



THE GOLF PROFESSIONAL'S SURVIVAL GUIDE

What Every **PGA Pro Should Know** (but no one else dares to tell you)
About Keeping Your Job,
Finding A New One And
Developing Your Options
In A Difficult Economy!

By Andrew Wood



Introduction

I don't have to tell you how tough it is being a golf professional... even in the good times. You wear many hats, are expected to be an expert in many things and frequently find yourself between a rock and a hard place trying to please everyone. Mr. Jones wants fast greens, Mr. Smith wants slow greens and although they take their respective frustrations out on you, you in fact have no control because it's a greens committee issue anyway.

Mrs. Jones wants Polo clothing, Mrs. Smith wants Fila, you stock only Cutter & Buck. They both complain, but neither seems to understand that you don't even own the shop or choose the merchandise!

For the third time in six weeks, Mr. Stein is on the phone demanding a 10 a.m. tee time on Saturday for his unexpected guests. The tee sheet is already full. You offer a fair compromise, which he grudgingly accepts while muttering under his breath about how things will be different next year when he's on the board.

You have been told to bring in more outings but are berated for taking away tee times by the morning regulars when you do!

Yes, being a golf pro is tough at the best of times. These are not the best of times. In fact, they are extremely difficult times and you have every right to be concerned. Concerned about your job, concerned about your family and concerned about your future. It is of course that way in many industries, but the golf industry has been particularly hard hit by the recession, owners, managers and boards and professionals like you are rightfully worried about their future.

None-the-less the astute golf professional can do many things to protect himself, his position and his income. While at the same time increasing the amount of his well thought out options in case the shit really does hit the fan!

Why am I qualified to address these issues?

Because I am friends and acquaintances with over 3,000 golf professionals, whom often turn to me when looking for a job or advice. Because we actively work with several hundred golf professionals through our daily work with Legendary Marketing. We employ several PGA professionals both at Legendary Marketing and through the courses we manage. We work with hundreds of club boards and owners hearing their intimate thoughts and comments, both good and bad about the professionals they employ or want to employ.



Last but not least... I am not bound by any thoughts of political correctness; I will be very candid and straightforward with my comments, as always.

This special report is divided into three sections:

Making your existing position more secure

Getting a job if and when you have to

And developing your options for the future

I sincerely hope you find the information of great value and take some or all of the suggested actions to survive and thrive in these changing times!

Keeping Your Job Safe!

These are tough times for the golf business and everyone is cutting costs. Everyone is operating with less people and those that are left are spread increasingly thin! Throughout the last two years I have received calls from professional after professional who had been in the same position for 5, 10 even 15 years and then suddenly without any warning... were out of a job. Out of a job because the course went under, the management company the club hired fired everyone or the board just decided to cut costs and do with out a fully qualified professional.

Almost no one is safe, but there are many things you can do to increase your real value and YOUR PERCEPTION of value to the club. Now I am not saying for a minute that you are not already incredibly valuable to your club but let's just work on some strategies to get them on the same page as us!

Taking Control of Your Communication Channels

In his later years, the great Winston Churchill, was questioned by a young reporter. "Mr. Churchill in light of the many failure you had in your career how do you expect history to view you?"

Churchill's reply was classic "Young man I expect history to view me very favorably, because that's the way I intend to write it!"

Churchill of course authored over 90 books and surprise, surprise fared very well in all of them. It is no different today; those that control the media control the tone of the debate.



The key to increasing a member, owner, or boards **perception of your value** rests mainly on the quality and frequency of your communication with them. I know you already know how to handle communication in the shop, on the range and in the clubhouse but with many members or stakeholders that will be occasional and nothing more than a quick hello at best.

The 80/20 rule applies; you already connect well with 20% of people who show up every week - now let's go deeper!

The Pro's Year End Report - Your Ticket to Higher Income, Job Security and Customer Retention!

I came home recently from doing a seminar for the Northwest PGA. As I walked back into the house the first thing my wife said was, "What do you think?" Knowing it was almost certainly the wrong answer I said "I think it's time for a beer!" She makes an effort to smack me over the head and drags me outside to point out that our house, which used to be off-white is now green!

You've probably had the same type of thing happen to you, at home and in reverse at work. You improve the merchandise in the shop, train your staff to smile, offer a free lesson to kids in the summer and still no one seems to notice. This is where it pays to be PROactive, in pointing out to your clients, customers or boss all the things you have done for them!

