

# Isaac Calden, PGA Professional Portfolio



## My Teaching System

The core of my teaching system is communication. Deep knowledge of the golf swing, biomechanics, equipment, and launch monitor data is irrelevant if it cannot be translated into clear, actionable guidance. Golfers should never be burdened with deciphering technical jargon—it is the instructor’s responsibility to simplify complex concepts into directions that golfers can immediately understand, apply, and feel confident executing. When golfers clearly understand the big picture, the intricacies of their golf swing can self-correct.

It is possible to teach innovative and modern golf instruction without the overuse of technology. Overthinking is such a common issue among golfers, and overdependence on technology leaves golfers without the vital skills actually needed to perform on the golf course. Any technology I use is for a specific reason ... to be objective in measuring improvement. The right balance of launch monitor data, strokes gained data, and video analysis provides a solid basis to assess progress.

I integrate drills and exercises into my instruction that provide golfers with immediate, tangible feedback. These drills are designed for independent practice, equipping golfers to continue improving without constant supervision. Because ultimately, my job as an instructor is to empower golfers to play golf at the skill level they desire without needing me at their hip providing feedback on every swing.

A cornerstone of my system is on-course instruction. Limiting instruction to driving ranges or simulators does a disservice to golfers. My ultimate mission is to help players lower their scores and enjoy the game more, which almost always involves refining their on-course strategy and mindset. Many golfers can drop their scores without altering their swing by simply adjusting their decision-making process and building confidence. As the brilliant sport psychologist Dr. Roberta Kraus taught me, “less is best”.

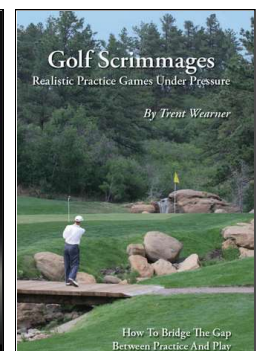
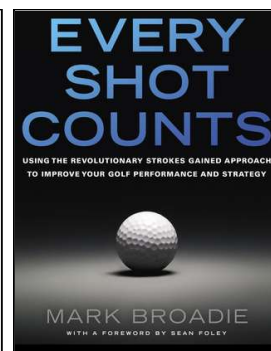
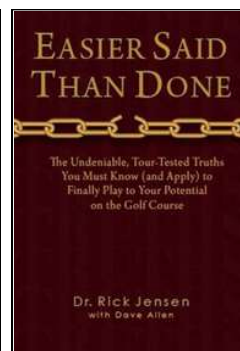
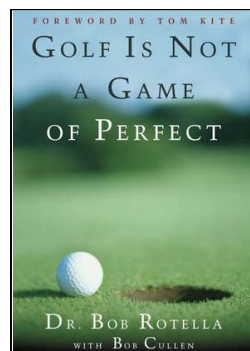
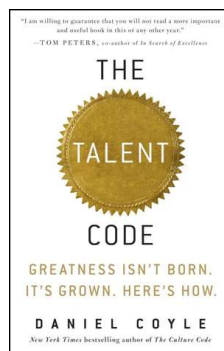
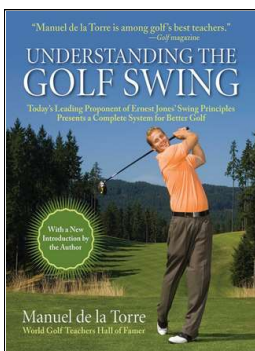
Finally, I believe in maintaining a growth mindset. The golf instruction landscape is ever-evolving, and I am committed to staying open to new evidence, ideas, and methods that can enhance results for my clients. Without being accountable for the results and willing to change, we as professionals will come up short in creating the most engaged and fulfilled golf community possible. Adaptability and innovation are essential to achieving continued success for golfers and for the future of the industry.



## Some of My Inspiration:

*“It has to be understood. It has to be proven correct. It must be undeniable.*

*And it must be simple ... must be simple” - Manuel De La Torre*



# Golf Made Simple Teaching Experience

## About Golf Made Simple

Established in 1999, Golf Made Simple is a premier golf instruction company committed to simplifying the game for golfers of all levels. While working with Hampton Golf, Troon, Marriott Golf, as well as independent golf courses ... GMS has taught over \$35,000,000 in golf lessons since 2004. Accomplished through taking care of the over 13,000 golfers who have attended a GMS program. Our mission is clear: to make golf enjoyable by focusing on each golfer's improvement and satisfaction. We provide a simple, comprehensive approach to golf instruction for all skill levels.

## Golf Made Simple Training

- To become a Certified GMS Instructor I completed a five week, 240 hour training focused on how to deliver effective lessons.
- Participated in a 30 hour Instructor Training Weekend focused on building team camaraderie and coaching skills.
- Took turns presenting in a weekly 1 hour team meeting to continuously discuss new ideas and ways to improve.
- Learned the cores of simple instruction including communication styles to different personalities, diagnosing the "root cause" of the problem through effective questioning, avoiding common faults in teaching etiquette, and how to follow a system.
- Applying the method of "Ask Don't Tell" to better understand WHY golfers want to improve and to check their understanding.
- How to engage groups and encourage participation from the golfers when presenting lessons and concepts.
- Integration of simple drills and games into the lessons to empower golfers to improve on their own and practice effectively.
- Demonstrating professionalism and outstanding etiquettes with greetings, lunch procedures, and lesson closings.
- Understanding how to build relationships through empathy and genuinely caring for the customer experience.

