IMPACT MASTER SYSTEM

Your Guide Consistency in Golf
Congratulations, on your purchase of the Impact Master System. First you need to know why this system works and how it will improve your game.

This is my promise to you: That if you commit to follow this program as it is laid out, you will improve. But you need to promise me that you will follow the program and not give up too soon. I want you to know that change is uncomfortable but necessary, and it takes time. The more you focus the more quickly the changes will take place. Once you learn the proper technique, improvement and enjoyment will be the results of your hard work. The Impact Master System will be your resource for lowering your scores and elevating your enjoyment of golf for the rest of your life.

Most every golfer longs for one simple thing from their golf game: Consistency. The truth is consistency is achieved through developing one skill at a time and never getting off track.

Many golfers approach golf using what is commonly called their own individual swing. They may spend a lot of money on equipment with the idea that the best equipment will help them achieve the consistency they desire.

Ben Hogan is quoted as saying: “Acquiring the proper technique is the only way that a good game of golf can be developed.” I agree!

It is my goal to give you the tools for improving your golf game. There is no mystical secret to this information. The only thing needed is your commitment and willingness to do it.

Here is what the Impact Master System is all about.

You will learn to develop and refine the most important fundamentals of controlling the club head at the moment of impact.

The Impact Master System is a well-planned program aimed at success. It will become your personal practice program, teaching you “The Principles of Impact” and “The Principals of Practice”. You will be using the Impact Master Wedge in conjunction with the removable training extension and the original “Plane Master” plane indicator. (You will want the Plane Master. If you have not ordered it yet, I suggest you do.) You will be performing “Drills for Skills”. These drills have been designed with one goal in mind: Train your body to achieve proper position at Impact! You will be performing skill tests and mapping your progress. You will have access to our Member Only Impact Master School website, where you will find interactive programs that will help you achieve your goals.

The beauty of this system is that you get to hit balls and get instant feedback. So many training aids out there are not designed with the ability to actually hit golf balls. Imagine shooting a
basketball that is imaginary, playing the piano without hitting the keyboard, or swinging a baseball bat at thin air. Those tasks would be very boring and you would lose interest sooner than later. You get no feedback from the results of your practice. Training with the Impact Master System is fun. Soon you will be hitting balls on the “sweet spot” every time.

Why does the Impact Master System work? Practice with the system provides the most crucial element of practice: instant feedback. This feedback is produced while hitting golf balls during individual practice sessions. Practicing without feedback might teach you to get better at doing it incorrectly.

Most golfers do not develop the skills it takes to strike and control the action of the golf ball from shot to shot. The problem is simple. Golfers practice the wrong thing and get good at doing it wrong. Their contact with the golf ball and golf clubface at moment of impact is not consistent.

Impact controls trajectory, distance, and direction of each shot. These three things are affected each time the clubface and ball collide. Normally the golfer’s only feedback is the flight of the ball. Perhaps every fifth or sixth shot the golfer makes good contact, by accident. As a result, the golfer does not know what they have done differently to make that good contact happen. The Impact Master System solves all that.

Welcome again to The Impact Master System. Stick with it and you will find yourself enjoying golf more than you may have ever thought possible.
The Principles of Proper Impact

Achieve the perfect position at that instant where ball and club meet.

Correct impact is a result of the grip end of the club being ahead of the club head at “THE MOMENT OF TRUTH”. Many teachers use the term, shaft lean forward (the club face is slightly de-lofted and the ball contacts the club face in the center or “sweet spot”). This will produce a divot starting after the ball is struck first.

Figure 1. Notice that the grip end of the club is ahead of the club head at the moment of impact.
1. Proper Impact is the Result of Proper Technique

At the exact moment of impact the following position is ideal:

Figure 2. The proper position at impact

1. The upper body is behind the shaft
2. The grip end of the club is ahead of club head
3. Shaft is leaning forward
4. The head is behind the ball
5. Lower body has moved left while the upper body stays behind.
6. Arms begin extending down the target line

![Image of arms extending down the target line.]

**Figure 3.** Notice how the head is behind the ball
Figure 4. From this overhead view you can clearly see what we mean by staying behind the shaft with the body

2. Proper Impact has Specific Attributes
There are several things that must occur during that millisecond when the ball and the clubface come in contact.

