

Titleist®

Ball Fitting Techniques

“Easier Said Than Done”(“ESTD”)

This popular cliché has stood the test of time, and certainly applies to all walks of life, including the game of golf, specifically, the “short game”. Wanna lower your score and handicap? Work on your short game. You’ve heard this a million times, but alas, it’s ESTD. Why, oh why, is this so? The “stats” show, as my good friend and fellow assistant pro Bill Fox states, that about 64% of all golf shots are within the 100-yard range, 43% being putts, 21% your wedges!!

So, where does one start? My prior suggestion used to be “get off the range and onto the putting green”, but again, it’s ESTD, because golfers want to hit driver after driver, disregarding “shorter stuff”. Now, however, I strongly suggest if there’s 80 balls in your basket, use Billy’s ‘64% rule’, and dedicate some shots to 100 yds-and-in. Also, since you’re not putting, use these balls for short shots, thereby working on your weaknesses, not your strengths.

Here’s an equipment tip that has paid big dividends with all my students:

The ball is often neglected, especially around the green. Just as your clubs must be right for you, so should your golf ball, one that fits your game and your preferences. I use the Titleist ball-fitting system, not because I’m on their staff, but because of the high rate of success I’ve truly had helping folks improve, have fun and stay in the game!



>>See your local pro for ball-fitting. The fitting session will start from green-to-tee, which is exactly where the pros start. If they have no success there, there’s no sense going any further. (That’s how important “greenside stuff” is.) The test will see shots hit with different balls, sometimes including one’s present ball. Titleist can now boast seven great balls:

- PRO V1
- PRO V1X
- Velocity
- NXE Tour-S
- NXT Tour
- DT TruSoft, and
- The new AVX, which is drawing raves with its high-speed, low-compression core, soft feel and high-flex casing.

You’ll then work up to longer shots noting carry, spin, trajectory, consistent flight, wind factors, etc. Each Titleist ball boasts

soft feel, short-game control, superior distance, low long-game spin, controlled flight, latest dimple patterns, and high-flex casings, just to name a few, ALL features designed to benefit the golfer. Additional preferences include color choices (white, high-optic yellow, price point and ultra durability. Pretty spiffy, huh? Once you settle on one, commit and stay with it! You'll see vast improvement, while feeling the confidence that not only PGA/LPGA International tour players feel and trust, along with vast numbers of NCAA, juniors, and folks who are not paid to play, even the seeker (a golfer who believes that equipment is his/her secret to success).

Titleist, yes, Titleist is an American company within a company where pride and quality control matter most. 90 to

110 check points are done during the process of making the golf balls. Two x-rays of each golf ball are still done today, a feature dating back to 1935!

I wish to thank my head pro, Jim Bogan, for his support, Kelly Newhouse for photos, Bill, Tom, Matt, and special thanks to Bensalem Twp. CC 2017 Ladies Club Champion, Ms. Nancy Tomlinson for her PRO V1 input....

Thanks! Have fun! In fact, "Have a ball" (a Titleist ball)!



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