## Notable Teaching Experiences

- Taught over 500 golfers from 14 different countries and close to 3,000 holes of on-course instruction.
- Created instruction videos and printable resources for golfers to utilize in their continued improvement and practice.
- Built relationships with a diverse demographic that includes golfers who frequent the best golf resorts in the world and members of private clubs such as; Sebonack Golf Club, Southampton, NY | Quaker Ridge Golf Club, Scarsdale, NY | Hudson National, Croton-on-Hudson, NY | Martis Camp, Truckee, CA | Silverleaf Country Club, Scottsdale, AZ | The Vintage Club, Indian Wells, CA | Bighorn Golf Club, Palm Desert, CA | The King Kamehameha Golf Club, Waikapu, Maui, HI

### Instructor Drill Presentation Template

1. *This is the drill*
2. *Demonstrate the drill correctly*
3. *This is **WHY** we are doing the drill (make sure they understand how it relates to their swing)*
4. *Show the drill correctly again*
5. *Show the bad way to do the drill (make sure they understand how it relates to their swing)*
6. *Demonstrate the drill correctly again*
7. *Help Golfers HANDS ON to feel the drill correctly (Always ask permission before touching the Golfer)*



# XGolf Denver Experience

## XGolf Teaching Programs Implemented

- **Bombs & Brews Driver Clinic** - A fun event for 10 participants where we focused on key elements to driving distance and concluded with a long drive contest. Breckenridge Brewery sponsored the event with new beer tastings and long drive prizes.
- **Corporate Event for Chubb Insurance Resulting in Weekly Clinics** - Held a 2 hour beginner golf clinic for 12 employees of Chubb. Due to overwhelming positive feedback, the organizer scheduled 10 weeks of clinics with up to 6 golfers per clinic. This opened up new revenue opportunities that no other XGolf in Colorado had previously done with corporate events.
- **Game Analysis with Lesson Packages & On-Course Instruction** - Each new client received a 2 hour game analysis to measure their starting point and set a plan for improvement. I made an agreement with the nearby Wellshire Golf Course to provide on-course instruction as a critical piece of each lesson series. The indoor options allowed for superior off-season training as well.
- **Strategically Built Up a Lesson Book from Scratch** - As a brand new facility, I needed to be creative to attract clientele and spread the message of our new offerings. This included donating certificates for a game analysis and 3 hours of lessons to local fundraisers. I also participated as a sponsor in scramble tournament and offered a free swing analysis to golfers passing by our booth on the course. Another creative, fun initiative was including a free game analysis as a prize in our weekly leagues for the highest net score ... which fostered some great banter and camaraderie among the leagues.



## XGolf Denver Business Development & Administration

I played a key role in the successful opening of the Denver location, overseeing critical aspects such as simulator installation, food and beverage setup, contractor coordination, and the creation of a state-of-the-art teaching bay featuring Swing Catalyst video technology. I helped manage the simulator booking schedule, balancing public play, lessons, and special events. Ensured smooth operations by assisting the General Manager with staff training on simulator use, customer experience, and overall responsibilities. We also collaborated on social media and marketing campaigns to become the top grossing XGolf in America.

To enhance customer offerings, I created rental club agreements, trained staff in club rentals, and managed the inventory of Callaway clubs. Additionally, I established a new Callaway account for club fittings, attended product training, and began selling equipment to provide a complete golf experience for clients. These initiatives demonstrate my ability to manage facility operations, drive revenue, and deliver exceptional customer service.

# Additional Coaching Experience & Education

**The First Tee 2016 to 2020** - My role at The First Tee of Pikes Peak was to ensure the junior golfers are safe, having fun, learning key golf fundamentals, and applying the nine core values of The First Tee: respect, responsibility, confidence, courtesy, sportsmanship, honesty, integrity, perseverance, and judgment.

**The First Tee of Pikes Peak & Girls High School Golf Clinics 2019** - Worked alongside Maggie Hartman in delivering golf clinics to girls from a variety of Colorado Springs high schools. Utilized my golf school experience to design curriculum for the clinics.

**Linkers Junior Golf at Cherokee Ridge** - Learn from Todd Laxson how to facilitate effective, organized junior golf programs.

**Colorado Springs School for the Deaf & Blind at Cherokee Ridge** - Collaborated with interpreters and group leaders to coach deaf & blind juniors through a fun and empowering three week instruction program.

**U.S. Olympic Committee FLAME Golf Clinic at Flying Horse Country Club** - Assisted with the delivery of a clinic for about 50 beginners designed to promote diversity and inclusion in golf, sports, and business.

**Eagle Ranch Junior Golf** - Assisted twice a week with The First Tee junior programs and taught private lessons with a high school player and beginner. I developed in “adaptable coaching” and communication with a 5 week program for juniors with disabilities.

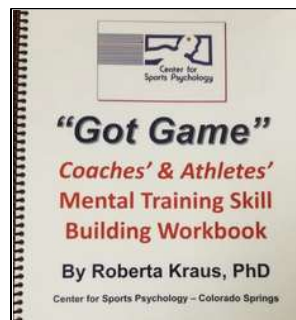
**Estes Park Junior Golf** - Volunteer Coach in 2015 and Staff Junior Golf Instructor in 2016. Under the mentorship of the Head Professional I found a passion for teaching and decided to pursue PGA Golf Management at UCCS.

**PGA Teaching & Coaching Training** - Attended PGA Show Teaching & Coaching Seminars, SCPGA Player Development & Youth Summit, and Education Seminars in Section Meetings. Listened to and engaged with speakers such as Matt Reagan with Operation 36, Dr. Rick Sessinghaus with Flowcode Academy, Tim Cusick with PGA Coaching Center Frisco, Tom Morton with Morton Golf, Trevor Ragan with The Learner Lab, Brady Riggs with PGA West, and more.

**Golftec University for a Day Training** - Attended a full day of Golftec University training with an overview of the Golftec approach. Learned about their use of video, kinematics, and launch monitors to deliver instruction and the importance of equipment fittings.

**Sports Psychology & Golf Mental Game Workshop with Dr. Roberta Kraus, PhD** - Hosted by Leighton Smith, this mental game workshop sparked my continued interest in sports psychology. Mental training has become a foundational part of my coaching.

**PGA Golf Management Teaching & Coaching** - My favorite class at UCCS that impacted my teaching the most was “Anatomy and Exercise Science, Applications to Golf” with Dr. Jeff Broker. Earned a 4.0 GPA in all PGM instruction related coursework.