The New Year offers a great opportunity to communicate with your members, officers, board, customers or whoever your boss happens to be. Just as large corporations offer their stakeholders an annual report I suggest that every PGA Professional provide his or her boss with an annual report. That way he can remind him of just what a wonderful job he has been doing.

If you don't it's a sure bet no one else will do it for you!

The report should start with a general letter talking about the challenges and triumphs of last year. Then should go into detail highlighting all the things you have done to increase the service, enhance the customers experience and boost income!

For the sake of an example let's take the case of a golf professional reporting to a board of directors.

The report might include some of the following items:



- An increase in the number of tournaments that were offered this year giving members a greater selection of formats and events, than ever before.
- An increase in the number of players whom participated in the member guest.
- An increase in the number of guest rounds and income from them.
- The adding of new balls on the driving not once but twice a year.
- The addition of an extra employee on the staff to help with the rush on Saturday and Sunday and provide a higher level of service to the members.
- An increase in the amount of goods offered in the pro shop to provide members with a better selection of goods.
- The initiation of two demo days to give members the chance to hit different equipment.
- The addition of a club website to keep members informed with up to the minute information on club events. (of course www.PiedPiperSolutions.com)

The Pro might also inform his members of the three education events he attended to keep a breast of current techniques and keep his club's operation on the cutting edge.

Notice that every item is stated in the form of a BENEFIT to the club!

The report itself can be as simple as a two-page letter or a more elaborate piece typeset with graphics, your logo and a plastic cover. Where possible it should include quotes from happy customers about various events or services.

What have you have written down over the year?

Finish the report with a look to the future and list some of the things you already have planned for the New Year. You will find this tool an excellent alley when asking for a raise, increasing your job security or enhancing your customer retention.

If you follow my next suggestions of blogging and using Facebook all this information will already have been collected as you go and it will just need organizing and spruced up.

Total time invested about 8 hours. Value to your career... PRICELESS!



Remember if you are not willing to write your own history someone else will surely write it for you! For better or worse...

The Golf Professional's Blog

On a weekly and monthly basis the pro's blog should provide an excellent forum to develop relationships, add value to your members and demonstrate your value to your member's, owner or board.

Why Should You Blog?

I have been blogging a long time; it's easy for me because I love to write. Many people find blogging a hassle they can well do without, judging by how few clubs (or pros) are using their blog effectively to engage players, build personal brand and produce sales. If indeed they are using one at all. Often I get people excited about starting a blog only to find a few weeks later they have given up because they do "not have time" or because they did not get any "Instant" feedback from their first few posts. Like most things in life getting traction takes a little time.

If the club already has a blog contribute to it weekly. If not set up your own blog up at once and ask that it be linked to your club's website. (a 5 second task) Keep all your articles in case you ever move, so they can be reused!

Many of the things I am going to share with you about blogging are equally applicable to all the other forms of social media. There are many blogging programs out there. I use the most popular *Wordpress*. It's easy to set up, easy to use and FREE!

Your Blog is Important Because It:

- Showcases your professional knowledge and positions you as an expert. You meaning, not the faceless organization "the club" but the real people behind the club.
- A blog gives you a human face. Many occasional players many never have seen or heard from the pro!
- A blog creates a feedback loop for members and potential customers. They can comment, ask questions and add to your posts. NOTE: You get to review posts before they go up.



- A blog starts new relationships
- A blog strengthens existing relationships with members and players. Featuring them and their families on your blog or *Facebook* will increase their bond with the club.
- A blog increase links back to your club's website from other websites, this increases traffic.
- A blog dramatically helps your search engine positioning. The more relevant content you have on your site the higher your rankings. *Google* loves relevant content and in bound links!
- A blog builds into a large and searchable database of useful information, entertainment, and opinion that can be accessed months from now.

Write About:

- Things you know about and that your customers want to know about.
- The golf professional should share golf instruction tips, travel tips or comment on recent *PGA Tour* happenings.
- Everyday events and how they tie back into your club is always good! It could be something as simple a commenting on how much money the Rotary club who met for lunch at the club, raised for a local hospital.
- It could be rallying the club around a cause like prostate or breast cancer.
- You can share pictures from the course, a deer at dawn walking across the 7th green, a giant frog, change of seasons, party pictures of members and guests or a golf ball stuck up a tree. Anything that will engage, educate, entertain or bring a smile is fine
- Topics you are passionate about, that members and guest may also enjoy it does not have to be all golf.

