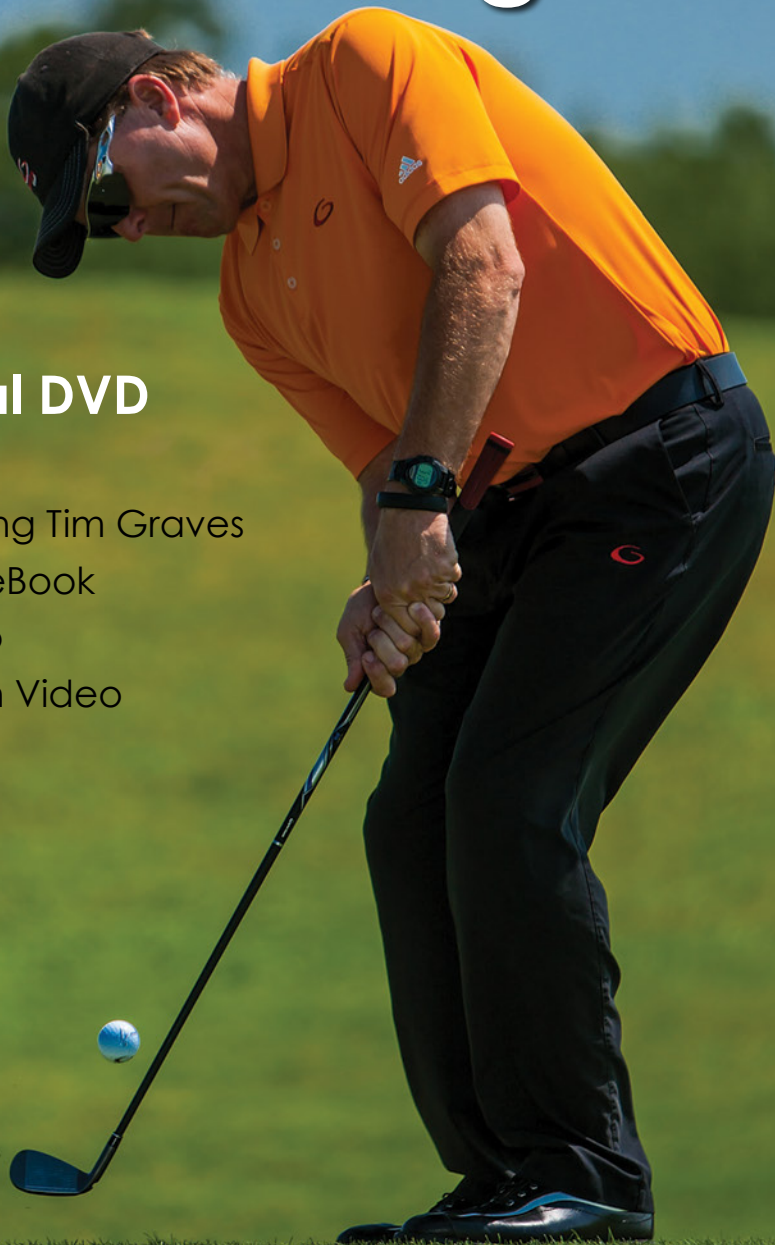
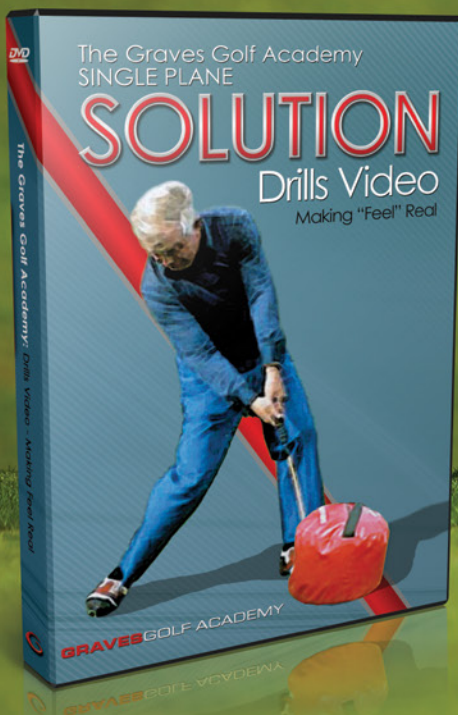


Single Plane Solution Drills DVD Package

Making "Feel" Real DVD

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- Single Plane Swing Drills eBook
- Secrets of the Grip Video
- Secrets of the Leg Action Video



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STEP THREE

Deeper Commitment



HOW TO PRACTICE

In a recent golf school, a student in the group of thirteen asked me an interesting question. “What would you do if you had it to do all over again?”

I guess I had always taken this question for granted, thinking that our golf instruction programs indirectly taught the answer. But he got more specific when he asked, “How would you practice?”

When he asked this, it was at the end of the school during my normal 45-minute ball-striking exhibition. I was tired and to avoid the question (or at least delay answering it), I told him that I would come back the next morning with an answer.

That evening I pondered his question. It was a good one and to be honest, I was partially stumped, so I got out a piece of paper and here is what I wrote:

If I had to learn Moe’s golf swing, knowing what I know now but not knowing the swing, here is what I would do:

- 1) Learn the exact positions
- 2) Practice the exact positions
- 3) Always ensure perfect positions every time I practiced
- 4) Repeat the positions until I couldn’t forget them

After I wrote down these points, I realized that, even though they seemed somewhat general, and we cover these exact points in our golf schools, I immediately noticed that I did not mention ball flight results. As a matter of fact, it was only in number three that I even considered hitting balls. Then, I realized that there was one factor vital to all of



these points: You must get feedback (measure) each one of these points.

It was then that I recognized that it was at this point where almost all students fail.

The fact of the matter is that most students are trying to hit a golf ball as opposed to mastering a golf swing.

That is what separates those who “get it” from those who never will.

And there are reasons for this. Dan Coyle in his book *The Talent Code* explains this in detail. His research describes this as a “brain” problem. Or, to be more specific, it is a “how we train the brain” problem.

If you study people who have achieved a talent, you soon realize that it is a process of your body teaching your brain until eventually your body can just do it without thinking about it. It is the body-to-brain connection that most students fail to perfect. As Moe would tell me, it is a matter of “garbage in and garbage out.” (I recommend reading Dan’s book so you can understand your brain).

So to explain to you how I would practice and to “get it,” I am suggesting that in doing so, you are ultimately reprogramming your brain. More specifically, you are rebuilding your brain–body connection with the golf club. And you are doing this by using the body. Ironic, isn’t it?

I believe that to learn Moe’s golf swing, all you have to do is copy exactly what Moe did. Here is how I recommend “getting it.”

The Goal of Practice – Feel

Moe called his golf swing “The Feeling of Greatness” and I find it ironic that the goal of all great practice is either to achieve feelings or repeat feelings. If you consider that feelings train the brain, they become the most important part of learning.

I always practice for feelings, but there is a trick to this: you have to know that what you are feeling matches what is fundamentally correct. That is the fine print.

Here is a normal golf swing practice session for me. Assuming that my fundamentals at address including grip, setup, ball position and my stance are correct.

Here is how it goes:

Step 1) Hit ONE ball

Step 2) Check the swing on video.

Step 3) If I want to change something, practice swing to feel the change

Step 4) Video the practice swing “feeling”

Step 5) Check the “feeling” on video

Step 6) If the feeling matches what is “correct”...