# Golfer Testimonials



"I credit you with these from our Club Championship. Ladies B Flight (hc 10+) and Seniors (both gross), and 1 stroke off Club-wide Net champion. Many thanks. The swing correction I got was fundamental! I think about it every swing." -- **Lori R.**

"Hey Isaac ... Just to let you know I have 1 of my scores in the 70's ... a 78, along with 2 80's!! Anyways just wanted to let you know I'm on my way to hitting my objective of having at least 5 games in the 70's this year. Have a great summer ahead!!" -- **Fred C.**

"Isaac: Thanks for a great experience. I golfed Big Rock the next day (yes, I was sore!). My husband saw a significant improvement in my power on drives and mid-course. I was hitting 130+ yard drives – landing on the fairway! - which is darn good for me. As I mentioned before, your "personal brand" was impressive: Your image (dressed for golf success + affirming + friendly). Your competence (golf knowledge & skills). Your connecting with us (multiple points of commonality). And your intent (prepared, focus on us & our improvement + enjoyment) ... all wrapped up in your passion for golf. You've found your calling. (or one of them!)" -- **Sue S.**

"Hello Isaac, Four weeks since GMS. Attached is a screenshot of my handicap index. Down five points. My game has been steady in the high eighties. Used to be mid to high nineties with some over 100. GMS has been a game changer. Finding that doing the drills while waiting for my turn is a great help to keep my game consistent. Thanks for all your great instruction." -- **Edward E.**

"Fantastic experience! Isaac was both personable and knowledgeable. In an age of internet overload and over-complication this school delivered exactly as promised and served to simplify the swing into the base components. Can't wait to get out there and continue the journey forward!!!" **Later Follow Up:** "My driver is becoming the best club in my bag. Played 6 rounds and have easily dropped 5 strokes and trending in the right direction." -- **Joe J.**

"Hi Isaac- Thanks so much for your time and energy yesterday and for taking the time to send this email with the plan! I thoroughly enjoyed the class and plan to apply what I learned. I will get out to the website and re-commit to the drills. Good luck with your the rest of your programs at Seaview!" **Later Follow Up:** "Today- the day after our class- I got a hole-in-one on a 76 yard Par 3 at Southmoore in Bath, PA! The ball dropped 9" away and rolled into the cup. Very exciting! Your instruction is paying off!" -- **Deb B.**

Read 50+ More Real Golfer Testimonials at [www.IsaacCalden.com/testimonials](http://www.IsaacCalden.com/testimonials)



# Golf Operations & Tournaments

## Golf Operations

**Estes Park Golf Course | Estes Park, CO:** Outside Services, Starter, Range Attendant

**Eagle Ranch Golf Club | Eagle, CO:** Golf Shop Staff, Outside Services, Junior Golf, Tournaments

**Cherokee Ridge Golf Course | Colorado Springs, CO:** Golf Shop Staff, Junior Golf

**Golf Made Simple Partner Facilities:** Coordinated with golf operations, tournament/special event coordinators, and food & beverage managers to deliver premier golf school experiences at 12 partner facilities; Centennial Golf Club, Carmel, NY | Seaview Golf Resort, Galloway, NJ | Falcon's Fire Golf Club, Orlando, FL | Grande Vista Golf Club, Orlando, FL | Indian Wells Golf Resort, Indian Wells, CA | Westin Rancho Mirage, Palm Springs, CA | SilverRock Golf Resort, La Quinta, CA | Whitehawk Ranch Golf Club, Clio, CA | Ak-Chin Southern Dunes, Maricopa, AZ | Lookout Mountain Golf Club, Phoenix, AZ | Bella Vista Golf Course, Coldwater, MI | The Bog, Saukville, WI

## Tournaments

**XGolf Denver:** Facilitated tournaments, leagues, and special events. We ran up to four weekly leagues with 30-42 players per league, multi-day tournaments with over 50 players, and special events with up to 75 guests competing in closest to the pin, putting challenges, and long drive contests.

**PGMSS President 2018-2019:** Oversaw the planning and preparation of the Annual Family & Friends Tournament & Banquet. Collaborated with Tournament Committee on all PGMSS tournaments.

**PGMSS Tournament Committee 2017-2018:** Created scoreboards and facilitated scoring procedures for PGMSS tournaments and the Family & Friends Tournament. Played a significant role in the GMG Cup; a two day, Ryder-Cup style match-play tournament between UCCS and NMSU. Responsibilities included creating scoreboards, scoring area set up, announcing players off the first tee, delivering lunches, conducting scoring, and breakdown.

**Eagle Ranch Golf Club 2017 Adult/Junior Golf Tournament:** Worked closely with the Head Professional to deliver the Annual 9-Hole Adult/Junior Tournament. Responsibilities included confirming teams, pairings, tournament set up, opening announcements, scoring, and conducting the awards ceremony.



**2017 Adult/Junior Golf Tournament**

**Sunday, June 18th & July 30th**

**4:00pm Shotgun Start (Check-in by 3:30pm)**

**Entry Fee:** Passholders (per person) - \$25.00  
Non-passholders (per person) - \$45.00

**Format:** 2-Person Scramble, 9 holes  
1 Adult with 1 Junior (under 18)

**Age Groups:** 6 to 8 (150 post), 9 to 11 (Junior Tees), 12 to 14 (Red Tees), & 15 to 17 (Boys Blue Tees & Girls Red Tees)