1. The clubface must be square to the target line.
2. The loft of the club must be constant from one swing to the next.
3. The ball must contact the middle of the clubface (“sweet spot”)
4. The club head must be accelerating (or at its maximum speed) at the moment of impact.

Figure 5. The clubface must be square to the target line at the moment of impact
Figure 6. The ball must contact the “sweet spot” for maximum transfer of power.
The Principles of Change and Practice

When you make changes you must practice and drill to make those changes become second nature.
To meet your goals to become more consistent and lower your scores you must make some changes. If a person continues to do the same thing over and over but expects different results, he may fit the definition of insanity. You may have to change some things to get better, but these changes should not destroy your game. The Impact Master System targets only one part of your golf game so you don’t have to have too many thoughts that could lead you to utter confusion.

Sometimes change will cause you to become uncomfortable. For example: If you have to change your posture at address, your body may say, “This is different, I can’t hit the ball like this”. But what if this change was the key to enabling you to hit the ball longer and straighter. Are you going to stick to your old way? If you substitute the word won’t for can’t you’ll understand what may hold you back.

People are sometimes afraid to make changes because they fear they may have to give something up. For example: Bob had been slicing the ball for 10 years. He has adjusted how he lines up and aims to suit his slice. He is comfortable, but don’t expect him to get better until he is willing to make some changes. Giving up a bad habit is what makes us better.

1. Practice does not make perfect. Practice makes Permanent

The myth is that practice makes perfect. Practice without direction (or feedback) can produce getting good at doing it wrong. Improper practice may make your technique permanent, not necessarily better. Without effective practice, you could just be making the same mistakes again and again without actually improving your game.

2. Practice requires a strategy or game plan
The Impact Master System is a plan for long-term success. Follow the Impact Master Program developed for you to achieve the best results. Results will vary for each individual based on existing skill level and commitment. Recognize what it will take to improve and realistically acknowledge your skill level. Have realistic expectations. Each golfer will progress at a different rate.

Know your practice level and limits. Each golfer must acknowledge their current skill level. How much practice can your body effectively take? To practice beyond the limit is just as bad as little or no practice at all. Be careful in this regard to avoid injury or poor focus.

You may make a mistake if you try to skip parts of the program. Be patient and let the Impact Master System affect your short game first, working it into your long game over time. You will be so glad you did.

3. It is impossible to improve your skills without practice

It has taken much time and effort to develop a program designed to help golfers become more consistent. But no matter how good the program, no matter how good the teacher, it will all be for nothing if the student is not willing to commit to practice. Imagine Beethoven never practicing.

Would you go buy the most expensive piano in the world expecting to be able to play a concerto but only knowing how to play Mary Had a Little Lamb? That is what many golfers do when they buy a brand new driver with all the latest technical advances. Convinced they will hit the ball longer and straighter. But lacking the proper technique and practice program, it’s Chopsticks at best.

5. Practice requires repetition and drills.

"We are what we repeatedly do. Excellence is not an act, but a habit."
-Aristotle

In order to begin a practice and drill program you must have something to practice. By studying the video demonstrations on your DVD, reading the descriptions and viewing the photos and graphics in this manual you will instill the mechanical and mental images for your practice. By performing the drills you will translate these images into a physical experience. You most likely will
not improve by just thinking about it. The Impact Master Wedge, Training Extension and Plane Master™ Plane Indicator are designed to train you to create the correct impact position. The instant feedback you get from the system will help you perfect the skills required to achieve consistency in golf. The drills have been carefully designed and are presented in a logical order. At first they may feel awkward but after enough repetition the moves will become second nature and become ingrained.

5. Games, competitions and play can make practice more fun

If practice becomes boring and tedious, you may be tempted to avoid the necessary ingredient for you success. We have included in this program some games you can play by yourself and with others who have the Impact Master System. The great thing about the system is you can spend hours hitting balls, chipping, pitching and bunker shots. Practice can actually be fun!

Be excited about playing with your new information and game development. You do not want to become a “Range Rat”, only going to the practice tee, never going out on the course. However, when you play golf remember this important advice. While you are working on your game on the course do not keep score. Being concerned with your score will cause you to revert back to what feels comfortable.

