

# Golf Specialist Certification Course

## Drive Your Practice to Success by Becoming a Certified Golf Specialist

Tap Into One of the World's Largest Sports Markets

Presented by **Laura Boynton King, CI, BCH**



Just about every golfer knows that golf is a mental game but few know where to turn to get quality training and assistance for this key part of the game. Every day there is an increasing emphasis placed on the mental aspects of the game and services like hypnosis are becoming a staple in many golfers' game much like their regular lessons with a club pro. Regardless of skill level, all golfers can improve performance from mental training and hypnosis. And, with an estimated 26 million golfers worldwide, there is a tremendous amount of opportunities readily available to you. Perhaps now is the time to consider becoming a golf hypnosis specialist and create a fun and lucrative practice helping golfers get in the zone.

Working with golfers can actually be easier than working with most other presenting issues. One of the best things about working with golfers is their attitude coming into the sessions as well as towards success. In my experience, clients that want to make behavioral changes like smoke cessation or weight reduction often come into the sessions with resistance or worried about changing, but not golfers. Golf clients come to your office motivated, excited, and ready to improve. More often than not they have no resistance and typically will follow through with everything that you ask of them. Most golfers that you will work with are fanatics and will do everything possible to get the most out of the sessions. This winning attitude makes it easy to create success with golfers. Isn't it time you start working with such highly motivated and driven people?

On a personal level, becoming a golf specialist will help you to improve your own score on the golf course. The techniques you will learn in class will not only help your clients but can easily be applied to your own game for success as well. You will learn how to think and perform like a pro on the course so that when the class is over you too will be dominating on the golf course.

Whether you want to grow your business, work with motivated clients, or improve your own skills it is time to become a certified golf specialist.

Golf is very much a mental game that is played by people of all ages and from all parts of the world...imagine the potential for business!

### You Will:

- ◆ Discover the Optimum Performance Mode and how to get golfers to consistently play in the zone
- ◆ Anchoring strategies that increase swing performance, boost confidence, and overcome negative emotions
- ◆ An in-depth analysis on the attitudes of great golfers and putters
- ◆ Simple to use techniques to enhance a golfer's level of focus on each shot
- ◆ Discover the hidden element of the Pre-Shot Routine guaranteed to increase performance
- ◆ Increase shot accuracy by learning the mental tricks of targeting shots
- ◆ Learn a potpourri of NLP techniques specifically for golf improvement including triggers, mapping, and the circle of excellence

### Agenda:

- ◆ Introduction and Objectives
- ◆ Attitude of a Champion Golfer
- ◆ Introduction to the Optimum Performance Mode
- ◆ Importance a Solid Pre-Shot Routine
- ◆ Mental Techniques for Swing and Putting Improvement
- ◆ Acceptance: The Key To Low Scores
- ◆ Creating Confidence
- ◆ Self-Hypnosis Golf Course Techniques
- ◆ Marketing Strategies To Get Golfers
- ◆ Demonstration Ideas for Public Talks

### Who Should Attend?

The Golf Specialist Certificate course is perfect for any hypnotist who loves golf, helping people succeed, and growing a lucrative practice. The only prerequisites for this course are that you love hypnosis and want to have fun everyday working with clients. This course will teach you step-by-step the necessary skills to be successful with golfing clients. Tapping into this market is your ticket to success and prosperity.

### You Will Receive:

The Golf Specialist Certificate Course comes with a workbook that is full of valuable resources. The workbook contains:

Hypnosis Scripts proven effective for increasing confidence, enhancing focus, swing improvement, and putting success.

Golfer Intake Form which makes it easy to discover problems, weaknesses, or areas of improvement.

Research in the mental side of golf

Famous Quotes from professional golfers to use in presentations.

PowerPoint Slides from the presentations printed out for easy reference and note taking.

**\*\*BONUS Technique this year: The B.E.T System, The Mental Swing Signature, and Ultimate Golf Shot Decision Making**



**Laura Boynton King** is a veteran hypnotist with certifications in Sports Hypnosis, Pain Management, Hypno-Oncology, Stress Reduction, NLP and Life Coaching and more. Laura is a certified NGH hypnosis instructor and a certified NLP instructor. She is a regular contributor to several publications, a highly sought after speaker and the originator of the DISCOVER PROCESS™, outlined in her book, *Perfect Enough*. Through this process, Laura uses practical techniques to help anyone achieve happiness and balance. As the director and founder of Summit Dynamics LLC, which includes Summit Hypnosis Centers, Summit Press and Summit Performance, Laura sees an average of 50 clients a week including many golf professionals. Laura frequently provides

keynote addresses and seminars for national organizations like the LPGA. She has written 7 books including *Awesome Golf Now — Achieving Peak Performance with Hypnosis and NLP*. She also served as a consulting hypnotist for two medical clinics: Women's First and Palm Beach Oncology's Sari Asher Center for Integrative Cancer Care in South Florida. With over 25 years exploring the study of human excellence, positive behavior modification and wellness, Laura has an unsurpassed grasp of the human condition. Learn Laura's unique combination of hypnosis, Neuro-Linguistic Programming (NLP) and Life Coaching that she has used to help individuals with even the most difficult of issues to create positive and lasting change.

**Course #214**

**Monday, August 10th**

**\*Tuition: \$225**

**Session begins at 9 AM**