Social media is informal, you don't need to be Ernest Hemingway or Mark Twain to get your message across. Sure you can spell check it, but don't spend hours editing your blog work people are looking for content, ideas,



entertainment education not an English lesson. Meanwhile, *Twitter* and *Facebook* practically have their own language that barely resembles English anyway.

Be yourself; let your personality shine through. It's your blog, your opinion.

- *"If slow play is a problem call it out.*
- *"Joke about the fashion police being out and having a new line in this decades colors in the shop now... have some fun with it"*
- *"Not happy with the Ryder cup team call... 'em out!"*
- Blog consistently, at least weekly, more often if possible.

The Pro's Facebook Fan Page

Ok so we have covered yearly, monthly and weekly communication now let's make it daily. Have a personal Facebook page and then set up a Fan page, that is your business page. Post something daily so you and your personal brand stays in front of your players, members and stakeholders.

For details of how to do this effectively download this [Free Resource 12 Laws of Facebook Marketing](#)

Be involved in your club's newsletter with a meaningful article, golf travel tips, a photo gallery of your trip to Scotland, or a review of the latest high tech driver. It doesn't have to be instruction though that's always a good option.

The more you are in front of your players/membership in as many different media as possible, the more you build and reinforce the perception of your expertise and value!

"Yes our pro is very active on social media, has a cool blog, always contributes to the club newsletter and offers free instruction tips on Youtube"

This is what you want people to be saying about you!!!



The PRO'S **Personal Branding** in the Community

In every area some pros have a reputation and come to mind at once while others with equal talent are anonymous. The previous strategies will help get you noticed these will crank it up a notch

Articles in Local Golf Magazines & Newspapers

Articles in local newspapers, magazines and local blogs will further spread your reputation in your local community. Having even a handful of well written articles with high quality pictures (even if you need help to accomplish) will be a great investment in your career. The more you get out the more your reputation grows.

Your **YouTube** Channel

You should establish your own Youtube channel (its free) and post short teaching videos, which you can then use on your blog, in your clubs newsletter, on the clubs website and on your social media pages. But it doesn't have to stop with teaching you can talk about equipment, travel tips, course architecture, rules, etc

A Personal **Commitment To Kaizen**

Kaizen is the Japanese's term for continuous never ending improvement. If you are not dedicating 2-3 hours of your week to improving yourself are almost certainly moving backwards. Time, technology and competition march on relentlessly with no regard for age, physical strength, race, religion or motivation.

Make your weakness your strength. If you are not good a public speaking become good at public speaking. If you know little about social media, learn about social media. (You don't have to know that much to be ahead of most of your peers). If you lack sales skills, get them through books and audios.

For great info to enhance your career at home or in your car go here <http://www.cunninglyclevergolfoperator.com/>



Action Always Creates Opportunity

Any action you take to increase your personal brand, sales and marketing skills or communication with the world in general will increase that amount of opportunity that finds you! The more action you take the more opportunity that will follow.

Ask For Your Club's Financial Information

Ask to see you club's financial information. Many pro's are sheepish about this but it may save you from being blindsided as many are, to the dire nature of their club's finances. (Remember it's always easier to get a job when you still have a job!) As a golf professional who is an integral part of your club's success you should demand access to financial information.

You may well be able to suggest areas of improvement.

Failing that you may well suggest they get some outside help before it's too late. (Call me or Bob Devitz @ 352 266 2099.) Unlike other management companies that focus almost entirely on slashing costs we focus instead on increasing revenues, WHAT A CONCEPT!

If you can't help or ownership won't accept your help and the writing is on the wall, start looking now. Do not wait until it's too late out of a false sense of hope or loyalty.

Getting a New Job

There are still a handful of clubs mainly in the North East where the dream PGA job still exists. Where the pro is well paid, well respected and is not expected to sell memberships, attract outings, drive green fees and develop a social media plan. There he can teach, run his shop, repair clubs and even play!

Those jobs are few and far between, demand a bloodline back to the Mayflower and some very good inside connections. Those are not the job's I am going to talk about although at the end of this report I will give you some key advice in this area. No, what I am going to talk about instead is the real world in which you and I now live.