**Dinner, prizes, and a raffle will follow play, which is included in the fee.**

**Sign Up in the Golf Shop or call 970-328-2882 Ext.1.**  
**Entry deadline is Friday, June 16th and July 28th.**

# Golf Made Simple Business Development & Administration

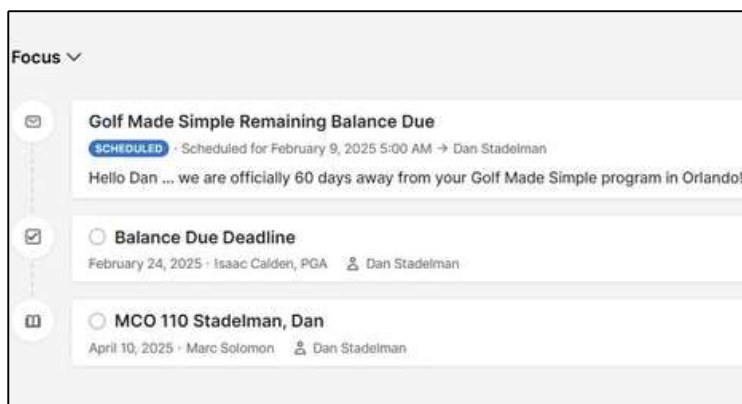
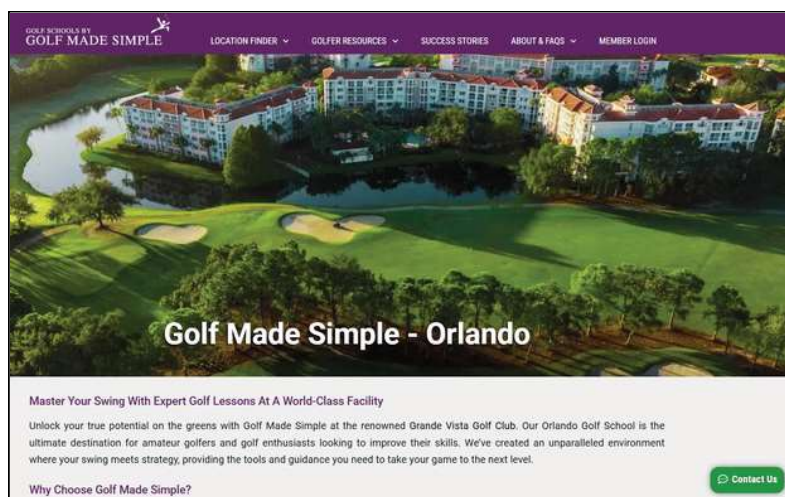
With a focus on streamlining operations and enhancing client engagement, I have led several transformative business development initiatives for Golf Made Simple. I successfully migrated CRM and email marketing databases of over 20,000 golfers into modern, cost-effective platforms, improving data analytics, sales efficiency, booking processes, and personalized campaign strategies. I also transitioned business email, calendar, and document sharing to Google Workspace, unifying previously disjointed systems for better collaboration, efficiency, and security. We multiplied the number of 5-Star Google Reviews through effective follow up emails and customer surveys.

To support past and returning clients, I developed the "GMS Club Member Portal," a centralized resource hub featuring instructional videos, email signup options, and follow-up visit opportunities. Additionally, I completed a comprehensive website overhaul to ensure a user-friendly, modern, and mobile-responsive design with boosted SEO performance. My contributions extended to social media marketing, content planning, and refining the brand identity by modernizing the logo.

As part of improving internal processes, I oversaw recruitment and training for new instructors, enhancing team dynamics and the overall staff experience. Collaborating with a new bookkeeper, I implemented revenue classification systems by location, instructor, and class type, providing greater clarity for financial analysis and planning. These efforts exemplify my commitment to driving efficiency, fostering growth, and creating value for both clients and staff.

## Experience Included in the Following Pages:

- Email Marketing and Newsletter Growth
- CRM Software and Booking Management
- New Curriculum Development - GMS Refresher Classes
- Business Growth - Instructor Recruitment and New Location Acquisition
- Financials - Revenue Tracking, Facility Billing, and Profitability Projections



# Email Marketing & Newsletter Growth

Aside from word of mouth, the "Golf Improvement Weekly" newsletter is Golf Made Simple largest source of qualified leads. When I came back to Golf Made Simple in 2022, we were using Zoho Campaigns for email marketing. To revitalize the newsletter, I migrated 15,000 contacts to Mailchimp and discovered an additional 5,000 contacts who had fallen off the email list in past migrations ... creating a new database of over 20,000 golfers. Mailchimp allowed us to better integrate CRM data with our email lists to begin more personalized and targeted campaigns. I also implemented a new segment called "The GMS Club" who are golfers who have attended a school in the past and became a strong email list for new programs designed for return visits. New subscriber rates have also increased with the addition of a golf instruction "Buyer's Guide" that golfers receive when signing up to the email list. This attracts quality leads and provides value in exchange for their email where we can increase class inquiries.

## How The Golf Improvement Weekly Newsletter Can Help You

Join a community of over 20,000 Golfers striving for more fun and satisfaction on the golf course. Receive simplified golf advice with actionable steps you can apply to improve your golf swing and mental game. See improvements to your distance, accuracy, consistency, and overall golf knowledge. Stay updated with our current locations and instruction offerings.

[SUBSCRIBE TO GOLF IMPROVEMENT WEEKLY](#)

## Catch Up On Past Newsletters

11/26/2024 - The Misconception About Power In Your Swing - Golf Made Simple

11/19/2024 - Why Most Golfers Fail To Improve and How To Break Free - Golf Made Simple

11/13/2024 - Finding Your Best Golf Swing - Golf Made Simple

11/05/2024 - One Swing At A Time: Discovering Your True Swing - Golf Made Simple

10/29/2024 - Are You Trying To Swing With Someone Else's Blueprint - Golf Made Simple

GOLF SCHOOLS BY  
GOLF MADE SIMPLE

LOCATION FINDER

GOLFER RESOURCES

SUCCESS STORIES

ABOUT & FAQS

MEMBER LOGIN

Choose the best golf lessons with these 12 simple questions that will help you gather essential information and ensure that the instructor you choose aligns with your needs and expectations

## 1. DO YOU BELIEVE IN THE PHILOSOPHY OF "YOU HAVE TO GET WORSE BEFORE YOU GET BETTER"?

At GMS, we do not subscribe to this philosophy. We believe that you should see improvement from the very first day of instruction. If you are not getting better right away, the instruction plan may be incorrect for your game. Our approach ensures that you see tangible improvements quickly, helping you build confidence and skill from the get-go.