Step 7) Repeat Step 1-6

Step 8) If the feelings are good, repeat as many times as possible for 20 minutes

You can see how precise this type of practice is. It is based on three basic concepts:

1) Know your fundamentals

2) Practice them perfectly

3) Get feedback that you are getting what you want

I am sure you have heard the phrase “experience is the best teacher.” This is what your parents tell you when you get your first speeding ticket or break up with your first girlfriend. And when it comes to golf, your mother is absolutely right. As a matter of fact, when it comes to practicing and learning the golf swing positions and movements, experience is the ONLY teacher. This is why precise and perfect practice is mandatory.

So, now that you know how I practice and what I consider my shortcut, it might be helpful for you to know the other part of the equation:

What I absolutely *wouldn’t* do:

1) I wouldn’t practice without a video camera — especially when I am first learning

2) I wouldn’t play golf and try to learn the golf swing on the golf course

3) I wouldn’t go halfway, trying to blend your old swing with the new Single Plane Swing

4) I wouldn’t practice without training aids — especially the training club and Alignment and Ball Position Trainer

5) I wouldn’t use clubs that don’t fit me

6) I would never guess at the fundamentals when practicing technique.

By the way, the above process is my shortcut to learning. Everything. ■



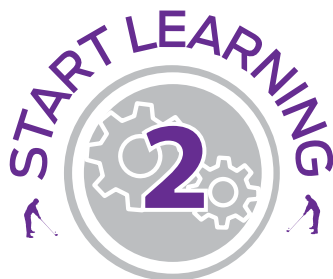


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The fastest path to mastering
The Single Plane Golf Swing



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Website Material • DVD's



DVD's • Training Aids
Single Plane Academy



360 Online Schools, Master Classes
Coaching Program
Custom Fitted Clubs



1

SUCCESS CURVE

2

THE SINGLE PLANE GOLF SWING PATH

3

TIMELINE

PATH to SUCCESS Checklist



Alumni Schools & Camps
Specialty Courses



Coaching Program
Custom Fitted Clubs

6

5

4

Single Plane Experiences
3 Day Schools
5 Day Build Your Game Camp

STEP ONE: Discovery

- Sign up for our Newsletter
- Attend monthly Free Webinar instruction
- Single Plane Solution DVD

STEP TWO: Learning

- Join the Inner Circle Membership
- Attend monthly Private Webinar Instruction
- Purchase and use Training Aids
- Single Plane Solution Drills DVD

PRODUCTS

- Perfect Impact Training Club and Grip
- Alignment Ball Position Trainer (ABT)
- Short Game Alignment Trainer (SGAT)
- Leverage Bag
- Single Plane Position Trainer (SPPT)
- Troubles & Solutions DVD
- Flexibility & Exercises DVD
- Speed & Distance DVD
- Moe Norman Clinic Series DVD
- Moe Norman Notebook DVD
- Improve Your Move DVD
- Laws of Simplicity DVD

PRODUCTS

- Throw-A-Hole
- Feeling of Greatness Club
- GGA Putting System

STEP THREE: Deeper Commitment

- Coaching Program
- Custom Fitted Clubs
- Master Classes
- 360 Online Schools

PRODUCTS

- Load-n-Fire
- Hand Speed Trainer
- Sandy Andy
- Pocket Coach

STEP FOUR: Hands-On Training

- Single Plane Experience
- 3-Day Schools
- 5-Day Build Your Game Camp

STEP FIVE: Reinforcement

- Coaching Program
- Custom Fitted Clubs

STEP SIX: Mastery

- Alumni Schools & Camps
- Specialty Courses

STEP FOUR

Hands-On Training – Schools



IF YOU'RE FRUSTRATED WITH YOUR GOLF GAME and about ready to throw in the towel, a Graves Golf Academy (GGA) golf school is just the solution you're looking for.

During this revolutionary golf training, you'll join our team of Single Plane Golf Swing pros as we completely immerse you in an easier way to play with the fundamentals of Moe Norman's ideal Single Plane Swing. From Moe's Single Plane grip and address position to his perfect impact and finish, you will learn the Graves Golf Academy ALTIR process (ADDRESS, LEVERAGE, TRANSITION, IMPACT, RELEASE) — our proven approach to modeling the simple swing of Moe Norman. But modeling Moe is only the beginning.

What makes the GGA schools different from most other golf schools in the country is that the goal of the GGA training is to help you feel what Moe Norman felt as he was making jaws drop with his consistent ball flight. Moe called his golf swing "The Feeling of Greatness." With GGA hands-on instruction, you'll actually be *doing it* and *feeling it* — feeling what Moe felt, helping you finally make changes in your golf swing, resulting in the laser-straight shots and distance you've only dreamed of.

Here's what you'll experience when you join us:

- How to finally fix your swing to eliminate your driver misses and split the fairways every time.
- How to develop the best putting stroke for you, the kind that can knock strokes off your card seemingly overnight.

- How to chip like the pros for crisper, pin-seeking shots and easy up-and-downs.
- The secrets to better pitching, giving you the tools you need for more kick-in birdies and less time hacking out of the nasty stuff.
- A club-fitting session to ensure you have the best equipment to fit your game and your skill level.
- Our secret course management techniques that can shave strokes instantly.
- Personalized, individual video analysis of your swing from a trusted Single Plane pro (Premier schools only)
- Extensive student handbook to help you stay on track after you get home — what we call The Fourth Day.
- Easy-to-follow specialty shot instruction, including the always popular flop shot.

Here are the different school options:

1-DAY SINGLE PLANE EXPERIENCE

The 1-Day Single Plane Experience will immerse you for a full day in the fundamentals of Moe Norman's ideal Single Plane Swing. From Moe's Single Plane grip and address position to every position and movement in the swing, you will feel what Moe Norman felt in his golf swing. In addition, you will discover the simple and highly effective drills on how to practice the swing.

2-DAY SINGLE PLANE EXPERIENCE

Similar to the 1-Day Single Plane Experience, the 2-Day Single Plane Experience is designed to immerse you over 2 half-days in the fundamentals of Moe Norman's ideal Single Plane Swing. From Moe's Single Plane grip and address position to every position and movement in the swing, you will feel what Moe Norman felt in his golf swing. In addition, you will discover the simple and highly effective drills on how to practice the swing.

3-DAY PREMIER SCHOOL

The Graves Golf Academy (GGA) 3-Day school, GGA's flagship school program, is set up in an outdoor classroom-like setting. About a third of your time will be spent watching Todd and Tim demonstrating and teaching proper Single Plane (Moe Norman) swing techniques and the other two-thirds will be spent hitting balls under supervision. Each 3-Day Premier School features Todd and Tim Graves leading the instructional team.



3-DAY ALUMNI SCHOOL

Our 3-Day Alumni school offers students of previous GGA schools an opportunity to reinforce what they have previously learned, reinforce solid mechanics and discuss new topics such as driving for distance and common faults and fixes.

5-DAY BUILD YOUR GAME CAMP (PREMIER SCHOOL)

The 5-Day Build Your Game Camp offers students the opportunity to engage in the ultimate Moe Norman experience. With a student to instructor ratio of 2:1, and an instruction team led by Todd and Tim Graves, students spend five full days working on their games, and developing a plan to improve their golf.