Owners and club boards need, want and demand:



- Members
- Outings
- Green Fees
- Weddings
- A REAL marketing plan
- Member retention
- Social media knowledge

Few care about merchandising, lessons, rules knowledge, tournament efficiency, your twenty-five years of golf experience or your member relations. You can argue with me, fight it, refute it, lament it, but it won't change for one minute the facts of the golf industry universe you now live in!

That leaves you, the Golf Professional with three options.

- 1) Fight for the dream job in the Met section
- 2) **Adapt and embrace the new rules and win!**
- 3) Quit the industry all together

The vast majority of interviews will involve questions about your ability to market and sell the club! In fact you won't even get an interview at most places if your cover letter and resume don't lead with your ability to generate new revenue.

This report is not meant as a way to sell more of my products (although it most likely will) It's just that my products offer you the quickest and best, golf specific solution to any gap in your sales or marketing resume.

Read or listen to:

- The Golf Marketing Bible
- Cunningly Clever Selling
- The A-Z Membership Marketing Guide
- The Membership Sales Success System
- The Golf Club's Social Media Guide
- The A-Z Guide To Marketing Golf Outings

Each of these products provides you with an incredible education in from just 2 to 12 hours. One reading or listening will give you a massive competitive advantage over the rest of the candidates. While 3-4 readings will make you an expert, able to answer just about any question they could possible throw at you!



It's that simple or that hard depending how you want to look at it. **A week of study to improve your career options for the rest of your life!**

Our annual WWW.GolfMarketingBootCamp.com is another great way to get up to speed quickly on the sales and marketing skills clubs want.

Make Your Cover Letter Stand Out

You know all that stuff they taught you at business school about cover letters and resumes, FORGET IT!

If your resume looks like that, it also looks like the 200 other PGA Pro's who applied for the job! That's how many we got at a recent job opening, over 200, cloned to perfection, in cream bonded paper and PGA speak. (No offence)

Here is a better way:

Ten Reasons Why Hiring PGA, Professional John Smith Will Be The Best Investment Your Club Has Ever Made

Dear Board Member:

I am sure that being the renowned club you are, that you have received no shortage of résumés for your Director of Golf Position. Allow me just two minutes of your time and I'll offer a number of reasons why I think I may well be your best solution.

While I possess all the requisite teaching, merchandising and tournament skills of any top class PGA, professional I am also keenly aware that clubs today must have a sales and marketing perspective if they are to survive and thrive.

1. As your director of golf I will provide an immediate written plan for membership growth.
2. I will instantly improve member communication and our awareness in the community through the adaption of a well thought out social media plan
3. I will provide a sales training program to all key members of staff so they are instantly able to recognize opportunities for membership, outings and events at the club.....

This is what the majority of clubs want to hear...



Not how long you have been in the PGA, what tournaments you have won and how many awards you have for your teaching or merchandising skills. (As nice as an addition as they may be near the end of your letter)

The underlined sentence alone (end of the 2nd paragraph) should VAULT YOU to the top of the candidates.

Always write your cover letter from the club's perspective.

Always write in benefiteeze. What is in it for the club? SPELL IT OUT!

Always lead with how you can IMPROVE key areas or revenue.

DO NOT WRITE in vague generalities about service, commitment, team building, your motivation, works well with others or any of the other BS that might have worked in 1996! (It's a sure sign you are out of touch with reality)

Other Out Of The Box Ideas

Make your sales pitch (yes that's what an interview is) on video and put it up on your blog or Youtube (you can use a hidden link) and send it to the club.

Drip free ideas through an auto email campaign. Let them know you will be following up with a series of ideas.

Make up a wordpress blog dedicated just to this job; add articles, videos, links and your cover letter. (It will take a day but you can reuse easily)

All of these approaches serve to clearly demonstrate your sales, marketing and social media skills and all can be used to remind them of your traditional skills.

In the Interview Be Benefit Focused

Think out of the box and FOLLOW the very same strategy in your interview as you did in your cover letter. If the letter get's you in they liked what they heard!



Talk about going to Golf Marketing Boot Camp reading the Golf Marketing Bible how excited you are about connecting with more prospects through social media.

Talk about what THEY want to hear;

- How the outings guide you just read has an awesome plan for selling more outings you could QUICKLY adapt to use at the club
- How the sales audios you just listen to had some great ideas to help membership sales and referrals
- How social media can help with club communication and participation.
- How your thoughts on growing the game will yield new players

By all means go over your professional qualifications, awards and experience but quickly move to WHAT'S in it for the club!