## 2. DO YOU TEACH A PRE-DETERMINED OR 'ONE-SIZE FITS ALL' SWING?

At GMS, we do not believe in a one-size-fits-all approach. At GMS, we understand that every golfer is unique. Our instructors help each golfer develop a personalized swing that suits their ability level, physical attributes, and practice time. We encourage you to ask any golf school how they tailor their instruction to individual needs. Many will struggle to provide a satisfactory answer. At GMS, we have a proven process for helping you find your swing.

To read the full buyer's guide with all 12 questions, enter your email below:

[SEE THE FULL BUYER'S GUIDE](#)

## Welcome to Golf Improvement Weekly!

GO AHEAD ... BE A PLAYER

[Catch Up On Past Newsletters](#)

## You're Joining a Community of Golfers Dedicated to Making Golf More Simple & Enjoyable

Get ready for weekly tips on how to improve your distance, accuracy, consistency and strategy on the golf course. Golf advice that makes sense and has actionable steps you can take to start having more fun playing golf. We'll also keep you informed about Golf Made Simple's current lesson offerings and promotions. Stay tuned!



www.GolfMadeSimple.com

## 12 Questions To Ask Before Buying Any Golf Instruction: A Buyer's Guide From The Pros



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### 3. DO YOU INCLUDE ON THE GOLF COURSE INSTRUCTION?



# CRM Software & Booking Management

When first diving into business operations with Golf Made Simple, my tech skills stood out and I led the migration from Salesforce to Zoho CRM in 2020. This saved the business nearly \$300 per month and provided us with an opportunity to audit the sales process for improved efficiency. While Zoho CRM helped streamline certain sales steps, the software lacked in user-friendly simplicity. As a result, I found Pipedrive CRM which organized the sales funnel into more clear stages and required less tech skills from the salesperson. Pipedrive also enabled improved email automations for billing and confirmations, reducing the chances for human error and less workload for the salesperson.

A major improvement to our administration process was migrating the previously disorganized business tools over to Google Workspace. We experienced improved email deliverability with less emails going to spam. Business documents, class photos, and instruction videos were consolidated into Google Drive. The golfer registration forms synced directly to our CRM and Google Calendar. Plus we achieved greater security for sensitive information.

Something Golf Made Simple always strived for but was missing the tools to accomplish, was more detailed data on customer profiles. To enhance the sales process and create effective email lists, I cleaned and refined customer profiles to include helpful information about their golf game, where they live, and past class visits. This data also allowed for the creation of email lists from "Lost Deals" who are golfers that inquired but did not book their class, yet are likely to in the future.

The screenshot shows the Pipedrive CRM interface with a search bar and a '+ Deal' button. The top right corner displays a total value of \$110,741.49 and 110 deals. The main area is divided into four columns representing different deal stages:

- Qualified Inquiry:** \$31,066.33 · 60 deals. Deals include Ted Gatlin's Deal (Nov 30, 2024, Orlando, 1 Golfer, 2-Day, \$1,034), Rod Rolls's Deal (Dec 12, 2024, Orlando, 1 Golfer, 3-Day, \$1,551), and Deborah Barrett's Deal (Mar 8, 2025, Orlando, 4 Golfers).
- HOLD Created & Invoice Sent:** \$6,204 · 3 deals. Deals include Ricardo McKenzie's Deal (Nov 2, 2024, Orlando, 2 Golfers, 2-Day, \$3,102), Saiqa Khawja's Deal (Feb 17, 2025, Orlando, 1 Golfer, 3-Day, \$1,551), and Dan Stadelman Deal (\$1,551).
- Remaining Balance Due Before 45 Days:** \$46,937.16 · 30 deals. Deals include Martha Whitty Deal (Jan 20, 2025, Orlando, 3-Day GMS Club Refresher, \$1,476), Maureen Englehart Deal (Jan 23, 2025, Orlando, 2 Golfers, 3-Day, \$1,551), and Denise Englehart's Deal (Jan 23, 2025, Orlando, 2 Golfers, 3-Day).
- Scheduled Golfers:** \$26,534 · 17 deals. Deals include Helen West's Deal (Nov 25, 2024, Orlando, 1 Golfer, 3-Day, \$1,551), Gina Ringgenberg's Deal (Nov 25, 2024, Orlando, 1 Golfer, 2-Day, \$1,034), and Luis Feld Deal (Dec 7, 2024, Orlando, 2 Golfers).

