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## FOR IMMEDIATE RELEASE

### Amateur golfer and author Alan J. Martin reveals his secret missing ingredient, the Thumbs Down® Method

“Not only have my scores fallen, I now feel as if for the first time I have a sound, self correcting understanding of the golf swing that I can take on the course with me and use at any time.”

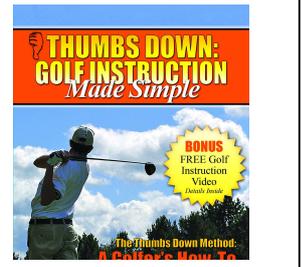
—Landon Jones, Handicap golfer and former editor, *People* magazine

As a passionate amateur golfer for more than 25 years, Alan Martin was determined to find a way to cure his out-of-control slice. He watched golf on television, he read books by top players and instructors, and checked out every golf gadget known to man. The overwhelming majority of information all described squaring the club as “the natural result” of good swing mechanics and fundamentals. Martin says “There’s nothing natural about it!” What he was searching for and never found were a few simple swing thoughts and specific drills that he could practice and remember during each round of golf.

Inventing a revolutionary ball striking method he calls Thumbs Down®, Martin was a finalist on the Golf Channel’s *Fore Inventors Only* competition showcasing unique and beneficial new products for golfers. Designed specifically for amateurs to teach themselves, Martin says anyone who’s serious about their golf game can use his method to practice with, then take it on-course as a training aid while they play, *legally* under the rules of golf.

In his new book, **Thumbs Down® Golf Instruction Made Simple: A Golfer’s How-to Guide for Better Ball Striking**, Martin shares the secret missing ingredient all the best players use, whether they realize it or not. His unique method is for golfers who want to improve their golf game, with a passion.

With an easy-to-understand, how-to format, **Thumbs Down® Golf Instruction Made Simple** presents a training method which squares the club at impact by promoting the use of the hands and wrists for power, accuracy and control. Martin shows exactly how making a “thumbs down” motion while striking the golf ball provides a power booster to your existing swing, without trying to kill the ball.



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Golf enthusiasts will learn how to:

- Swing to square the club at impact;
- Become a more consistent ball striker;
- Swing to correct your slice;
- Quickly learn to hit more accurate shots more often;
- Swing to play a draw;
- Practice the right drills to get the feel of squaring the club;
- Warm-up the best way in the few minutes before tee-off time;

Most golfers probably never thought of thumbs down as being a positive thing, but it is. In fact, it may even be the best thing that ever happened to their ball striking.

Blue Giraffe Sports “BGS” is a sports marketing and management company with offices in New York, Atlanta and Perth Australia. ([www.bluegiraffesports.com](http://www.bluegiraffesports.com)) Blue Giraffe currently manages several PGA and Nationwide Tour golfers while thinking outside the box when it comes to marketing their clients. “We’re working together on a plan to promote my simple “teach yourself” ball striking methodology, as a new brand in the golf market for the masses, combined with innovative promotional programs that benefit potential or existing sponsors,” said Alan Martin on his consultations with Blue Giraffe Sports.

Alan J. Martin lives in New Jersey. For interviews and additional information go to: [www.golfinstructionmadesimple.com](http://www.golfinstructionmadesimple.com) and check out Alan Martin’s blog at: [www.thumbsdownmethod.com](http://www.thumbsdownmethod.com)

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**By Alan J. Martin**  
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