ONLINE COACHING

To help bridge the geographical gap between our golf instruction and your desire to improve your golf game, we are proud to offer the Graves Golf Academy Online Coaching Program. The Online Coaching Program takes distance from the Academy out of the equation, making the golf instruction from “Little Moe” Todd Graves, Tim Graves, PGA and the Graves Golf Academy staff only as far away as your internet connection.

With all of these Graves Golf Academy training experiences, we get right into it, breaking down the Single Plane Swing method into easy-to-understand language and applying it to your specific golf swing.

Our instruction is about permanent solutions and improvement — not quick fixes. ■



STEP FIVE

Reinforcement



DON'T LET YOUR CLUBS WORK AGAINST YOU

If your clubs have been fit to you for your Single Plane Swing according to our recommended specifications, then they are a good fit for you. If they have not been fit to you for your Single Plane Swing, they are NOT a good fit for you.

Seems simple, right? But how many are working on a better Single Plane Swing and have never had their clubs fit for the swing?

If that is you, your clubs are most likely working AGAINST what you are trying to accomplish.

A properly fit club makes swing changes MUCH easier than a poorly fit club. In fact, if your club is “way off” in fit, you might not be able to make a swing change at all — no matter how hard you work at it.

Let's discuss some of the fitting points and why they are so important:

Driver – Correct length, shaft flex, grip size and loft of the driver is critical. Correct length allows for you to stand the proper distance from the ball and have the correct spine angle and tilt at set up. Correct shaft flex and loft will allow for proper ball positioning and give you maximum flight and roll. Correct grip size will allow for maximum release and distance.

Fairway wood(s) – Correct length, shaft flex, grip size and loft. Grip, length and shaft flex have same issues as the driver. But loft is even more critical here — not enough loft will not allow you to get maximum distance off the ground. Most golfers SHOULD NOT be hitting a 3-wood (15°) — they should be hitting a 4- or 5-wood (maximum) to give them the most distance when hitting off the ground.

Hybrids – Correct length, lie angle, shaft flex, grip size and loft. Grip, length and shaft flex same as above. Carrying the correct hybrids for your swing speed is critical. If you hit irons that match your swing speed, you will hit them basically the same distance. Hybrids are replacements that make it possible to hit the longer shots much easier. Knowing which hybrids to carry is critical.

Irons – Correct length, lie angle, shaft flex and material (graphite vs. steel), and grip size. You must have the correct length and lie angle to be able to hit a ball straight with a good Single Plane Swing. If you are working on getting your swing on plane and your lie angle is not correct for your height and arm length, the shot will push or pull at impact. The results you are getting will not match the swing you want to develop. Correct shaft flex and type are recommended according to your swing speed and the need for forgiveness for your body. Correct grip size will allow for maximum release and distance. An improperly sized grip will hinder both.

Wedges – Correct length, lie angle, shaft flex, grip size and material — the same characteristics as irons except for type of material and shafting in your most lofted wedges. The sand and lob wedges must be steel shafted with a forged (softer metal) head to create maximum spin and feel around the green, strengthening your short game – generally considered the part of golf game most promising for improving your scoring.

Putter – Correct length, grip size and design. Length, to make sure you can get the golf ball under your eye line

at setup. Grip size, to help you avoid “flipping” at impact. Design, for a putter that will allow you to set up with a square face.

Again, it is critical to have a properly fit set of clubs if you are working on improving your golf swing, and your golf game in general. An improper fit, or non-fit, will slow improvement dramatically or not allow for improvement at all.

Whether you are looking to adjust your current clubs or are looking at getting new ones, we are happy to assist you in your fittings. We do this free of charge, and if you purchase clubs from us (from a single club to a full set), the fittings of the set (including our specialized grips) are at no additional charge.

There are 6 areas we look at in fitting clubs to your Single Plane Swing. Length, Lie Angle, Shaft Flex, Grip Size, Loft and Set Makeup.

LENGTH – The proper length of a golf club for your golf swing is critical. Length of the club is determined by comparing your height to your arm length (wrist-to-floor measurement). Having the proper length for you for each iron, driver, fairway woods, etc., will allow you to stand the proper distance from the ball with the proper spine tilt (bend at waist). Example — You need to stand 26 inches from the ball (golf ball to toe line) with a 45° spine tilt with a 6-iron. That will allow you to get the golf club on the single plane and allow you to get your arms, hands, etc., in proper position. If the club is too short, you will not have enough room to get the arms and hands in proper position and if the club is too long, the arms will typically be too high and spine tilt improper, causing golfers to swing “around” themselves, rather than “under” themselves (proper). Each club must be the proper length for your height and arm length. This is absolutely one of the key factors to getting the club on a single plane — your club lengths must be individualized and optimal for you and your Single Plane Swing.

LIE ANGLE – The proper lie angle is as critical, if not more so, than club length. The lie angle is also determined by your height and arm length. When set up in the proper Single Plane Swing position, the leading edge of the club should be FLAT to the ground for you. As the setup position mirrors the impact position, the lie angle should allow the leading edge of the club to be flat to the ground

at set up and impact. This will allow the club to “cut” square through the ground at impact. Improper lie angles will cause the heel or toe to dig into the ground with a good swing and the ball will fly dramatically off line. An improper lie angle of only one degree can cause a mid-iron to fly many yards (10 or 20 yards) right or left of the target. The problem is, you will make adjustments in your swing for improper lie angles – adjustments contrary to the proper Single Plane Swing fundamentals. The proper lie angle (individualized for your body measurements) is CRITICAL if you want to make rapid improvement in your Single Plane Swing.

SHAFT FLEX – The proper shaft flex is critical for optimum ball flight. Shaft flex can range from Ladies flex to Extra Stiff flex (with up to 17 flexes in between). The more flexible the shaft, the higher the ball will fly. The slower a golfer swings the club, the more flexibility is needed in a shaft. We can determine swing speed by the average distance you hit particular irons and then determine what flex shaft is needed for proper ball flight. For example, an average 6-iron’s equation is 1.77 yards per mile an hour. Meaning that if you hit a 6-iron 150 yards on average, you swing the club around 85 mph. This equates to a mid-regular flex shaft. This is only an example, but with an individual’s average 9-iron and/or 6-iron distance (and/or swing speed), we are able to fit shaft flex accordingly. Too many golfers have shafts that are too stiff for them, causing them to try and “lift” their golf shots for the added height the shaft is not giving them. This “lifting” causes many problems

in the golf swing (casting, over the top, topping the ball, etc.) — all because of improper shafting. Also, improper shaft flex typically leads to improper ball position. Golfers that hit shafts that are too stiff for them tend to put the ball too far forward in their stance (to help get the ball then needed height). This can cause a lot of swing issues like lateral slide (and eventually shanking the golf ball), over the top move, topping the golf ball, etc. It is CRITICAL to have proper shaft flex as it allows for the optimum ball flight that will give you maximum distance for each club and allow you to hit the ball with proper ball position fundamentals.

GRIP SIZE – The proper grip size will allow you to maximize the release of the club, giving you maximum distance. Grip size is determined by your hand size, the measurement from the crease at the top of your wrist to the end of your middle finger. Proper grip size allows you to grip the club with “minimal” pressure, enough to keep the club from slipping in the hands, but not so tight as to cause tension in the hands, wrists and forearms, which dramatically reduces leverage angles through impact, which will hinder distance and consistency.

* Plus — as mentioned above — we offer a “specialized” grip (the GGA Single Plane “Moe” grip) with markings on it that will allow you to grip the club exactly like Moe (and check your grip) EVERY time you hold your club. The grip conforms to USGA rules and standards.

