

A Complimentary Golf Gift From Your Company or Organization

As a golf enthusiast, you know that the game can be played and enjoyed with family, friends and for business purposes for a lifetime. Because golf is a game, it's meant to be fun. To help you have more fun and enjoyment from your game, I've included an Ebook gift called **Golf Instruction Made Simple** www.golfinstructionmadesimple.com.

The author, Alan Martin created it in a unique how-to format that's written for both serious and casual golfers in a simple language, with many illustrations that make it easy to understand and learn from. The Ebook introduces **Thumbs Down, The POWER MOVE of Golf** that cured Alan's slice and significantly improved his ball striking and overall game. Currently Alan teaches the fundamentals of golf at Princeton University. [This link](#) is a short audio preview of the book. [This link](#) is an Ebook preview, with an example of additional personalized / sponsorship pages.

The Ebook is part of Turn Golf Into Business "TGIB", a platform for companies to maximize their business success and gain competitive advantages, by capitalizing on the **POWER** and **POPULARITY** of golf. As you'll see, the Ebook can also include personalized content like company information, promotional / brand messages, logos, or anything you want to give to customers, prospects, workmates, business colleagues, etc. It's a natural as a holiday, birthday or special occasion gift, with or without an instructional session with Alan.

In addition to a great golf gift, the Ebook makes a unique fundraising vehicle, targeted to benefit sponsors at golf outings. Alan can also be booked to help you raise additional funds and enjoyability for all event attendees, with short game improvement sessions and his on-course "beat my shot contest". [This link](#) is a sample announcement, to help promote your event. [This link](#) gives you a preview of the Golf Fundraising opportunity.

Feel free to forward this to anyone else you think would benefit from its instructional content, to use as a promotional product for business, and / or at golf outings as described above. If you want to buy the Pro Edition Ebook which includes drills to practice, Do's and Don'ts, plus 5 of the most important fundamentals that golfers of all skill levels need to apply for better and more enjoyable golf plus a video, receive more information, or help improving your golf game, email Alan directly at thumbsdowngolf@gmail.com.

Thank you again for your business and enjoy!

From,

YOU



THUMBS DOWN[®]

Golf Instruction Made Simple

The Virtual Golf LessonSM

Front Nine
eBook Preview



Ideal for:
Lefties and Righties
Men or Women
All Ages

...for Thumbs Up results



TEACH YOURSELF

A golfer's *HOW TO* guide
...for better ball striking.
CURE YOUR SLICE 1,2,3

HERE'S WHAT THEY'RE SAYING

"The more you read about golf technique, the more you often become bogged down in meaningless jargon and excessive detail. So for me, Alan Martin's "Thumbs Down" method was an absolute revolution: it is clear, simple, mechanically sound ...and it WORKS! 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
Former editor, PEOPLE magazine.*

"It's almost golf for dummies. There are no big words or things people don't understand."

*Dan McCarthy - Head Professional
Springdale Golf Club, Princeton, NJ*

"There's nothing not to like."

*Dan Pasternak - Head Professional
Panther Valley Golf Club, Allamuchy, NJ*

"It's just Thumbs Up and Thumbs Down.
What could be simpler?"

*Ken Dashow
Radio Personality, Q1043 Classic Rock, NYC*

Table of Contents *Front Nine, Par 35, 3173 yards.*

Hole #1	Par 4, 296 yards
"Fore"word	
Hole #2	Par 3, 180 yards
Welcome	
Hole #3	Par 4, 424 yards
The Problem	
The Solution	
Hole #4	Par 4, 405 yards
A Pretty Swing Don't Mean a Thing	
Hole #5	Par 4, 364 yards
Ball Striking 101	
Thumbs Are a Key For Better Golf	
Hole #6	Par 4, 343 yards
<i>Thumbs Down</i> ® For Thumbs Up Results	
Start Thinking Like Me	
Hole #7	Par 4, 442 yards
Start With Solid Ball Striking	
Keeping It Simple	
Hole #8	Par 5, 526 yards
Timing Is Everything	
Make It Happen	
Let's Review The Basics	
Hole #9	Par 3, 193 yards
Simplicity At Last	

Golfinstructionmadesimple.com & Thumbsdown.info are registered www domains of AJM Marketing Enterprises, LLC.

Thumbs Down®, virtual lesson and virtual golf lesson are registered trademark/service marks and copyrights of AJM Marketing Enterprises, LLC.

This guide and its content are proprietary to AJM Marketing Enterprises, LLC and are made available under irrevocable non-exclusive, non-transferable license by AJM Marketing Enterprises for personal use only. Copying, reproducing or distributing is prohibited under US copyright laws.

“FORE”WORD

The most important round of your golfing life follows.

Get ready for some outside-the-box thinking for improving your golf game. You probably never thought of *Thumbs Down*® as a positive thing, but now it may be. In fact, this negative expression is the best thing that ever happened to your ball striking, and possibly your entire golf game.