Manage email templates

Template Name	Date	Sender
<input type="checkbox"/> Location Inquiry pre-80 Days Dates Available	Jul 16, 2024	Isaac Calden, PGA
<input type="checkbox"/> HOLD Email - Full Payment Due	Jan 12, 2024	Isaac Calden, PGA
<input type="checkbox"/> Orlando Deposit Confirmation	10/01/2023	Isaac Calden, PGA
<input type="checkbox"/> MCO 60 Days Out (2-Day x 1 Golfer)	11/08/2023	Isaac Calden, PGA
<input type="checkbox"/> MCO 60 Days Out (2-Day x 2 Golfers)	11/21/2023	Isaac Calden, PGA
<input type="checkbox"/> MCO 60 Days Out (3-Day x 1 Golfer)	11/03/2023	Isaac Calden, PGA
<input type="checkbox"/> MCO 60 Days Out (3-Day x 2 Golfers)	Jan 1, 2024	Isaac Calden, PGA
<input type="checkbox"/> 46 Days Out Reminder	Jun 26, 2024	Isaac Calden, PGA
<input type="checkbox"/> Orlando Full Payment Confirmation	07/24/2023	Marc Solomon
<input type="checkbox"/> Orlando GMS Club Confirmation	Jan 12, 2024	Isaac Calden, PGA
<input type="checkbox"/> Re-confirm (No Registration Form)	Jun 26, 2024	Isaac Calden, PGA
<input type="checkbox"/> Re-confirmation (Registration Received)	Jun 26, 2024	Isaac Calden, PGA
<input type="checkbox"/> Spain Deposit Confirmation	10/20/2023	Isaac Calden, PGA
<input type="checkbox"/> Spain - Full Payment Confirmation	Feb 11, 2024	Isaac Calden, PGA
<input type="checkbox"/> Post-Class Email	Feb 10, 2024	Isaac Calden, PGA
<input type="checkbox"/> GMS Club Refresher Review	Jan 25, 2024	Isaac Calden, PGA
<input type="checkbox"/> Tahoe Deposit Confirmation	Mar 11, 2024	Isaac Calden, PGA
<input type="checkbox"/> Tahoe Full Payment Confirmation	Apr 17, 2024	Isaac Calden, PGA
<input type="checkbox"/> Tahoe Refresher Confirmation	Mar 11, 2024	Isaac Calden, PGA
<input type="checkbox"/> LT 60 Days Out (2-Day x 2 Golfers)	Apr 26, 2024	Isaac Calden, PGA
<input type="checkbox"/> LT 60 Days Out (2-Day Refresher x 2 Golfers)	Mar 29, 2024	Isaac Calden, PGA
<input type="checkbox"/> LT 60 Days Out (3-Day x 1 Golfer)	Apr 26, 2024	Isaac Calden, PGA
<input type="checkbox"/> LT 60 Days Out (3-Day x 2 Golfers)	May 8, 2024	Isaac Calden, PGA
<input type="checkbox"/> Class Recap - 1-Day Refresher	07/30/2023	Isaac Calden, PGA

**PROGRAM DETAILS**

**PROGRAM START DATE:**  
Nov 26, 2024

**PROGRAM TYPE:**  
2-Day

**MEETING TIME:**  
8:30 AM

**END TIME (Approximately):**  
3:30 PM

**MEETING LOCATION:**  
Grande Vista Golf Club (12001 Ave Verde, Orlando, FL 32821)  
Backside of Clubhouse by the Golf Carts and Practice Greens

\*If you are staying on property ... Buildings 95 to 100 are closest to the golf course  
[Click For Property Map](#)

**INSTRUCTOR NAME:**  
Garret Howell, PGA

**WHAT'S INCLUDED IN THE PROGRAM EACH DAY:**  
 4 hours of instruction on the practice range & short game areas  
 6 holes of On-Course instruction  
 Play the remaining 3 holes after class if you'd like  
 Lunch includes a non-alcoholic beverage, your choice of salad, burger, handheld, as well as server gratuity  
 If you'd like alcohol, appetizers (shareables), premium sides ... please notify server you'll do this separately from the Golf Made Simple bill

**GMS REGISTRATION FORM**

This Registration Form takes less than 10 minutes to fill-out. It includes a mandatory waiver form and a self evaluation that will tell us more details of your golf game now and where you would like to see it after attending Golf Made Simple. This information will help your instructor provide the best, personalized learning experience possible.

Please complete your registration here - [GMS Registration Form](#)

# Golf Made Simple Refresher Class Design

One of my most successful initiatives was the addition of GMS Refresher Classes designed to re-engage past clients. In May 2023 we started testing product viability with 1-Day Refresher Clinics once per month through August. Due to the positive feedback and quickly sold-out classes, we made 1, 2, & 3-Day Refresher Classes a regular staple in our schedule at the new Orlando location in November of 2023. Golf Made Simple customers who had not been to a school for 10+ years were coming back excited about a program designed specifically for them. The implementation of specialty golf schools for returning customers has been a pivotal change in the way Golf Made Simple engages with their customers and paved a new future of Golf Made Simple opportunities.

## Instructor Overview

### GMS Refresher Program

#### Overview

- Be frank, there will not be two shots in a row done without a PLAN. Prepare the Golfer's expectations. Help them change their intentions and mental focus.
- Use the questionnaire to understand what they remember. They remember what they feel, but not the specifics. We want to reignite these feelings of success. Reinforce what they forgot.
- Focal points:
  - **Balance:** everything is connected to balance and if everything is moving in balance the swing moves better. Explain the triangle of COG.
  - **Planning:** two steps plan, one step swing. Need to be in a focused state of mind before each shot. Not focused on the last shots, good or bad. See what's there.
  - **Breath Work:** most golfers are breathing into their chest and not getting the right oxygen to their body. Understand how other athletes and sports breathe. Shooting breathing work and archers.
- Use the ratings from 1-10 to score their balance, their result, and the ball strike quality.
- When it comes time to On-Course, it's time to separate context from action. If the **intention** is correct, the action will be good. Understand the scenarios they face on the golf course: are they worried about the group behind, chatty people, staying in focus with the many distractions faced. Show we understand what they feel on the course. Think 'Frantic Golfer' demonstration.

### Day 1 Schedule of Events

#### (9:30 - 9:40) Interview Time

- Understand how the Golfer is feeling that day ... physically & mentally
- Determine their personality type & profession

#### (9:40 - 11:30) Center Forward Drill & Tick Tock

- Review Results Based Approach
- 10 Balls for starting point
- Review making a PLAN. Rehearsal Swing vs. Practice Swing ... Big Difference
  - Set expectations of making a PLAN every single shot
- Review Cause & Effect of COG with more emphasis on balance.
- Four Factors of Ball Striking Practice
  - Contact (10 Balls) to 12 Yard Box
    - Explain the "balance triangle" and how most golfers do it backwards.
  - Length of Swing (10 Balls) to 12 Yard Box
  - Pace of Swing (10 Balls) to 12 Yard Box
  - Loft / Go-To Shot (12 Balls) to 22 Yard Box
    - Add Breath Work and how it pairs with Visualization
  - Combine Everything for 10 Balls to 37 Yard Box with Go-To Shot

#### (11:30 - 12:30) Personalized "Practice Like A Player"

- Based on wedge ball striking and questionnaire ... The instructor has each Golfer practice the best drill for them to an appropriate target. This could be with any club from wedges to drivers.
- Focus of the instruction is in the "think box" ... where Golfers are doing drills between each shot.
- Ensure low BPM during this practice with deliberate drills / feels before every shot.
- If Golfers are hitting shots beyond the 37 yard box ... set up a gate to hit through.