* TaylorMade Golf, Callaway Golf and Adams Golf install our GGA grips on all clubs ordered through the GGA, customized to an individual’s

hand size. And these grips are installed, at NO extra charge to you, the customer. These custom grips are available on clubs purchased through the GGA or can be purchased for after-market installation at: Graves Grips.

* A grip installation video (showing how to install and build up the GGA grips) can be seen at: Graves Grip Installation (GGA grips).

Proper grip size is critical to allow for optimal feel and control of the golf club and thus allows for maximum leverage in the golf swing and optimal release. This will allow you to optimize distance and control in your golf swing.

LOFT – Industry average has a 4° separation in loft between the irons clubs in a set. This and the length of the club are what give the golf clubs different distances when you hit them. On average (for the average golfer), with proper length and loft, there is around a 10-yard separation between clubs (e.g., if you hit a 9-iron 110 yards, you will hit an 8-iron 120 yards, etc.).

Loft becomes a big factor in the fitting process in these areas:

* **Driver** – It is absolutely necessary to get the proper loft on your driver to give you maximum ball flight and roll. The biggest factor determining what loft you need is your swing speed (described above how it is calculated). Too much loft will lead to hitting too high with minimal roll; too little loft will lead to loss of flight distance

* **Fairway woods** – It is necessary to hit fairway woods with the loft that fits your swing speed. For most golfers, they should not be hitting 3-woods (around 15° loft) off the ground, as it is not enough loft to give them maximum ball flight. It is recommended that you swing the driver at least 90 mph in order for you to hit a 15° fairway wood. Most golfers (average golfer) should hit a 4- or 5-wood (18° or 19°) as the longest fairway wood off the ground. They will actually hit this club longer than a 15° club as the added loft will give them the optimal fly and roll.

* **Hybrids, Rescue Clubs, Utility Clubs** – These clubs are long iron replacements. They have the needed loft and wider sole than equivalent irons that will allow golfers to hit the longer clubs (less-lofted clubs) in their bag with the needed height and distance to be able to hold greens, etc. Average golfers hitting their 6-iron 150 to 160 yards should hit 3-, 4- and 5-hybrids to give them the optimal flight and ability to hold greens. All golfers need to have their clubs set to their game.



* **Wedges** – The loft of wedges need to be set to maximize an individual’s short game. There should not be uneven gaps in loft between the different wedges. Meaning, if you carry 3 wedges (pitch, sand and lob) — maybe a 6° gap between wedges. If you carry 4 wedges (pitch, gap, sand, lob) — 4° separation. Optimal scoring in golf is found in short game. The short game is optimized with even gaps between your wedges.

SET MAKEUP – The proper set makeup is individualized for each golfer. It is recommended according to the individual’s:

- Swing Speed (distance they hit clubs)
- Divot pattern (Divot vs. No Divot). Less divot — wider sole club is recommended
- Golfer’s physical condition (injuries and body problems. Arthritis, chronic back problems, for example.)
- Need for “feel” vs. “forgiveness” in the clubs (or combination)
- General golf ability (new golfers vs. experienced golfers)
- Other factors to consider when recommending clubs (young golfers, growth potential, etc.)

These are the main areas we focus on when we fit a set of clubs to an individual’s golf game.

Whether looking to fit or replace a single club or an entire set from putter to driver to irons, wedges, etc., it is **ABSOLUTELY CRITICAL** that the clubs are fit to **YOUR** individualized swing and Single Plane specifications.

An UNfit club will hinder your improvement process; an UNfit club will hinder your golf game; an UNfit club will not allow you to reach your potential; an UNfit club

can and many times will actually physical hurt you (tendonitis in elbows and wrists are many times caused and exaggerated by clubs with improper lie angles); an UNfit club is basically worthless to you. I don’t care how much you spent for your golf clubs – if they are not individually fit to you, they are detrimental to your game – and worse than that, can and many times will actually “hurt” you.

The Graves Golf Academy has custom fitting programs established with most major manufacturers in the golf industry. And many of the manufacturers install our grips in their custom department (no other instruction group can say that). We have worked **VERY HARD** to set this customizing system up for our customers and students, in fact, anyone interested in the Single Plane Golf Swing. ■



STEP SIX

Mastery



Alumni Schools and Camps Special Courses

Most people think that mastery is perfection. If this is so, then why do all professional athletes continue to practice? I once asked Moe this exact question: *“Moe, you have a perfect golf swing. Why do you practice?”* *“To make it stronger. You can always make it stronger,”* he said.

The GGA Path is the path to Single Plane Golf mastery. It is a process of development and understanding. In this process, you develop levels of expertise, understanding, dexterity and prowess.

Mastery is not perfection. Mastery is the having all of the tools and understanding to succeed. Mastery is in the subconscious — when you have eliminated all barriers to improvement and you are able to play great golf. You know you have achieved a level of mastery when you have subconsciously learned the fundamentals and can take it to the range for practice and to the course — when you play.

I consider myself a master of the Single Plane swing. But this does not mean that I don't need to practice. It is actually quite the opposite. My swing is so good, I love to practice to see if I can reach another level. Yes, another level of mastery. What does this mean?

I personally don't think you can ever reach perfection. This means that you can always push yourself to become better. This is exactly what Moe was talking about when he made his swing stronger. Every one of us can reach a higher level of mastery.

Let's look at what it feels like to reach a level of mastery when you practice:

- 1) You know exactly how to practice and improve
- 2) You get the most out of your practice sessions
- 3) You have perfected the fundamentals and can easily identify where you have weaknesses
- 4) Practice sessions are enjoyable and productive
- 5) You know the exact tools and how to fix problems that arise
- 6) You can make changes easily with less effort
- 7) You have a perfect understanding of the Single Plane long game and short game techniques.

When you master your techniques and practice sessions, you are well on your way to mastery of the game on the course. When you experience mastery on the golf course you will:

- 1) Have a better rhythm when you play
 - 2) Find the zone and perform better on the golf course
 - 3) Be able to hit shots in any conditions – even under pressure
 - 4) Think less when you execute golf shots
 - 5) Become less mechanical when you play
- And most importantly,
- 6) Have more fun playing golf.

Mastery is proficiency and capability because you are a work in progress. You will never be perfect and your golf game will always be a work in progress.

You can always be more flexible.

You can always be stronger.

You can always improve your consistency.

You can always play smarter.

Mastery in golf is not perfection; it's a process that is approached with enthusiasm.

As I continue to master myself and my own Single Plane Golf Swing, I think of how Moe would often encourage me to become better. He would say, “You can always be a better version of yourself, just use your imagination.”

Mastery starts with you imagining a better vision of yourself and taking all of the tools and information you have learned through the GGA Path and making that vision a reality.

Then, you can reach for the next level. ■



Leverage Bag

"It's amazing something so simple could be such a powerful training tool"
- Todd Graves



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Short-Game Trainer – Dual Purpose (Not Just a Short-Game Trainer)

WHAT IS THE KEY TO A GOOD GOLF GAME?

I guess that would be determined by what you think is a good golf game.

Most golfers rate their games by their scores or their handicaps (scoring). As their scoring decreases, their rating of their game increases.

Did you know that close to 75 percent of your scoring occurs within 100 yards of the green? So, putting all that together, a good golf game is at least 75% determined by how good your short game is.

As my saying goes – “I have never seen a good player with a bad short game, or a bad player with a good short game.” It cannot happen – it just does not “add up.”