Believe me, it's not just another gimmick. Making a *Thumbs Down*® rotation while striking the golf ball squares the club and provides a power booster to your existing swing, without trying to kill the ball. It increases clubhead speed, releases the club and puts you into the correct finishing position, like magic.

Let's face it, we're all busy and lessons take a commitment in time and money. For some, it's the perfect way to learn the golf swing, gain valuable tips and discover ways to improve your game from an experienced professional. If the amount of time and money it takes to play the game is already a stretch, which is not uncommon with today's fast-paced lifestyles and economy, then a self-teaching handbook may be the answer you've been looking for. It was for me.

My name is Alan Martin, a single-digit handicap golfer. The power fade which served me well for twenty-five years had turned into an out-of-control slice during the early 1990s. I struggled and searched for a simple solution to correct the slice, but never found it. In 1995, while experimenting with ways to get the club square at impact, I developed a power move which was simple and easy to repeat. Better yet, it didn't require changing my swing, just some adjustments to my hand position at impact and changes to my thinking.

Thumbs Down®, the power move is based on the same swing fundamentals taught by the best instructors, in a language the average golfer understands and can relate to. For me the results were dramatic. It immediately turned the slice into a draw, plus added greater distance to every club in my bag (putter excluded). My game now includes a level of accuracy and control I never knew before.

Thumbs Down®, Golf Instruction Made Simple was designed to be a unique how to guide and training aid. It teaches you how to teach yourself, using *Thumbs Down*®, the power move I developed to fix my slice.

My intended audience is fellow amateur golfers who want to improve with a passion, male or female, young or old. The Front Nine introduces *Thumbs Down*®, the power move. The Back Nine comes complete with ball striking drills that teach you How To square the club at impact and maximize every club in your bag (putter excluded). Each drill focuses on the moments just before and just after the club makes contact with the ball.

You'll quickly improve driving distance and accuracy, plus develop the feel for controlling shots within 100 yards, where the real scoring is done.

***Simply put: more distance, more fairways,
more greens, more often.***

LOWER SCORES ARE NOT A GUARANTEE
they are the natural results.

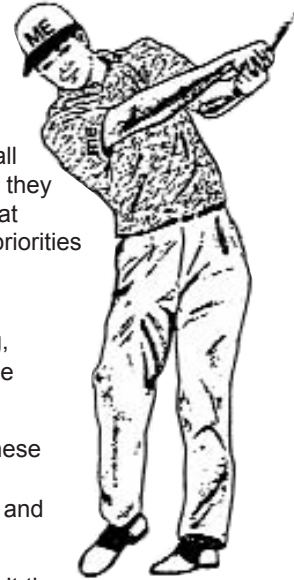
THE FRONT NINE

Do you know ME? I'm one of the main characters in *Thumbs Down*®, Golf Instruction Made Simple.

Throughout this book you'll see ME in many classic poses that show you what all the best players do, not necessarily what they say they do. Every picture tells a story that shows you where to set your golf swing priorities and focus your concentration.

- ◆ Learn how to improve your ball striking, maximize your practice time and enjoy the game more.
- ◆ Get a visual checklist that reinforces these fundamentals and more: The proper grip, posture, ball striking positions, alignment and swing path.

Don't be fooled! The golfers you see aren't the real me, your author. They're actually an all-star team of golf's best men's and ladies' professionals from many eras. All were recreated by an artist and disguised as either ME or SHE.



These great pros demonstrate my power move that squares the club called *Thumbs Down*®, which any golfer can learn and execute in minutes.

THE PROBLEM. In order to improve, the average golfer needs simple answers to his or her simple questions, but rarely gets them.

THE FAQs from amateur golfers of all levels of play: Which one (or more) of these is your favorite?

- ◆ How should I swing to square the club at impact
- ◆ How should I swing to correct my slice
- ◆ How should I swing to play a draw
- ◆ How should I swing to become a more consistent ball striker
- ◆ How do I get my swing back "on plane"
- ◆ How should I swing to hit more accurate shots, more often
- ◆ What drills should I practice to square the club
- ◆ What's the best way to warm-up in the few minutes before tee-off time, so that I can best drill-in good impact position



See how many of these questions refer to the golf swing and imply that you need to change it for different shots.

THE SOLUTION. You may not have to change your swing, but instead only your position at impact, golf's moment of truth. Make a strong controlled swing using *Thumbs Down®* to square the club's face as it strikes the ball.

SQUARING THE CLUB AT IMPACT

Why is it so important?

- ◆ The entire golf swing takes two seconds or less.
- ◆ During an entire round, the club makes contact with the ball for less than two seconds total.

WARNING!

The information that follows will cause permanent damage to these flaws (and others) in your golf game.