While playing for score don’t overload your mind with too many thoughts. An overflow of thoughts can create disaster. The golf swing lasts approximately 1.2 seconds. How many thoughts can you cram into 1.2 seconds? Your game will improve as you groove your mind and body toward prefect impact. The Impact Master System is designed to guide you through each step. Follow the program with commitment and watch your improvement.
Getting Started

1. The Impact Master Wedge

This wedge has been designed by one of the top designers in the industry incorporating the proven playing characteristics of the best wedges ever built. This wedge can be used for chipping, pitch shots of up to 100 yards (depending on your ability) and for sand shots. The end of the grip is open to allow for the insertion of the Impact Master training extension. Use this wedge with or
without the extension for practice and you will gain confidence and be able to take that to the course.

2. The Impact Master Learning Extension

The extension, with the patented interface, is designed to be attached to the grip end of the Impact Master Wedge. When performing drills and hitting balls the extension will provide instant feedback on the technique you are using.

**NOTICE: IN NO CASE SHOULD THE CLUB BE SWUNG WHILE HOLDING THE EXTENSION.** Swinging the club from the extension will void the warranty and could cause serious injury.

To attach the extension to the wedge simply insert until seated, hold the knurled knob and turn the extension shaft clockwise until tight. To remove, reverse the procedure.

3. The Impact Master Drills for Skills DVD

The DVD contains the drills for skills you will need to master. Refer to the DVD to study each drill before you attempt to perform the drill. This DVD is a supplement to this manual and the online video lessons. The DVD illustrates all of the proper positions and drills using video, stills and graphics.

4. The Plane Master™

If you did not purchase the Plane Master™ plane indicator we suggest you do so. We will be performing drills for skills that require you have the Plane Master attached. The Plane Master will teach and train you to keep the clubface square and on plane. You will be able to check your “position at the top” without having to change your posture to view what the clubface is doing.

5. Web Pro Access

If you are reading this manual you have already accessed the enhanced web site included in your purchase. Be sure and check the site often, as new material aimed at your success will be added frequently.
What do you do now?

See the “Drills for Skills” section of this learning manual. What do we mean “drills for skills”? A simple definition of a drill is to fix something in the mind or habit pattern by repetition. The definition of a skill is dexterity or coordination especially in the execution of learned physical tasks.

You will perform drills to learn and ingrain a physical motion. Repeat time after time to ingrain the skill necessary for improvement. The Impact Master Drills for Skills are designed to teach you the skills you will need for proper impact. The process of improvement requires a repetitive motion syndrome.

The Phase One drills are designed to help you learn proper impact. After you become efficient with the Phase One drills, we will offer additional drills to improve your consistency. However, there is a process. If followed it will speed up the learning process.

What are the skills you will develop?

First, the address position; the proper address position for this phase of the program is for a relatively short shot of twenty to forty yards. It is not a full swing. Therefore, we do not address the ball the same as a full shot. Refer to The Impact Master DVD and begin with the address position drills. At first you will want a checklist to be sure you are in the right position. After drilling enough, your address position will become natural and you won’t need to think about it.

Second, the hips may be the most important element in the golf swing. Many golfers do not use their hips properly or efficiently when striking a golf ball. During a short pitch shot, the hips are key in developing the proper impact. The hips must clear the way for the arms to do their job. With no hip clearance, the chance of good impact is slim. During the back swing the hips resist the coil of the shoulders. The hips then do their job on the downswing by leading the shoulders and arms swing. Refer to The Impact Master DVD and perform the Base Hip Rotation drill, the Hip Speed Rotation Drill and the Hip Torque Drill.

Third, the shoulders are a very important part of the total swing. The shoulders create the coil of the body against the resistance of the hips on the back swing. The shoulders work differently on the back swing than they do on the down swing. The back swing is initiated with the shoulders and produces a
flatter shoulder rotation, creating coil. On the down swing the left knee and hip (for a right handed player) begin the rotation of the downswing creating even more coil. This move pulls the club down changing the shoulders from an initial position of closed. The shoulders resist the turn of the hips creating torque for power. The shoulders begin a more vertical movement (up the wall) as the swing progresses. The difference in the angle of the shoulders on the back swing and angle of the shoulders on the downswing will vary as much as twenty to thirty degrees in a high quality golf swing. Most amateurs do just the opposite. They are steep on the back swing and shallow or flat on the down swing creating an outside in or over the top swing path. Refer to The Impact Master DVD and perform the Shoulder Coil Drill, the Shoulder Release Drill, the Right Hip Pivot Drill and the Getting Behind the Ball Drill.