Not only because so much of your scoring comes from the short game, but also because so many principal fundamentals of the short game and long game are directly related.

So – how do you guarantee improvement in your short game (and related long game fundamentals)

EVERY time you practice? In particular, when you practice your chipping, pitching and lob/flop shots?

To start, you MUST have a check system when you practice your short game. For all those who have attended a GGA school or camp, you have heard us discuss check systems over and over again. Check systems allow you to make sure you are practicing correctly EVERY time. If you are not practicing correctly, you are much more likely to make yourself worse, not better. Studies show that the average golfer is five times as likely to make their games worse instead of better when they practice. Why? Because they don't know how to practice and don't have self-check systems to guarantee proper practice.

The # 1 check system for short-game practice is the GGA Short Game Trainer.

The GGA Short Game Trainer is set up for and checks the following in your short game:

- Proper Ball Position for Lob, Chip and Pitch Shots
- Proper Foot Position for Lob, Chip and Pitch Shots
- Correct Club – Face Alignment / Angle (FAT™ Technology)
- Correct Feet Position and Angles

But, what many don't realize is the GGA Short Game Trainer is also set up to help your long game / full swing practice.

The GGA Short Game Trainer checks the following in your short game which are directly related to fundamentals in your long game:

- Correct Hand Position Through Impact
- Correct Target Line for Hands Through Impact
- Correct Foot / Shoulder Angle Difference (10°) – Hip / Shoulder separation

By practicing with the Short Game Trainer, you will always have the proper hand position and correct club and face alignment.

It is the ULTIMATE check system for your short game practice and is also a great tool to practice fundamentals of your full swing / long game. ■

By Tim Graves - timg@moenormangolf.com



Short Game Alignment Trainer



- Proper Ball and Foot Position for Lob Shots, Chip Shots and Pitch Shots
- Correct Clubface Alignment / Angle – (FATM Technology)
- Correct Feet Angle
- Hand Position Through Impact
- Correct Foot / Shoulder Angle Difference (10 Degrees)

The SGAT teaches the target line and shoulder line angle with the proper foot rotation and body position. By training with your Short Game Alignment Trainer, you'll always have the proper hand position and clubface alignment.

The Short Game Alignment Trainer (**SGAT**) is the perfect training tool to learn the GGA Short Game Fundamentals.

Or order online at www.MoeNormanGolf.com/offers/spg-sgat



The ultimate program to improve your golf game before and after a GGA School



FAIRLY NEW TO GGA'S REPERTOIRE OF

INSTRUCTION, the Coaching Program is growing rapidly, yet is still unknown to many of our Single Plane Golfers. So I'd like to help answer this simple question – **What is the Coaching Program?**

The GGA Coaching Program is the most comprehensive training program in golf. This training program has the ability to take your golf game to the next level.

Whether you're looking for more consistency, better ball striking, a tremendous short game or lower scores, the Coaching Program is built to help you reach YOUR PERSONAL GOALS.

Our coaches are **MOTIVATED** and **DEDICATED** to achieving YOUR version of **SUCCESS** in golf. We are here to ensure your happiness in golf and we have a great time in the process.

There is one simple reason WHY the Coaching Program has become the fastest growing part of the Graves Golf Academy – THE MEMBERS IMPROVE!

Here Is What Our Coaching Program Members Experience

Less frustration – because they have a structured plan of what and how to practice.

More confidence – because their personal coach is with them every step of the way.

Lower scores – because their practice sessions are being analyzed and modified to ensure better performance.

More consistency – because they are getting continual feedback both on and off the golf course.

Here Is What We Do Inside The Coaching Program

Set a personal roadmap with each member – because we need to know where you want to go in order to help you get there.

Analyze and guide your practice sessions – in order to practice efficiently and correctly.

Chart your performance – in order to tailor our coaching to fit you personally.

Help hold you accountable – so you utilize the effectiveness of the entire program



Here Are The Benefits And Features Of The Program

Weekly Training Segments

- Covering what to practice
- Checkpoints for proper positions
- Common faults to avoid

Unlimited Swing Reviews-

- Guided, structured curriculum
- Professional video analysis of any faults
- Drills and Coaching to help you practice
- A comparison of your golf swing to Moe Norman's

On Course Analysis

- Breakdown of your round performance
- Statistical analysis of strengths and weaknesses
- Coaching and guidance for adjustments

Access To The Single Plane Academy

- Exclusive Training Videos
- Moe Norman Video Archive
- Downloadable Webinar Archives
- New Natural Golf Fundamentals
- Monthly Live Webinars

Here Is What Our Members Say About The Program

"I'm convinced that video review in the Graves Coaching Program is the quickest way to improvement."
 —Keith C.

"Thanks to you and all your guys [the Coaching Program Team], I shot an 89 in the championships of my club. I tied for second low net in the senior (55 years and older) and won low net in the super senior (75 and older). At the start of this season I was shooting 105 to 110 and ready to quit. Thanks again for all your help!" —Bill D.

"Having followed through with the suggestions on the first review, I have never hit my clubs more 'pure.' The trajectory, sound and feel are what the pros must experience. Thanks again." —Michael O.

"As a relatively new golfer (4th year) I have found the tips you share impacting my game positively! I just shot my personal best last week trying out a new course I'd never played before. Your techniques have taken at least 20 strokes off my score in just a few months!" —Jessie B.



The Graves Golf Academy has developed a way to ensure proper practice with the Coaching Program. This program is designed to shorten your path to becoming an accomplished golfer. It's convenient, practical and successful. We firmly believe that the fastest way to become a better golfer is by video analysis and good coaching.

The Coaching Program basically puts a team of GGA Master Instructors in your back pocket. You'll be able to get a golf lesson from anywhere, any time. Whether you're trying to break 90 or become a scratch golfer, this program will give you everything you need to take your game to the next level. If you have any questions about the Coaching Program or would like additional information or would like to discuss membership options, feel free to email me personally – trentw@moenormangolf.com ■

By Trent White



Single-Length Clubs



IN THE PAST COUPLE OF MONTHS we have begun to receive many calls and emails inquiring about single-length clubs. Whether the increase in curiosity is prompted by Bryson DeChambeau, Cobra Golf's new single-length irons, Edel Golf's new single-length irons or a combination of these, many people tend to associate the Single Plane Golf Swing with single-length clubs.

So I thought I'd write an article about single-length clubs, where we currently "stand" on the issue and maybe debunk some misinformation and some misunderstandings about the clubs.

To begin, here are some general facts about distance related to clubs. The distance you hit a golf ball is due to many factors. The biggest factors are clubhead speed at impact (the longer the club, in general the faster you will swing the club) and launch of the golf ball (primarily due to loft of the club). Yes, there are many other factors such as spin

of the golf ball, type of club you are hitting, launch angle and so on. But the primary factors are how fast the club head is travelling when ball is hit and the loft of the club that is contacting the ball. So, the golf industry for hundreds of years has set distance between clubs by either decreasing or increasing loft in combination with adding or subtracting the length of the shaft. If you compare the two, it has been shown that the loft of the club has more than a three times greater influence on distance than the length of the shaft.

So, with that background, let's talk about single-length clubs.

