



Inside Approach: The Easiest, Most Effective Swing Trainer Ever

Let's face it; golf swing aids historically are not sexy. Some require confusing, not to mention uncomfortable, apparatuses to wear. Most are too unwieldy or large to transport or use with any success. And, more to the point, swing aids are often given short shrift by the media because they simply don't fit into a regular magazine, newspaper or television category or department.

Enter the Inside Approach: a sleek looking, highly effective swing trainer golfers of all skill levels need to know about. The Inside Approach was designed by top golf instructor Jim Sowerwine, Director of Instruction, at the Rick Smith Golf Academy at Tiburon in Naples, Florida.



“Working with golfers on the range, I consistently see certain tendencies. It is so common to hit over the top,” states Jim Sowerwine, President of Sowerwine Golf Solutions, LLC. “I created The Inside Approach to help my students visually understand what an inside swing path feels like. By practicing with it, golfers will have more consistent swings and therefore and more importantly will have more enjoyable rounds of golf.”

Golfers across the nation are showing up at the practice tee with their Inside Approach in their bag. It is portable and light, can be used with any club, and can be used anywhere you can safely swing a club. The Inside Approach has proven so effective that Jack Nicklaus, the greatest golfer of all time, endorses it:



“All the average golfer really has to do to hit the ball solid is to be able to swing underneath the cushion and hit the ball from the inside,” Nicklaus said. “The Inside Approach forces you to swing properly. If a beginning golfer could learn to swing without hitting the cushion, they would be miles ahead of the game. It's simple, it's easy to use and it's going to help golfers of all levels,” states Nicklaus.

Other noted Inside Approach accomplishments are:

- #1 Infomercial on The Golf Channel today
- Featured as the “Top Swing Trainer” by Golf Industry Online
- “Top Ten Most Innovative & Beneficial Golf Products” by Golf Teachers Association
- Endorsed by several of the world's Top Teaching Professionals

HOW IT WORKS: The precision engineered Inside Approach features a cylindrical-shaped cushion that is attached to a stand. The cushion hovers directly over the ball, along the intended target line, and can be used by both right and left-handed golfers. The Inside Approach helps golfers of all skill levels improve their swings with every club in their bag. It corrects swing paths that are over-the-top of the swing plane (which produce slices, pulls and pop ups)



and swing paths that are too far from the inside or underneath the plane (which produce pushes and hooks).

The Inside Approach's major selling point is that it provides immediate feedback on one's swing. This instant feedback combined with visual cue proves for the most effective way to correct your swing path available on the market today. There is a six-swing guarantee that your swing path will be corrected. This guarantee is the first of its kind.

"[The Inside Approach] is instant gratification and/or instant failure," said **Mark Lye**, an 18-year PGA Tour veteran and golf television commentator. "You'll know if you've done it right and you'll know if you've done it wrong. You'll know immediately what a good shot feels like."

Most golfers suffer from inconsistent ball striking. 85% of all golfers slice the ball. Slicing is a direct result of an open club face at impact. This open face is a result of swinging the club down too steep, commonly referred to as swinging "over-the-top." What all good ball strikers (i.e. Tour Players) have in common is a swing path that approaches the ball from the inside. The Inside Approach shows you immediately if you have swung the club on this correct swing path. Martin Hall, nationally ranked golf instructor says, "Five minutes of practicing correctly with the Inside Approach is better than five hours of practicing incorrectly." Practicing with the Inside Approach teaches you the proper swing path which will result in solid ball contact, longer, and consistently more accurate shots.