When do I get to hit balls?

We want you to hit golf balls, lots of balls. First learn the drills as outlined in this manual and described on the DVD. These drills can be a part of your training away from the golf course and should be a part of your warm-up routine before practicing or playing. You do not need to hit balls to effectively learn the correct body moves. Pay close attention to the sequence of the movements. The more you do the drills, the easier it will become for your body to respond naturally. Results will vary according to each golfer’s ability.

Study the DVD. Watch it over and over. Visualize the positions and movements. See yourself making the same movements.

IMPORTANT

The Impact Master System Phase One is intended to train you in the proper techniques for striking solid and consistent golf shots of twenty to forty yards. Do not attempt to hit shots longer that forty yards with the Impact Master Training Extension attached.

Until you can hit the same shot nine out of ten times with great consistency you will not be truly controlling the clubface at impact. Test yourself often by setting a target and hitting balls to within 5 to 10 feet of it. How many out of 10 can you land within that range? When you learn to control the club on these shorter shots, it will become easier to control longer shots and you will become more consistent and accurate.
The goal of the Impact Master System is to teach solid contact of the golf ball. The only way to accomplish this is to learn to control the club head at impact.

“We are what we repeatedly do. Excellence is not an act, but a habit.”
— Aristotle
Drill for Skills

“Some people dream of worthy accomplishments while others stay awake and do them.” —Effort

Fig. 7 This student is “flipping the club”. After performing the drills for skills he learned to achieve the perfect position at impact.

Fig. 8 Notice the difference in the position of the club at impact. The Impact Master System led this student to a dramatic change for the better.
Now is the time to get better. The purpose of the following drills is to teach the most important fundamentals in striking a golf ball. By using the Impact Master wedge with the training extension attached, you will:

1. Learn to utilize the lower body to initiate the downswing.
2. Learn to keep the body rotating through to the follow through in balance.
3. Eliminate hand flip during impact and create forward shaft lean at impact.
4. Teach the body to stay behind the shaft.
5. Teach the lead arm to stay low, extended and in front at the moment of impact.
6. Learn extension of both arms after impact.
7. Teach the body to maintain its spine angle throughout the swing.

First, you will need an open space area to practice the following drills. You will not be hitting balls for these drills. You will need some kind of alignment indicator such as a golf club or yardstick. Pick an imaginary target and set your alignment indicator in parallel with it. For safety reasons be sure to keep people and pets at least 15 feet away while working on the drills for safety reasons.
Skill #1: Address Position

Drill #1 ➔ Address Position

It is a must to have an address position and alignment procedure that is correct and repeatable for consistency.

In this top view and belt buckle view pay close attention to the hands being placed forward automatically using the extension. This is the correct address position for the Impact Master System and should be positioned in all address drills.
Address Checklist

We start from the ground up by positioning the feet.

- Width of the stance is narrow no more than 8”-10” wide with a stance slightly open to the target line.
- The left hip is slightly higher than the right.
- Grip the club with the extension resting on the left hip
- Because the right hand is lower than the left there will be a tilting of the shoulders to the right.
- This puts the head behind the ball.
- The left hip is slightly higher than the right
- This puts the weight of the legs and lower body slightly to the left and the upper body will be tilted more to the right.

In this view, viewing down the line, we can see the following:

- The upper body is close to parallel to target line
- The stance is slightly open to the target line
Skill # 2  Use of the Hips

Drill # 2  ➔ Basic Hip Rotation

We start with the hips first because the average golfer does not know how to start the transition of the downswing from the backswing. This is the most important skill to master.

Fig. 12

The Purpose of this drill is to train the hips to lead the downswing in the correct order. Do this drill slowly and get the feel of this most important drill.