“Success is the crossroads where planning meets opportunity”

Expanding Your Options

Your success in life is generally only as good as your well-developed options. Things today change and change fast, often blindsiding even the most seasoned professional. Perhaps you like your current job but are looking only to expand your options for the future or perhaps you just want to stack the decks in your favor in case the current situation at your club changes.

If you have followed my previous advice and are willing to do an annual report, weekly blog and Facebook page you are off to a great start. If you are also willing to write the occasional article, promote yourself on Youtube, so much the better. Now let's look at additional ways to expand your network and profit from your professional experience.

Using LinkedIn To Enhance Your Professional Career


With over 60 million users, including just about all the world's top companies and decision makers - *LinkedIn* is a must!

Profiles on *LinkedIn* include all types of people: top executives, middle management, sales people, business owners, consultants, entrepreneurs, and micro businesses. They are the very people most likely to join clubs, book golf outings, travel or take golf lessons. In other words they are your perfect prospects to network with.

Understanding the importance of *LinkedIn* and how it can help you grow your club's business and your personal brand is an important part of your social media strategy.

Ric Koresky 2nd

Sales Manager at The BMW Store - New Car Department
Cincinnati Area | Automotive



Current	<ul style="list-style-type: none"> • Sales Manager - New Car Department at The BMW Store
Past	<ul style="list-style-type: none"> • Relationship Manager at Heartland Payment Systems • District Manager / Training Manager at Taco Bell
Education	<ul style="list-style-type: none"> • Metropolitan State College of Denver • Northeastern University • Red Rocks Community College
Connections	76 connections
Websites	<ul style="list-style-type: none"> • Company Website
Public Profile	http://www.linkedin.com/pub/ric-koresky/12/b07/919

Experience

Sales Manager - New Car Department

The BMW Store

Automotive industry

August 1990 – Present (20 years 4 months)

Leader of The BMW Store's New Car Department
Passionate Lover of BMW Cars

Responsible and accountable for every aspect of the department including: customer relationships, sales, financing/leasing, marketing, advertising, promotions, forecasting, P&L,

Let's say you have a course in Cincinnati and want to get the local BMW dealership's outing business. A quick search delivers Rick, who's also in charge of advertising; perhaps a tee sponsor or GPS opportunity as well?



Boost Your Club's Business

If you want to generate more customers, *LinkedIn* is the perfect place to start looking. The chances are very good that your next big outing, lesson or member (or your next job) is already on *LinkedIn*! Who are you trying to find, what company do you really want to land as an outing customer? Are you searching for a way in? *LinkedIn* is the answer! By using *LinkedIn* correctly, you can be introduced to the person you need to meet and turn a prospect into a customer.

It's also a great way to establish a network of contacts for your next job! We frequently post positions on our LinkedIn, Legendary Golf Management Group, that don't show up anywhere else. (Open to any PGA pro.)

The key is to have your network well in place before you ever need a job.

Get Advice and Give Professional Advice

LinkedIn Answers is a powerful resource you can use to get answers to your own business-related questions, while at the same time responding to others' questions based on your own areas of expertise.

What do you need help with? Are you deciding between two POS software products for your club?

Are you looking for the best marketing company for your business? (that would be mine www.LegendaryMarketing.com)

All of these questions can be asked on *LinkedIn* and within minutes you will start receiving answers to help you make a good decision or direct you to a good solution. This give and take of questions, answers, and referrals can easily help forge mutually beneficial business relationships by creating a good dynamic between business peers.

Build Your Personal Network

Although I have my own CRM, iPhone, and Zoho to keep all my information in "one" place, *LinkedIn* offers a clear advantage over all of them. When people move, change jobs, or start new ventures, they update their own contact information! This alone is worth the price of admission, saving the cost and hassle of updating your files yourself and always having current contact information.



Andrew Wood Edit
CunninglyClever.com, Legendary Marketing & Golf Management
Tampa/St. Petersburg, Florida Area | Marketing and Advertising

Andrew Wood "The More you practice the luckier you get" - Gary Player
Improve your luck here <http://www.cunninglyclever.com/> via Twitter

1 hour ago · Like · Comment · See all activity · Post an update

Current

- CEO at [CunninglyClever.com](#) Edit
- Principal at [Legendary Golf Management](#) Edit
- Marketing Legend at [www.LegendaryMarketing.com](#) Edit

+ Add a current position

Past

- President at Martial Arts America/Martial Arts Business Association
- Owner at Andrews International

Education

- Palm Beach Community College

Recommendations 16 recommendations

Connections 500+ connections

Websites

- [Company Website](#) Edit
- [Personal Website](#) Edit
- [Company Website](#) Edit

Twitter [cunninglyclever](#) Edit

100% profile completeness

LinkedIn Polls Create Poll

Are you a fan of Knob Creek? What do you think sets it apart?