These were the short list of my own problems. All were the result of my inability to get the club squared at impact:

- ◆ Out of control slice.
- ◆ Weak, fading shots to the green.
- ◆ Inconsistent driving distance and accuracy.
- ◆ A lack of feel in the short game.
- ◆ Difficulty with shot making from 100 yards and in.
- ◆ Lost confidence, controlling where the ball is going.

IF THE CLUB ISN'T SQUARE

your shots could end up anywhere.

To fix my own problems, the natural place to look for a simple solution was in golf publications, following the advice given by the best instructors and pros in the game. Their articles and lessons provided volumes of useful and credible information, but what I found was that applying the sometimes conflicting tips at the practice range was both frustrating and counter-productive.

What I really needed was a how to guide complete with step by step drills to practice, that would provide positive results each practice session.

As we all know, golf is a complex game. The golf swing consists of a never ending list of steps, all important and all executed in just split seconds. To the best players, squaring the club at impact seems natural, literally taken for granted. Their swing fundamentals are so solid they can afford to focus their attention on perfecting the finer details of the golf swing. For the rest of us there's nothing natural about it.

The majority of amateur golfers slice. *Thumbs Down*®, the power move was originally created to cure my slice. To this day I'm still amazed at how simple the fix really was. Any golfer that already knows how to hit the golf ball will see noticeable results within minutes using *Thumbs Down*®, the power move. Focus your practice time mastering the power move, then watch your golf swing magically get better, all by itself.

**THUMBS DOWN® DRAMATICALLY
IMPROVED MY GOLF GAME**
*by changing an out-of-control slice into a draw,
almost overnight.*

A PRETTY SWING DON'T MEAN A THING
unless the club is squared at impact.

It's time to focus on the portion of the golf swing that can yield the most dramatic improvements to your game (putting excluded).

The information to follow highlights the portion of the golf swing many instructors glance over, the moment just before the club makes contact with the ball.

Simply put,
this is a portion of a pro's swing you need to copy.

Lets now look at two of today's most overlooked and misunderstood fundamentals for consistent ball striking:

1. Top hand position
2. Hand and forearm rotation through the impact zone

Thumbs Down® is a simple power move any player can quickly learn. It squares the club with your existing swing, plus **adds an extra pop on the ball without over swinging.** Based on many of the same swing fundamentals taught by the best instructors ***Thumbs Down*® makes better ball striking easier than you ever imagined.**

BETTER GOLF, MORE OFTEN
The bottom line.

LET'S REVIEW THE BASICS.



Thumbs Down® squares the club back to its original setup position at impact.

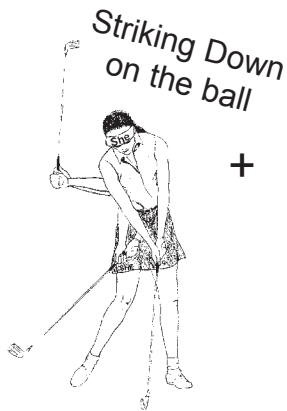


Releases the club

after striking the ball.

OR

The Natural Release



+



=



THUMBS: The training aid you can practice with, then legally use on the course during your round.

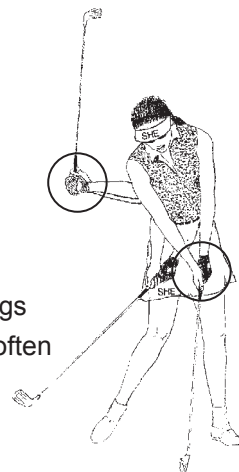
SIMPLICITY AT LAST

In just minutes you can learn to execute *Thumbs Down*® the power move, which squares the golf club and simplifies ball striking, *plus adds an extra pop on the ball* by increasing clubhead speed.

These drills benefits players of all skill levels.

You'll quickly learn How To:

- ◆ Square the club at impact
- ◆ Improve your ball striking
- ◆ Release the club through impact
- ◆ Eliminate a slice
- ◆ Hit a draw
- ◆ Develop swing memory
- ◆ Visualize and repeat your good swings
- ◆ Experience the feel of solid contact often
- ◆ Practice more effectively
- ◆ Accelerate your rate of improvement



One solution provides all these benefits

...and more

A sincere THANK YOU to Tom McManimon of StimulusBrand Communications for his guidance, expertise and patience during the entire creative process.

**Alan Martin, Author
*Thumbs Down, Golf Instruction Made Simple***



StimulusBrand Communications is an award-winning brand development and advertising firm with the experience, talent and moxy to elevate your brand to prominence. We've created brands for banks, hospitals, law firms, sports teams, office systems, real estate, schools, insurance companies, healthcare, energy, transportation, tourism, eyewear, building products, and even a brew pub. Let's stimulate your brand and bottom line.

Visit www.stimulusbrand.com and view our portfolio of creative cases.
Call Tom at 609.538.1126