#### (12:30 - 2:00) Lunch & 20 min Break

#### (2:00 - 3:00) Putting Must Make Putts

- 3ft and 6ft tees at North, South, East, West
- Make 2 putts to move back, make 1/2 to stay put, miss both to start over

## Customer Overview



### 2-Day Refresher Itinerary

*\*Listed times vary based on location and weather ... confirmation emails will provide official times*

#### DAY ONE

##### 9:00 - 9:10 AM: Meet Your Instructor

Begin your day with a warm welcome from your Instructor at the designated meeting location. We'll set the tone for an exciting and productive day, rekindling the joy and success you experienced during your first visit.

##### 9:10 - 10:30 AM: Refresh on the Golf Made Simple Factors of Ball Striking

Rediscover your passion for the game by focusing on the key factors of ball striking. In just the first 20 shots, you'll remember why you returned to Golf Made Simple. We'll revisit the classic GMS Impact Drill, helping you achieve crisp, centered contact more consistently. Gain a deeper understanding of your swing's strengths, weaknesses, and the necessary corrections to enhance your best contact.

##### 10:30 AM - 12:00 PM: Practice Like a Player

This session is tailored to your specific needs, offering personalized coaching on everything from your driver to your wedges. We'll reinforce the "See it - Feel it - Do it" pre-shot process, ensuring you can transfer your improvements to the course with maximum consistency. Leave with a customized PLAN for improvement and a deeper understanding of GMS drills and concepts.

##### 12:00 - 1:15 PM: Lunch and Break Time

Enjoy a relaxed lunch with your Instructor, included in the program. This is your time to recharge and prepare for the afternoon sessions while your Instructor sets up for the next activities.

##### 1:15 - 2:30 PM: Putting Drills

Enhance your putting skills with GMS techniques and familiar drills taken to the next level. You'll feel a smoother stroke, solid contact, and more precise distance control. Make your practice more engaging by gamifying the experience to simulate on-course pressures.

##### 2:30 - 3:00 PM: Green Reading & Prep for On-Course Instruction

Strengthen your process for reading putts and accurately judging distances. Follow a few simple steps before each putt to drop strokes from your handicap. Rest up and stretch out in preparation for some on-course fun.

##### 3:00 - 4:00 PM: On-Course Instruction

Your Instructor will guide you for six holes of golf, offering their expert course management. Stick to the PLAN you developed earlier in the day, and you'll find new confidence on the course.

##### Recap the Day & Create Your PLAN

Wrap up the day by reviewing your progress with your Instructor. Take notes, ask questions, and solidify your PLAN for continued improvement. Understand the next steps to reach your golfing goals and leave feeling motivated for day two. You may choose to play more holes after class if you wish.



# Instructor Recruitment & New Location Acquisition

My duties as Director of Instruction began after fostering a relationship with our new Orlando location to be able to negotiate an agreement to allow us to hold two classes at a time. Starting in January 2024, I trained two contractors to come in as temporary instructors until finding a facility manager and two full time instructors to take our place when we relocate to Summer-time facilities. This experience allowed me to work with highly experienced instructors to further improve the Golf Made Simple programs and now oversee a self-sufficient team of instructors who lead the Orlando location. Securing new locations involves great attention to detail when understanding the unique facility needs and how programs fit into the operation unencumbered.

GOLF SCHOOLS BY  
**GOLF MADE SIMPLE**

## Join Golf Made Simple: Elevate Your Career in Golf Instruction

Golf Made Simple is thrilled to announce an exceptional opportunity for a **full-time, year-round golf instructor** to join our esteemed team. If you're a passionate golf professional with a drive to teach and elevate golfers' skills, this position is tailor-made for you.

Our instructors dedicate their energy entirely to what they love ... teaching and coaching.

At Golf Made Simple, you won't need to worry about signing people up for lessons, sales, marketing, bookings, payments, etc ... this is all done by our office team so you can focus on teaching without the pressure of constantly finding new students.

### Why Choose Golf Made Simple?

- **Guaranteed Salary (Based on Experience):** We value your expertise and dedication with a competitive salary package.
- **Profit Sharing Opportunities:** Share in the success you help create.
- **5-Day Work Week:** Enjoy a balanced schedule to maintain your passion and energy.
- **Staff Uniforms Provided:** Shirts, pants, shorts, hat showing your professionalism, while feeling a part of the team from day one.
- **Teaching at First-Class Golf Facilities:** each day of work is at a high quality golf course/resort with a practice facility designed for an ultimate coaching/learning experience.
- **Daily Lunch Provided When Teaching:** Stay energized throughout the day with provided meals.
- **Coaching On The Golf Course Each Afternoon:** Go beyond strictly standing on the range tee teaching swing lessons and experience the fun of on-course coaching.
- **Continued Education:** Refine your skills with continued education and training to become the best golf professional you can be.

### About Golf Made Simple

Established in 1999, Golf Made Simple is a premier golf instruction company committed to simplifying the game for golfers of all levels.

While working with Hampton Golf, Troon, Marriott Golf, as well as independent golf courses ... GMS has taught over \$35,000,000 in golf lessons since 2004. Accomplished through taking care of the over 13,000 golfers who have attended a GMS program.

Our mission is clear: to make golf enjoyable by focusing on each golfer's improvement and satisfaction. We provide a simple, comprehensive approach to golf instruction for all skill levels.

Join us at Golf Made Simple and embark on a fulfilling career in golf instruction. Let's make golf simple and enjoyable together. Be a part of something exceptional—be a part of Golf Made Simple.

