

PGA BEST PRACTICES: PLAYER DEVELOPMENT

Be Prepared When Get Golf Ready Grads Want More Programs



Cheryl Anderson is the PGA head instructor at the Mike Bender Golf Academy in Lake Mary, Fla.

Get Golf Ready has become so popular with new golfers at our facility that we now have four different levels. Level 1 is for beginners, Level 2 is intermediate and Level 3 is advanced, and all follow the idea of getting these new golfers on the course. We're adding Level 4, which is a fitness-based program. The programs cost more as the student progresses, from \$99 for Level 1 to \$125 for Levels 2 and 3 and \$150 for Level 4. All levels follow the Get Golf Ready structure of five sessions.

The additional levels came from student requests for additional opportunities to learn. They didn't want to take the beginner version again, but they weren't ready to go off on their own yet. This multi-level program keeps them coming back until they're ready to start playing on their own. My best advice would be to plan additional levels in advance so your Get Golf Ready graduates have a program ready for them to move into, and so they have something to look forward to when they complete each level. We've had more than 100 students in our Get Golf Ready programs already, and I expect that number to keep going up this year.

For more information on Get Golf Ready and other PGA Player Development programs, please visit the Player Development page on PGALinks.com.



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