



Quotes from the Pros about the Inside Approach

Rick Smith

Founder of the Rick Smith Golf Academies: Treetops, Gaylor, MI & Tiburon, Naples, FL; *Golf Digest Top 5 Instructors; Golf Magazine Top 100*

I've been using the Inside Approach since Jim came up with his prototype 3 years ago. The results we see with students are phenomenal. I've seen it help the high handicapper as well as the tour players I work with, in just a few swings. This is a teaching aid that will be around for a long time, because it is one of the few that truly yields results."

Mike Malaska

**Director of Instruction, Superstition Mountain Golf Club, Phoenix, AZ
*Golf Digest Top 50 Instructors; Golf Magazine Top 100 Teachers***

When it comes to teaching the proper path, having a visual concept and immediate feedback helps people to make changes much more quickly.

What I've seen with The Inside Approach is that the golfer doesn't want to hit the device. So the tendency is for the shoulders to stay turned longer and to swing more from the inside so the club releases better. So even without thinking about mechanics, it creates better positions in the golf swing.

I would say that that's the biggest thing: The Inside Approach helps to create mechanics without thought. The additional benefit is that regardless of what someone is working on, The Inside Approach can be set up to give immediate feedback. There aren't too many teaching aids that do that.

Henry Young

Direction of Instruction, Rick Smith Golf Academy at Treetops, Gaylord, MI; *2-Time Michigan Teacher of the Year*

A good teaching aid is effective, easy to use and well made. The Inside Approach is one of the most effective tools on the market to correct the swing path. It can be easily incorporated into a golf lesson by the teacher and is easily accepted by student. It is also a quality product in design, appearance, and workmanship.

The Inside Approach is effective because it takes student's mind off intricate golf swing mechanics and simplifies it to swinging the club – "don't hit the object". People get so wrapped up in the mechanics they lose focus – it simplifies and eliminates excessive thought about mechanics. When you use this device, it intimidates you into making a correct swing so you can feel what that is like instantaneously.

Ten minutes of effective practicing with The Inside Approach with immediate feedback on whether you are practicing correctly or incorrectly is far more superior than hitting ten baskets of balls trying to guess whether you are swinging correctly or not.

Mark Wood

Mark Wood Golf Academy, Ft. Lauderdale, FL; *Golf Digest Top 50 Teachers, Golf Magazine Top 100 Teachers*

Regardless of the level of player, whether a Tour player or the beginning golfer, the Inside Approach allows a person to practice productively by giving them immediate feedback.

One thing that makes the Inside Approach so usable is its ease of use. The Inside Approach is so compact – it's not cumbersome like other training aids. It is very easy to carry around and set up.

One of the things I've always told people is that practice doesn't make perfect – practice makes permanent. With the Inside Approach, you can practice productively what you're trying to accomplish and what you're trying to change in your swing.

Because you can't see yourself in golf, you need monitors. Using the Inside Approach is an easy way to monitor yourself without a golf professional. The Inside Approach becomes your instant feedback.

Martin Hall

**Director of Instruction, Ibis Country Club, West Palm Beach, FL;
*Golf Digest Top 20 Teachers, Golf Magazine Top 100 Teachers***

Jim Sowerwine has come up with something very special with Inside Approach. It gives you immediate feedback if you are swinging the club in the right direction.

The reason most golfers don't improve is not lack of effort, but lack of feedback and awareness. Used properly, the Inside Approach alerts golfers to things they wouldn't have previously have known.

What golfers think they do and what they really do are often miles apart. The Inside Approach bridges the gap between what you feel and what is real. With the Inside Approach, you know you are practicing correctly – you have to feel this. When you avoid the collision of the Inside Approach, that would be the feel you want to repeat.