*"At Golf Made Simple, our instructors enjoy guiding golfers through the complete learning process, from the practice range to the golf course. It's not just about swinging a club—it's about playing the game."*  
- Isaac Calden, PGA (Director of Instruction)

To learn more about Golf Made Simple visit our website at [www.GolfMadeSimple.com](http://www.GolfMadeSimple.com)

### NEW LOCATION PROCEDURES

1. Confirm contract agreement with golf course
2. Set Program Pricing
  - a. Determine costs for golf, instructor, lunch, and range space
  - b. Use budget to set "break even" at 2 Golfers per Class
3. Confirm Instructor(s)
  - a. Who? What Dates? Housing? How Many?
  - b. Recruitment / PGA Job Board Posting
4. Build Location Webpage using template
  - a. Header Photos within slider
  - b. Promotional copywriting
  - c. Add to locations page and main menu
5. Set Dates on Website
  - a. Event On - create an event for each class
  - b. Zoho Forms - use form correlated with location to create pre-filled URL for each class. Test to ensure form integration with Pipedrive via Zapier, and email receipt.
6. Promote via Newsletters & SEO
  - a. Create promotional video & copywriting
  - b. GMS Club first priority
  - c. GIW & Social Media after
  - d. RankMath SEO Indexing & Keywords

### INSTRUCTOR ON-BOARDING CHECKLIST

- Send Job Offer Letter
- Sign Employee Agreement
- Employee Payroll / Tax / Insurance Data
- Setup Employee Email
- Deliver Training Materials (Days 1,2,3 & Training Manual)
- Order Uniform & Supplies



# Golf School Profitability & Billing

In the past, Golf Made Simple lacked detailed financial data to make the most informed business decisions. To increase the incentives for GMS Instructors and in turn boot retention, we decided to implement profit sharing into the compensation. This required me to work with a new bookkeeper to organize our Quickbooks to be broken down by location, class type, and instructor to accurately calculate each instructor's profit share. The added insight into our profitability also greatly improved how we set pricing and negotiate contracts with facilities. I also had the opportunity to work directly with our facility operators to handle our monthly billing statement and ensure accuracy in all charges.

Golf Made Simple Gross Profit by Class January - July, 2024													
	Total Marbella, Spain	Orlando 2-Day Core	Orlando 2-Day Refresh	Orlando 3-Day Core	Orlando 3-Day Refresh	Total Orlando, Florida	Tahoe 1-Day Refresh	Tahoe 2-Day Core	Tahoe 2-Day Refresh	Tahoe 3-Day Core	Tahoe 3-Day Refresh	Total Tahoe, California	TOTAL
Total Income	\$ 5,977	\$ 54,550	\$ 13,275	\$ 97,636	\$ 16,547	\$ 182,008	\$ 4,590	\$ 12,908	\$ 3,327	\$ 13,290	\$ 4,722	\$ 38,837	\$ 226,822
Cost of Goods Sold													
5010 Golf & Range Fees													
5015 Orlando Golf & Range Fees						\$ 37,276							\$ 37,276
5016 Whitehawk Golf & Range												\$ 7,954	\$ 7,954
5017 Spain Golf & Range	\$ 460												\$ 460
Total 5010 Golf & Range Fees	\$ 460					\$ 37,276						\$ 7,954	\$ 45,691
5040 Food & Beverage													
5041 Orlando F&B						\$ 18,048							\$ 18,048
5042 Whitehawk F&B												\$ 3,851	\$ 3,851
5043 Spain F&B	\$ 162												\$ 162
Total 5040 Food & Beverage	\$ 162					\$ 18,048						\$ 3,851	\$ 22,062
5069 Contractor Payments	\$ 1,500					\$ 4,750							\$ 6,250
Total Cost of Goods Sold	\$ 2,122					\$ 60,075						\$ 11,805	\$ 74,002
Gross Profit	\$ 3,855					\$ 121,933						\$ 27,032	\$ 152,820

Golf Made Simple Grande Vista Statement - January 2024					
Date	# of Golfers	Golf Course Fees	Food & Bev	GMS Revenue	
2	2	60	105.46	1,034	
3	2	60	129.83	1,034	
4	1	30	87.49	517	
7	4	120	159.47	2,068	
8	4	120	144.78	2,068	
13	4	120	142.51	2,068	
14	4	120	115.36	2,068	
15	6	240	239.66	3,102	
16	6	240	227.33	3,102	
17	4	120	178.15	2,068	
20	2	60	80.3	1,034	
21	2	60	79.17	1,034	
22	3	90	101.23	1,551	
23	3	90	97.27	1,551	
24	3	90	126.93	1,551	
25	1	30	54.29	517	
26	1	30	48.88	517	
27	1	30	61.58	517	
28	1	30	88.22	517	
29	3	90	123.16	1,551	
30	3	90	106	1,551	
31	3	90	106.32	1,551	
Private Lesson	2	0	137.56	1,500	*No On-Course
Total Golfer Days	65	2,010	2,740.95	34,071	GMS Revenue
				4,750.95	Grande Vista Revenue
				29,320.05	Revenue minus Golf Course & Lunch Fees
				2,932.01	10% of Revenue Fee
				2,010.00	Golf Course Fees
				\$4,942.01	January Statement

Projected Orlando 1st Quarter Profitability 2025	
Average Revenue Per Golfer Day	\$498.68
Orlando Golf & Lunch Cost Per Golfer Day	\$116.00
Gross Profit Per Golfer Day	\$382.68
Golfer Days	266
Total Revenue	\$132,648.88
COGS	\$30,856.00
<b>Gross Profit</b>	<b>\$101,792.88</b>
Owner Salary	\$25,000.00
Manager Salary	\$15,000.00
Instructor Salary (Two Instructors)	\$20,000.00
Instructor Insurance & Comp	\$200.00
Business Expenses	\$250.00
Business Expenses	\$5,000.00
Credit Card Processing Fees	\$3,979.47
<b>Expenses</b>	<b>\$69,429.47</b>
<b>Net Profit</b>	<b>\$32,363.41</b>
<b>10% Bonus</b>	<b>\$3,236.34</b>



# References

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