Most golfers fail to utilize their lower body properly in the swing resulting in a loss of square impact resulting in poorly struck golf shots.

Fig 13

Rotate the hips and knees while keeping the shoulders closed and the golf club on line and in front of the body. Make sure the spine angle is maintained.

Rotate and hold hips open as much as you can. Hold for a three count.

Min. Reps – 3  Max. Reps. 15

Min 1 set – Max 3 sets.
Start in the address position.
- Hold the Impact Master in front of the body
  - Left hand on top of the grip
  - Right hand on the bottom of the shaft half way to the club head
  - Have the shaft parallel to the ground
- Begin with the left knee and hip rotating to the left
- Hold the shoulders still keeping the shaft parallel to the ground and target line

Skill #2

Drill #3 ➔ Hip Speed Rotation Drill

We need to train the hips to rotate quickly through the ball. The most golfers do not use the hips to clear the lower body out of the way. This leads to a lack of extension and the inability to extend down the target line with the club. We will now try and open the hips as many times as we possibly can in ten seconds to develop speed.

Focus on hip speed during the rotation. Rotate the hips and knees while keeping the shoulders closed and the golf club on line and in front of the body. Make sure the spine angle is maintained. See how fast and how many you can do in ten seconds. Rest for thirty seconds and repeat seeing if you can add one more rotation than done previously. Maintain balance and resistance with the shoulders. This builds up torque for power. An average in the beginning to shoot for is nine or ten for the first set and eleven for the second one.

Min sets 1  Maximum sets 3
Start in the address position.
Hold the Impact Master in front of the body.
  - Left hand on top of the grip.
  - Right hand on the bottom of the shaft half way to the club head.
  - Have the shaft parallel to the ground.
Begin with the left knee and hip rotating to the left quickly with speed.
Hold the shoulders still keeping the shaft parallel to the ground and target line.
See how many rotations can be competed using the left knee and hip in 10 seconds.
This trains a quick movement of the hips staying in balance.

Skill # 2

Drill # 4 ➔ Hip Torque Drill

We need to train the hips to lead the downswing as the shoulders resist, creating torque that is necessary to strike the ball solidly. This also helps to create power, the missing link, in most golfers game.
There are two drills here

- **First Drill, Slow Speed Rotation**, Start in Position 2 (P2) using the golf club gripped normally and create the forward tilt of the spine at the address position.
- Begin with the left knee and hip rotating to the left
- The shoulders resist and remain closed
- The hips will pull the arms close to parallel to the ground and target line (P3)
- This is a slow movement of the knee hip rotation with the resisting of the shoulders
- Hold this position for a 3 count

- **Second Drill, Hip Speed Rotation**, Start in Position 2 (P2) using the golf club gripped normally and create the forward tilt of the spine at the address position.
- Begin with the left knee and hip rotating to the left as fast as possible
- The shoulders resist and remain closed
- The hips will pull the arms close to parallel to the ground and target line (P3) not allowing the arms to drop into impact
- This movement of the knee and hip rotation with the resisting of the shoulders is done as fast as possible.
- Maintain shoulder tilt to the right and keep your head behind the ball.
- As in the previous Drill #3 see how many hip rotations you can do in 10 seconds.
- Relax for thirty seconds and see if you can increase by one the number of rotations you did the first time.

The purpose of this drill is again to train the hips to lead the upper body in the down swing. With the Impact Master training extension attached assume Position 2 (P2). Make sure the butt of the club is pointing at or as close to the ball as possible. Notice your shoulders will be coiled. **Do not take a full backswing** for this drill.

Min. reps 3   Max. reps 15
Min. sets 1   Max. sets 3

For the Hip Speed Drill make sure to focus on hip speed during the rotation. Using the golf club make sure to rotate the hips and knees open while keeping the shoulders closed and the golf club on line and in front of the body. Make sure the spine angle is maintained. See how fast and how many you can do in ten seconds. Rest for thirty seconds and repeat seeing if you can add one more rotation than done previously. Maintain balance and resistance with the shoulders. This builds up torque for power. An average in the beginning to shoot for is nine or ten for the first set and eleven for the second one.
Skill # 3  The use of the Shoulders

Drill # 5  Shoulder Coil

Most golfers do not complete the coiling action of the shoulders leading to an incorrect back swing without any power.