- a It has a complex flavor worth savoring
- b Its full-flavored, 100 Proof quality
- c Perfect aging and commitment to craft

Vote or see results

Sponsored by **Knob Creek**

Andrew's Activity edit

Andrew Wood "The More you practice the luckier you get" - Gary Player Improve your luck here

My LinkedIn home page has over 2000 contacts in my network, you never know when you might need a friend to get you in the door somewhere!

Build your network of connections, starting with friends, co-workers, suppliers, customers, and people you meet along the way. The larger your network and the more committed you are to engaging with it on a regular basis, the greater your success will be.

Increase Your Credibility and **Build Your Personal Brand**

If you're trying to market yourself as a teaching expert, or develop credibility in your field as a manager, it looks good to have a strong presence with lots of connections on a network such as *LinkedIn*. If you answer questions with the knowledge of an expert in the Answers section, even better. Get active in club manager, golf professional, superintendent or F & B communities, groups and forums within *LinkedIn*.

Manage recommendations you've sent		
Show: All (23) Colleagues (8) Service Providers (4) Business Partners (11) Students (0)		
<input type="button" value="Save Changes"/>		
Recommendation detail:	Display on my profile to:	Date:
[Edit] Wil Dieck as Business Development Consultant at Business Plans and Systems	Everyone	9/27/2010
[Edit] Monika Matthews as Asst. to shop Manager at Falconhead Golf Club	Everyone	6/07/2010
[Edit] James Reik as Dir. Business Operations; Finance Manager at Man O' War Golf	Everyone	6/07/2010
[Edit] Robert Slade-Baker as Group Marketing Director at CGA Golf Ltd	Everyone	6/07/2010
[Edit] Norm Moote as Golf pro at Norm Moote Golf Services Inc	Everyone	6/07/2010
[Edit] Brian Fields as Marketing Specialist at Legendary Marketing	Everyone	5/15/2010
[Edit] Brian Cauley as Tournament Director at Whitmoor Country Club, A Walters Golf Management Facility	Everyone	5/15/2010
[Edit] Anthony Haste as Head PGA Professional & Head of Golf at The Tytherington Club	Everyone	5/15/2010
[Edit] Nevil Bland as Club Professional at Brocton Hall Golf Club	Everyone	4/19/2010
[Edit] Jeff Wilson as General Manager/Director of Golf/Head Golf Professional at Looking for Employment	Everyone	3/26/2010

Recommending members, guests, colleagues and co-workers helps others feel good and builds Karma. Often it becomes reciprocal.

Help others.

The best way to network is to help others succeed in their business or career. This very often is the start of them trying to help you. Use *LinkedIn* to help others – promote them, link to them, connect with them, recommend them, answer their questions.

This includes friends, colleagues, suppliers, members..!

Make it a point to build 1 new connection per day to build a large and targeted list of meeting, event and membership prospects in your area. If you don't know the contact directly asked to be introduced from one of your existing contacts!



Remember he with the biggest and best database wins! And nothing is better than a handcrafted one!

If You Are Actively Involved in The Sales & Marketing of Your Club Ask For **Performance Based Compensation**

One of the quickest and easiest ways to increase your income when actively involved in the sales and marketing at your club is to ask for additional performance based compensation. Many professionals are afraid of this but they shouldn't be, even in this economy with the right marketing' strategies it's not that hard to increase business!

For example:

- It's easy to increase outing business by \$50,000-\$100,000 by simply following our outings domination strategy.
- You can easily increase daily fee play by 5-15% by simply doubling or tripling your email and social media database.

Asking for a 10% bonus for increasing income can easily put another \$15,000 on your paycheck and cement your value to the club.

You Can Make **\$150,000 a Year** or More Teaching

Even is you have no say in the sales and marketing at your club there will always be opportunities for good teachers, but the best opportunities will always fall to the best marketers who can also teach!

Now you may not be able to do it where you are located today, but you can do it. At a driving range, golf school, resort or high-end daily fee. If you have followed my advice thus far you are off to a great start in building the foundation of marketing credibility you need to reach and exceed this goal.

