

SINGLE PLANE golfer

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#moesmove

The PATH to Single Plane Success



Dr. Robert Neal
One of Golf's best Kept Secrets?





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.

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By Todd Graves - toddg@moenormangolf.com





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

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. ■

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. ■



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. ■



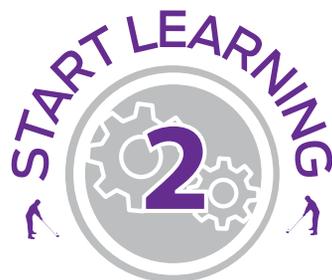


GRAVESGOLF

The fastest path to mastering
The Single Plane Golf Swing



Webinar • Newsletter
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

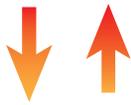
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TIMELINE

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. ■