First – At this time I do not recommend any single-length clubs. As I believe there is some validity to the concept, at this time there is not a set on the market that works as claimed. We have tried many single-length club sets (from new ones just released, to those that have been out for years, to those that were produced 30 some years ago) and nothing really works as claimed. There is not the distance difference between the irons as claimed (in combination with the needed height / ball flight) and those who get the clubs are typically disappointed. Typically, most can hit all the irons in the set, but as the irons have less loft – the needed height for proper ball flight is not there.

Second – A point of issue that everyone considering single-length clubs should understand: those who play single length clubs – Bryson DeChambeau, for example – actually have several lengths of clubs in the bag. There is NOT one length for all clubs. In a "single-length club set" there are typically a driver length, a fairway wood length, a hybrid length, iron length, wedge length and putter length. Meaning, do not confuse single length with all clubs in bag being the same length.

Third – Many have claimed, and even publically stated, that they played with Moe and he was using single-length irons.

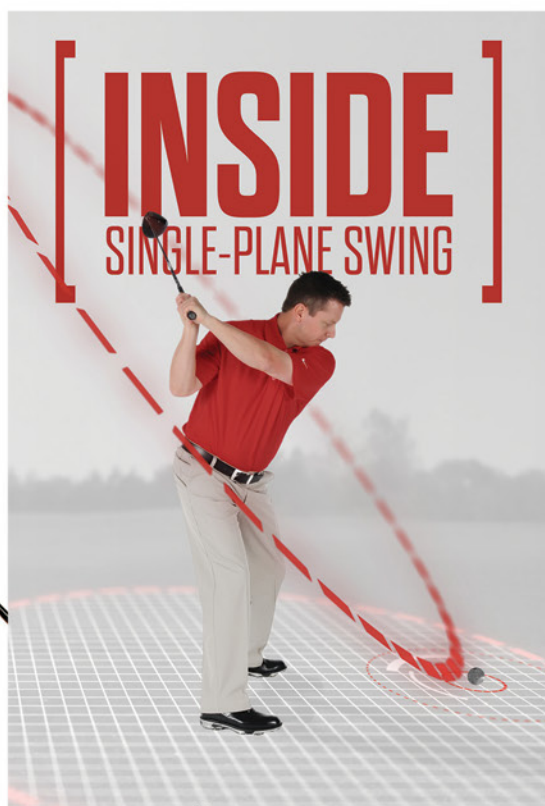
In all the years Todd and I spent with Moe, watching Moe perform demonstrations and play golf, and all the video and pictures of Moe participating in tournaments, we find no evidence that he ever played single-length irons.

Moe was known to choke down on his clubs to his preferred comfortable length, the length that fit him and his shot. In other words, if Moe had ever played

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GRAVES GOLF ACADEMY

single-length irons, it can be almost guaranteed he would have choked down on the different clubs in different situations to, in essence, create the proper length of club for the shot he was considering.

Fourth – There is a company working on making single-length irons that have the proper carry distance difference between the irons. They are working on a system in which you are individually fitted for each iron (clubhead weight, head size, shaft weight, shaft flex, shaft kick, etc.). I believe this will be the only way to truly have an iron system of single length that works. From available preliminary information, these clubs, when finally available, will be very expensive, as each iron is fit individually and only available in graphite. Looking at the fitting system used by this company, there are 90 shafts to choose from, four different clubheads comprising eight different weightings in each head. In other words, every iron has to be fit individually with a different shaft flex, kick point and weight, different head weight and so on, so that it is designed for a particular distance and height.

As a matter of fact, this is EXACTLY how DeChambeau created his irons to work for him. In fact, he stated that each iron took between 30 and 40 hours to build to his specifications. Ten irons in his bag – that's 300 to 400 hours of work getting the clubs to suit him.

Finally – With that being said, I would strongly recommend getting a set of clubs – multiple lengths – that are perfectly fit to you for length, lie angle, shaft flex, grip size, set make-up, etc. A perfectly fitted set of clubs allows you to work on your swing without having to worry about what is in your bag. You can progress only so far with improperly fitted clubs – it is impossible to reach ideal (or close to ideal), consistent impact with improperly fit clubs.

We are happy to help you get a perfect fitted set of clubs for your Single Plane Golf Swing.

We offer a free individualized single-plane club fitting and assessment at <http://moenormangolf.com/clubs/free-club-fittings/>

We have produced an informational club-fitting webinar emphasizing the importance of a proper club fit: <http://moenormangolf.com/lessons/club-fitting-webinar/> ■

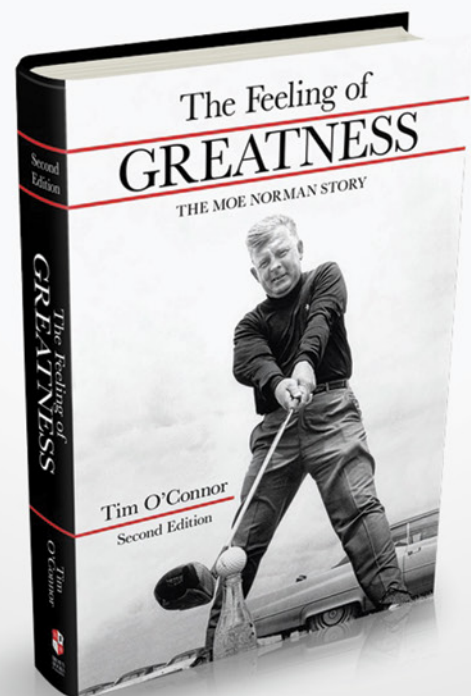
By Tim Graves - timg@moenormangolf.com

The Feeling of Greatness: The Moe Norman Story

From One of the Strangest, and Most Controversial Chapters of Golf's History Book Comes the Story of The Man Who Developed a Revolutionary Way of Swinging a Golf Club!

In January 2005, Tiger Woods told Golf Digest's Jamie Diaz that only two golfers in history "owned their swing": Moe Norman and Ben Hogan.

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Understanding the Single Plane Model

IF YOU WERE TO TAKE A ROAD TRIP FROM DALLAS, TEXAS, to Detroit, Michigan, how would you get there? As I see it, there are two ways to get to Detroit from Dallas: You could get in your car and start driving, or you take time to consult a map first.

Those who just start driving without a map will find that this is a slow and painful trial-and-error approach. This process leaves you always lost, continually stopping to ask for directions and always frustrated.

The other way to get to Detroit is to follow a road map. That is where you can find the most direct route, make

a plan and know exactly what to do. You avoid problems, keep on track and eliminate much of the frustration.

In my experience, most golfers just start driving (excuse the pun) without a map. They head to the range and just hit balls. There is no goal... no map... no direction. They get exhausted and frustrated and often threaten to quit the game. They find golf to be a difficult and frustrating game.

I suggest following the second way. This means using Moe Norman as your road map. By using Moe as your guide, you can eliminate the problems associated with not having a plan. As you take the trip with Moe, he will give you guidance, aids to help your trip and, remind you how simple it is.

THE TRIAL-AND-ERROR APPROACH

This approach is where there is no map, no instruction; there is just you, your clubs and a lot of road in between. You heard that Moe Norman's golf swing is simple and

all you have to do is put the club in the palms of your hands. So you go to the range, buy a bucket of balls and swing away.

You watch the ball — if you hit it — and try to adjust. Once in a while, you hit one solid and you think, just for a moment, that you’ve “got it,” you are on your way to Detroit again. Then, on the next shot, it leaves you. You’re lost. You’re going in the wrong direction. Like driving your car in circles, the trial-and-error approach is full of emotional dissatisfaction, takes years to make progress and often results in frustration. And most likely you will never get to Detroit.