Fig. 18

The purpose of this drill is to teach the proper coiling of the shoulders. The correct coil leads to power and accuracy. Use the Impact Master wedge with the extension and put it across the shoulder line as in Fig. 18, club head forward and toward the target line. Extend your right arm and hand down. Be sure to tilt forward and to the right with a narrow stance. Keep weight balanced and on the balls of the feet.

Fig. 19

In Drill #5 make sure the focus is on the upper body and take the left shoulder out and around the spine. Avoid trying to take the left shoulder down to the ball. Going down will create a reverse pivot. This drill helps to create coil for power and a positive loading move into the right side. Rotate slowly, holding the back swing for a three count.

Min. 3 reps  Max. 15 reps
Min. 1 set  Max 3 sets
The full swing coil is illustrated below showing how loaded into the right side you must get to create power.

Start in the Address Position
- Place your Impact Master in front on your chest on the shoulder line.
- Hold the club in place with both hands crossing your chest.
- Place another club inside the right foot line perpendicular to the target line.
- Coil the left shoulder outward with the rotation of the shoulders.
- The shoulders should coil parallel to the club inside the right foot.
- Rotate slowly and hold the finished back swing
Skill # 3

Drill #6 ➔ Shoulder Release Drill

To properly strike the ball the shoulders will travel a more vertical movement through the impact area. This will keep the golfer from coming outside in by moving the shoulders too flat in the impact zone. This move is accomplished by first moving the hips to initiate the shoulder move.

The purpose of this drill is to properly teach you how to move your shoulders more vertically into the ball. This will eliminate the tendency to come outside in or over the top on the down swing. The starting position will be the same as in Fig. 19. Notice the back swing shoulder line is flat and not pointing at the ball line. See next picture in Fig. 21 and notice the shoulders are much more vertical. We find the tour players change this position 28 – 35 degrees depending on body and swing type.
Skill #4 Getting Behind the Ball

Drill # 8 ➔ Right Hip Pivot

Learning to shift the weight correctly is sometimes misunderstood and creates over use of the hips in the beginning of the swing.
The purpose of this drill is to separate the movement between the shoulders and the hips at the beginning of the back swing. We want to move the shoulders first. Use the Impact Master wedge and extension. You can also use a medicine ball or practice shag bag.

In Fig. 23, from frame 1 to frame 2 the shoulders have initiated the back swing with the lower body remaining steady. The left shoulder coils slightly across the body with the arms and shaft following in that order. In frame 2, notice how the left arm is down and has moved approximately 45 degrees and remains extended. The right hip begins to receive the weight and the right knee maintains its flex. Maintain the tilted spine angle to the right side keeping the head behind the ball. In frame 3 as the shoulder increases the coil note the weight is starting to move into the right hip or the right side. At this point hold for a three count.

Min. reps 3   Max. reps 15

Min. sets 1 Max. sets 3
Drill #7 ➔ Getting Behind the Ball

Weight shift is both over and under used in the golf swing. We want to show you how simple the weight shift to the right side can be.

Fig. 24

The purpose of this drill is to teach you how to get behind the ball creating power and accuracy in the golf swing. Take the Impact Master wedge and insert the extension. Remember to tilt to the right setting up with the head behind the ball. Start at the address position with a narrow stance.

In Drill #7 Fig. 24, frame 1 to frame 2 (P1), the coiling motion of the shoulders is pulling the weight into the right side naturally. The weight at this point does not have to move any more. As the rotation continues from P1 to P2 (frame 2 to 3) the weight shift has completed allowing us to get behind the ball. Position 2 or (P2) in the Impact Master System is not the complete back swing of a full swing.

Fig. 25

In Drill #7 in Fig. 25, using the Impact Master wedge and extension you can see how the address position creates the hands ahead of the golf ball in frame 4. Moving into P1 the weight is beginning to shift as a result of the early shoulder coil. As you continue into frame 6 (P1 to P2) the shoulder coil increases and increases the shift into the right side. In P2 watch the natural loading (wrist cock) of the club creating leverage to strike the ball.

Min. reps 3   Max. reps 15

Min. sets 1   Max sets 3