For the rest of the tools you need this [How To Make \\$100-\\$150K a Year or More Teaching Golf by Andrew Wood](#)



Is It Time To Own **Your Own Course?**

The lousy economy has in fact produced some very interesting side effects for any golf professional looking to own his own course and shed the bonds of bosses and boards forever! Many courses are worth 50 or 60% less than they were just three years ago. There will never be a better time to buy a golf course in most of our lifetimes.

Using all of the previous strategies to build your personal brand and reputation begin to cultivate relationships with a dozen or so potential investors and consider forming a partnership. You as the managing partner will put up no money but will organize the investors, find the right deal and manage the club when purchased.

You can even find many owners willing to finance the purchase, you just have to look and ask!

Don't ignore the possibility of a driving range. Located in the right area it can be much less hassle and much more profitable than running a club!

Partner With **Legendary Marketing**

Recommend any of Legendary Marketing's products through our affiliate program and [earn commissions here](#) Recommend us successfully for a website and get a thank you check of \$500 - \$1500. Recommend us successfully for management contract or large advertising account and get a referral check of \$3,000 - \$5,000.

Call us for details 352-266-2099

The Professional Golfer's **New World Order**

For better or worse there is a new word order in the golf industry. The old rules, strategies and tactics have changed and you must too. The days of apprentice to gold watch jobs are gone forever!

Perhaps all this seems like too much? When do you get the time to do all this? You must find it.

In reality a blog article a week takes just one hour. A Facebook post and a connection on LinkedIn a day, takes just 10 minutes. The blog provides meat



for any article you might run in the local press. While filming any lesson will provide you with YouTube content.

You can become a sales and marketing expert in your car in two weeks, listening to audios to and from the club or on the way to your next event.

If you partner with legendary Marketing for your club's website, social media or management services you will find your job gets a whole lot easier with our help!

As you already know expertise and talent make a big difference!

If I can help you further in ANY WAY please feel free to contact me directly, 7 days a week at **352-266-2099**

Andrew Wood



Legendary Marketing Is The Best Partner For The PGA Professional... **Because We Get Results!**

We Wrote The Book on Golf Marketing and Social Media For Golf Clubs

Pro's that partner with Legendary Marketing get better results for their club it's that simple. Better results for the club means better results for YOU!

www.PiedPiperSolutions.com Our golf and resort websites have the most powerful yet easy to use tools in the industry. Our Facebook, LinkedIn and Twitter combined following in the golf industry is over 10,000 people giving you instant access to everyone who matters! (We get social media) And we will make YOU look good when we do it for your club an quickly grow your fan following!

The World's Largest email Database of Golfers

Talk about a competitive advantage, for over a decade we have been growing and grooming our golf databases. With a consumer email database of over 3 million players and an industry database of 68,000 we can quickly and easily reach the people who want to buy your products and services without going anywhere else for help!

The Only Marketing Company That Actively Runs Several Golf Courses and Resorts

Talk about the inside scoop! Legendary's, Golf Management division actively runs several resorts, daily fee and private clubs and has lots of experience with golf developments. That means no ramp up time, no learning curve and an intimate inside understanding of how the golf business operates from the inside out. This gives us a significant advantage of every other agency in the world.

If you need golf marketing you need the proven track record of a team who knows the industry better than anyone, call now 352-266-2099 and increase your business!

Additional Resources

[Your Bulletproof Blueprint To Building A High Quality Local Database by Andrew Wood](#)

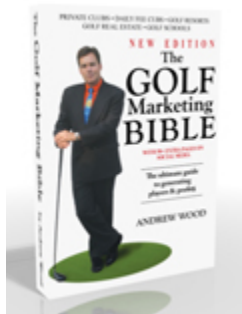


This Data Building Master Class includes step-by-step video instruction and a 70-page manual where you will get all my jealously guarded secrets on how to quickly, easily and systematically build a huge database of players for your club! Brand new material for the 2012 season that includes all our latest web tricks and social media tactics. Not only do I provide the detailed step by step plan but you also get color samples of every successful banner ad, hover ad, email, flyer, trade show promo and social media strategy that we have used at club's across the country to build huge databases in weeks, not years. [more info > > >](#)



[A Golf Club's Guide to Using Social Media for Buzz, Branding, Communication and Profit by Andrew Wood](#)