MODELING

With this approach, you have a map and a destination. You have instructions and you know exactly where you are going and how you are going to get there. You have training aids, pictures, and devices to tell you that you are on track. Your car is full of gas and you are fully prepared to get to Detroit.

By using the modeling approach in learning Moe’s golf swing, you cannot deviate from your path. At the driving range, even when you hit a bad shot, you keep the car on the road, don’t deviate, adjust your steering and try again. Don’t worry about the ball; it doesn’t tell you enough about your swing.

I’VE ALWAYS BEEN FASCINATED BY THE WAY MOE developed and “trapped” his swing. He said it was a five-year process that started when he was 19.

Like everyone else, he started hitting balls the best way he knew how. But when he wanted to improve, he didn’t care about anyone’s preconceived notions of a “correct” swing. He figured it out on his own, relying on his intuition, the feelings in his body and the flight of the ball.

He likely started to swing too far back with his feet coming off the ground both back and through. Moe eventually realized that by keeping his feet down through the swing, he made better contact and didn’t overswing. When he experimented by placing the club 12 inches behind the ball at address, he said the club felt weightless during the swing, which indicated he was swinging on a single plane. Moe never used the word biomechanics, but he figured out how to place his body in the most efficient way possible to hit a golf ball. Probably the closest Moe ever came to describing how he used his body was to say, “My swing has less moving parts.” He was likely relating what other people told him.

Moe never thought about what his body was doing; just what his body felt like. When I asked Moe to swing differently by doing things like lowering his hands or swinging off plane, he couldn’t — and wouldn’t. It felt bad to him. He didn’t intellectualize.

We’re fortunate we can rely on Moe as our model. He figured out the biomechanics of the Single Plane Swing. We just have to copy his swing.

There’s a big difference at work, however, between our learning process and Moe’s.

I tell all my students to match Moe — mimic and perform parts of the swing exactly like Moe, no matter how awkward it may feel. You are trying to undo a lifetime of swinging conventionally. Moe built his swing from nothing.

Matching Moe should be your first priority. Eventually, if you work at it, your swing will feel second nature and you’ll develop your sense of feel.

It is possible to develop your swing by feel, especially if you are a natural athlete like Bubba Watson.

But for the majority of people, this process takes far too much time. Doing it your own way will exhaust your patience and time.

Consider this: if you needed to build a rocket, you’d first look at existing rockets.

Look at Moe. ■

By Todd Graves - toddg@moenormangolf.com





Dr. ROBERT NEAL

– One of Golf’s best Kept Secrets?

THERE IS AN OLD STORY OF A BOILERMAKER

who was hired to fix a huge steamship boiler system that was not working well. After listening to the engineer’s description of the problems and asking a few questions, he went to the boiler room. He looked at the maze of twisting pipes, listened to the thump of the boiler and the hiss of escaping steam for a few minutes, and felt some pipes with his hands. Then he hummed softly to himself, reached into his overalls and took out a small hammer, and tapped a bright red valve, once. Immediately, the entire system began working perfectly, and the boilermaker went home.

When the steamship owner received a bill for \$1,000, he complained that the boilermaker had only been in the engine room for fifteen minutes, and requested an itemized bill. This is what the boilermaker sent him:

For tapping with hammer: \$.50

For knowing where to tap: 999.50

Total: \$1,000.00

(Story taken from *Knowing Where To Tap*, by Tom Dotz)

Golf instructors are boilermakers. We must know where to tap to get the best results. We usually tap with mechanical swing thoughts. Something to the effect of “Move your hand to the right” or “Turn the hips more in the backswing”.

However, most people are afraid of swing mechanics. They think that knowing too much about the swing and changing mechanical things will make them rigid and procedural. Students are afraid that if we tap too much, we will make the game too difficult and confusing. Thanks to Dr. Neal, whom I contacted three years ago, I have discovered just the opposite. The more I know about the biomechanics, the easier it becomes to know where to tap and the faster my students improve. Dr. Neal has deepened my understanding of why Moe was so great.

It started when I wanted to compare Moe Norman’s swing to the conventional swing.

To make this comparison, I didn’t know where to start. What exactly is a conventional swing? There were literally thousands of conventional swings to choose from, ranging from Fred Couples to Tiger Woods. Many conventional swings were somewhat similar but, still, all were very

different. Some players held their hands low at address, others higher. I needed an “average” conventional model that matched what a typical golf instructor would teach. This is where Dr. Neal’s expertise came in.



Wired and Ready

Over the years, Dr. Neal has measured and analyzed thousands of golfers to develop what he calls a “composite” model. The composite is the ideal range of movement for a conventional golf motion. This is exactly what I was looking for. With Dr. Neal’s composite model, I could directly compare his model against the Moe Norman model and quantify the movements to determine WHY Moe’s swing was an easier (simpler) way to play golf.

The presumptive theory of our study was that the goal of every golf swing is to produce speed and consistency at impact. Both of these elements are important for an effective golf swing, as all good golfers achieve an adequate amount of speed and a relatively repeatable impact moment.

With speed and consistency as the basis, to simplify the golf swing you must prove one or all of the following: (1) Reduce or eliminate rotation of the parts of the body between address and impact; (2) Reduce or eliminate the stress on the body between address and impact or (3) Reduce or eliminate movement of the body between address and impact.

What we discovered is what I consider one of the most profound discoveries of my mission to simplify golf.

What we discovered was that Moe Norman's Single Plane Swing simplified the motion of the golf swing in the following areas: (1) *Reducing* lead hand and arm rotation and eliminating trail hand rotation from address to impact; (2) *Reducing* stress on the back; (3) *Eliminating* body lift into impact, subsequently *eliminating* club shaft lift and (4) Quantitatively *reducing* the movement of the spine from address to impact.

Together we quantified simplicity and proved why Moe Norman discovered the easiest way to play golf.

Moe's starting position establishes an ideal spacing from the ball. He starts the club shaft on the impact plane. By doing so, he could move the club into the backswing and return to impact with less movement. Moe's Single Plane address is the foundation of his simplicity. This ideal spatial starting position allowed Moe to simplify the entire swing motion.

In non-scientific terms and without detailing all of the data, here is how Moe intuitively simplified golf:

1. Moe tilted his spine (at address) to assist in achieving impact.



Moe Norman Address

From a face-on view you see that Moe's spine is tilted approximately 15 degrees away from the target. Most conventional golfers have around 10 degrees of tilt. All good players have up to 25 degrees of tilt into impact. By Starting with more tilt at address, Moe moved less from address to impact.

2. Moe's trail hand did not rotate

A conventional golfer rotates the trail hand approximately 13 degrees from address to impact. At address, Moe's spine is more tilted and his trail shoulder is lower than a conventional golfers. This places the trail arm in an "underneath" rotation when placed on the club. By placing the hand in this "underneath" position, Moe completely eliminated rotation of the trail hand from address to impact.

3. Moe reduced pelvis Rotation and eliminated pelvis lift



Moe's Norman Release

A conventional golfer rotates the pelvis between 25 and 55 degrees, lifting the pelvis approximately two to three inches from address to impact. Moe's shoulders were rotated on the very low side of the corridor at 28 degrees at impact and, not surprisingly, he completely eliminated pelvis lift – actually lowering his pelvis one inch.