In the last five years social media has exploded across the world. Many billions have been made on the backs of social media's power but in general the golf industry has been left behind. There is a dizzying array of social media to choose from including Twitter, Facebook, My Space, LinkedIn, Fast Pitch, blogging and You Tube, to name just a few. This manual cuts through the clutter and shows you how to profit from any investment of time or money in each of the major social media. [more info > > >](#)



[The Golf Marketing Bible by Andrew Wood](#)

Jam-packed with over 400 pages of cutting-edge, proven strategies to jump-start any club, resort or golf real estate business! The Golf Marketing Bible will provide your club with astonishing results and a complete BULLETPROOF BLUEPRINT to Golf Marketing success and PROFITS! No matter what part of the country or what country you are in, no matter what type of course you run, The Golf Marketing Bible will increase revenues for your club, guaranteed or your money back! Dear Golf Industry Professional: Think of all the marketing questions you have asked yourself over the years, such as: How much should I spend on marketing? What should I get in return, and how do I measure the results to make better decisions? What are the most effective marketing methods? How do I build an e-mail database in 30 days that's big enough to fill my tee sheet for the rest of the year? [more info > > >](#)



[The Complete A-Z Guide to Highly Effective Membership Marketing by Andrew Wood](#)

This step-by-step manual is YOUR blueprint to membership-marketing success. The techniques in this manual have been used by hundreds of private clubs to boost membership quickly and effectively. It is guaranteed to produce results for you! The manual covers: defining goals; budgeting; profiling prospective members; the use of various media including websites, direct mail, and print ads; telemarketing; referral programs; defining your marketing position; membership categories; pricing; proven membership offers; membership tours and member retention; and more. You'll also get detailed examples of successful campaigns along with sample sales letters, brochures, website pages, follow-up correspondence, and staff training recommendations.



[How To Make \\$100-\\$150K a Year or More Teaching Golf by Andrew Wood](#)

This 370-page manual has helped more professionals double and triple their teaching income than any other source. The manual cover everything from setting up a business plan to marketing, promotions, PR, Sales, and pricing your lessons. You will discover how to package your lessons to get properly compensated for your knowledge and experience. You'll also find ad layout, brochures, and suggested scripts for maximizing your income. One assistant pro we talked with made \$32,000 in a single month after reading this manual and changing the way he sold his lessons. Yes, this manual is truly worth its weight in gold.

[more info >>>](#)



[The Complete A-Z Manual for Successful Marketing of Golf Outings and Events by Andrew Wood](#)

This step by step manual is YOUR marketing blue print to DOMINATING the outing business in your area. This manual has been used by hundreds of clubs to boost their outing revenue quickly and effectively and is guaranteed to produce results for you. The manual covers defining goals, building a prospect list, the use of various media including websites, direct mail, print ads, telemarketing, referral programs and more. Detailed examples of successful campaigns are given along with sample sales letters, website pages, follow-up correspondence and staff training recommendations. The manual finishes up with a 55-step, quick start action plan. Follow this plan and you'll be on a clear road to dominating the outing business in your area faster than you ever thought possible. . [more info >>>](#)



Membership Sales Training Kit



The Membership Sales Training Kit is a complete A-Z of everything you and your staff need to know to increase your membership sales success. Over 25 years of membership sales and marketing experience, at the highest levels, has gone into the development of this training kit. Nothing has been missed, nothing forgotten. Every possible objection, every possible close is covered.

These very systems have helped sell millions of dollars of memberships and will instantly help your club towards its membership goals.



www.PiedPiperSolutions.com The Golf Industry's Best Websites and Social Media Solution

Dramatically Increase Your Business No Previous Experience Required!

To succeed in The golf business it's no longer enough to have an attractive website and a large email database. Studies show that almost half the world now prefers to communicate via social media or texting. You need a totally integrated, Internet marketing, communication, e-commerce, sales and social media system designed to increase your business and communicate with your customers, without the hassle of learning everything all over again!

You already have your own job, and chances are it's not web design, e-marketing or social media. But I bet you know how to use a simple word processing program and if you can do that you already know how to do everything on Pied Piper. With our powerful custom options you can quickly and easily build your database, increase your delivery rates, start a viral marketing campaign and communicate effectively through social media. It's easy enough that you can do it all in house or let us do it for you, either way we match your budget to the features you need to succeed!

For more information or to sign up, [click here](#) or call us at 800-827-1663!