When a conventional golfer swings, he usually straightens the lead leg into impact (the result of the lower two planes lifting into one plane). As the conventional golfer swings the arms and torso down, the straightening leg lifts the lower body upward as the golfer turns. This creates shear and compression on the lower back – often resulting in back pain.

Because Moe moved into impact with a flexed lead knee, he lowered his pelvis equal to his head movement. By lowering his lead knee he took pressure off of his back, completely eliminating the cause of most back pain.



Furthermore, I discovered that when it came to the rotations of the golf swing, Moe's swing rotated on the lowest side of the conventional corridors. This included shoulders, torso, pelvis and lead arm rotations. With less rotation, there is less error and less clubface rotation, making it easier to return the club to impact.

I hear it everyday – that a conventional golf instructor has found a “secret” or a simple fix for a conventional golf swing. After my research with Dr. Neal, I reinforced my belief that there is no fix for a conventional swing. The conventional swing is fundamentally more difficult than the Single Plane Swing.

I'm not saying that the conventional golf swing is wrong or ineffective. We see them on the PGA Tour every day. What I am saying, however, is that the conventional swing is biomechanically more difficult to repeat than the Single Plane Swing. Moe discovered an easier way to move the body to strike a golf ball.

Moe said, “I have the simplest move in golf; I have less moving parts.” Thanks to Dr. Neal and his help, we now have science to prove it. ■

By Todd Graves - toddg@moenormangolf.com



Todd Graves and Dr. Neal analyzing a GGA student's swing mechanics.

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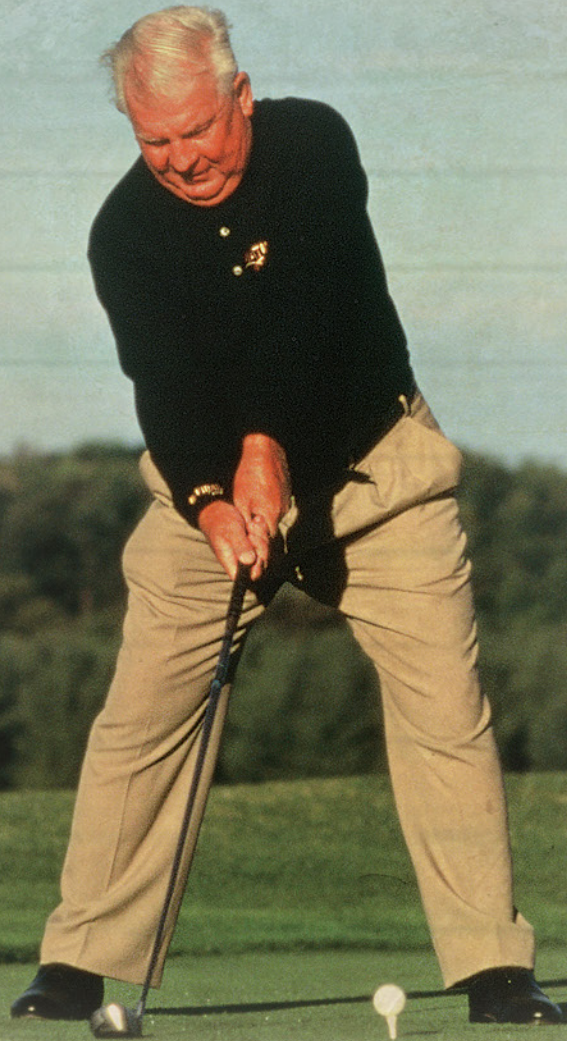


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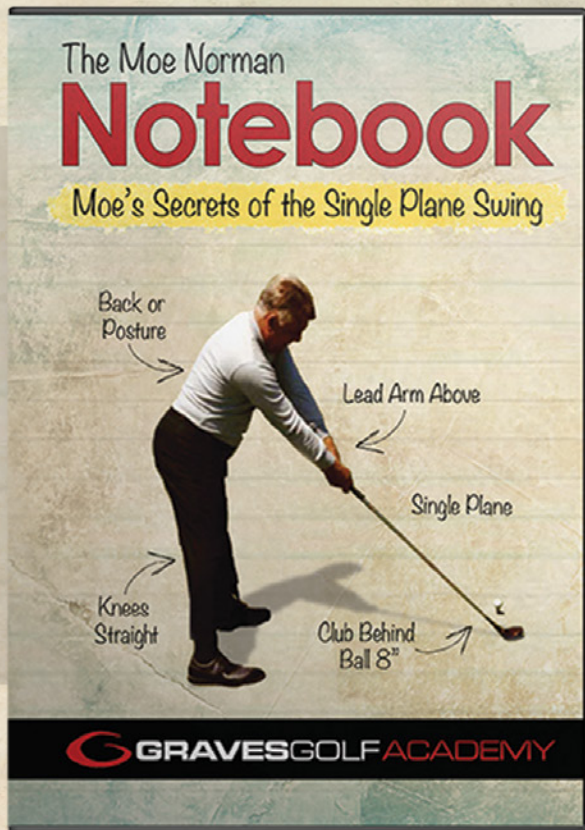
The Lost Golf Lessons Of “Pipeline Moe”



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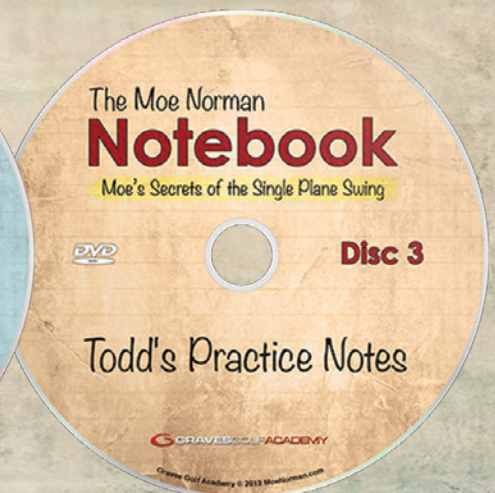
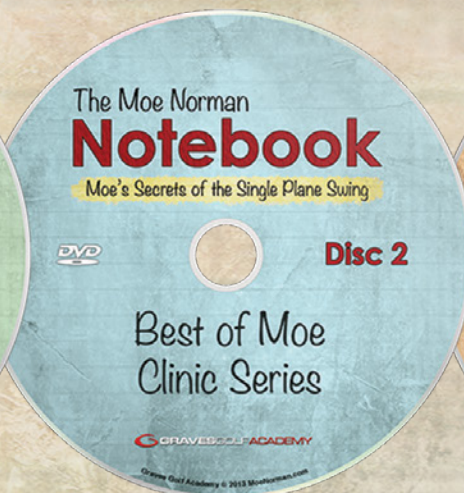
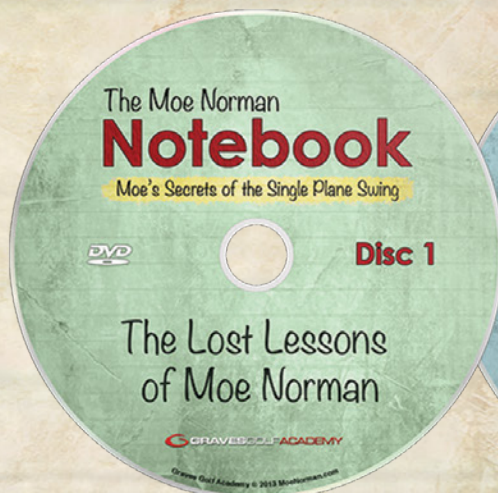
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