



THUMBS DOWN[®]

Golf Instruction Made Simple

The Virtual Golf LessonSM

Back 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

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

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

This guide and it's content are proprietary to AJM Marketing Enterprises 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.

Table of Contents

Back Nine, Par 36, 3207 yards.

| | |
|---|------------------|
| Hole #10 | Par 5, 572 yards |
| Welcome To The Back Nine | |
| Setting Your Expectations | |
| What You'll See, What You'll Get | |
| | |
| Hole #11 | Par 4, 318 yards |
| The Truth Be Told | |
| Simplicity At Last | |
| | |
| Hole #12 | Par 4, 413 yards |
| Your Time Has Come | |
| Conviction | |
| | |
| Hole #13 | Par 3, 185 yards |
| Maximize Your Practice Time | |
| | |
| Hole #14 | Par 5, 470 yards |
| Turn Your Game Around | |
| Turn-On The Power | |
| Master The Zone | |
| | |
| Hole #15 | Par 3, 126 yards |
| The Do's - Make Virtual Become Reality | |
| | |
| Hole #16 | Par 4, 336 yards |
| Concentrate Your Practice Time | |
| Practicing With a Purpose | |
| | |
| Hole #17 | Par 4, 404 yards |
| Take Dead Aim | |
| Hold That Line | |
| | |
| Hole #18 | Par 4, 383 yards |
| The Dont's - Common Death Moves You Must Avoid | |
| Don't Cross The Line | |

“FORE”WORD ...*from the author*

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 being a positive thing, *but now it is*. In fact, this negative expression is possibly *the best thing that ever happened to your ball striking*.

Believe me, *it's not just another gimmick!* Making a *Thumbs Down* motion 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. But if the amount of time and money to play the game is already a stretch (which is not uncommon with today's fast-paced lifestyles), then a self - teaching handbook may be the answer you've been looking for. *I know it was for me*.

My name is Alan Martin, a single digit handicap golfer. The power fade which served me well for 25 years had turned into an out-of-control slice during the early 1990's. 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 method which was *simple and easy to repeat*. Better yet *it didn't require changing my swing*, just some adjustments with my hand position at impact *and changes to my thinking*.

The method, called *Thumbs Down*, is based on the same swing fundamentals taught by the best instructors, *in a language the average golfer actually understands and can relate to*. For me the results were dramatic! It immediately turned the slice into a draw, plus added well over 20 yards to every club in my bag (putter excluded). *My game now includes a level of accuracy and control I never knew before.*

Thumbs Down, the virtual golf lesson was designed to be a unique self teaching *HOW TO* instructional guide and training aid, unlike all the other instruction books in many ways. First, the subject matter was designed by me, *not a pro*. The eBook was written to teach you the *Thumbs Down* method I developed to fix my slice.

My intended audience are fellow amateur golfers who want to improve *with a passion*, male or female, young or old. The Front Nine is a Preview that introduces the *Thumbs Down* method. 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

WELCOME TO THE BACK NINE

...where your round REALLY begins

In golf, the Front Nine prepares you for the Back Nine. The Front Nine edition prepared you to become a better ball striker. It emphasized why squaring the club at impact needs to be your #1 swing priority, then introduced a simple and repeatable method called *Thumbs Down*. My innovative move makes it easy for any golfer to quickly learn to square the club at impact, *PLUS* add over 20 yards to every club in the bag (putter excluded), with more control and accuracy than ever before *...all with your existing swing.*

The Back Nine edition is... Your **HOW TO** guide

The drills which follow make it easy for any golfer to teach themselves

...and develop the feel for consistently hitting solid shots on-line to the target.

BUT be prepared for a contrarian approach to what you were probably taught and already believe.



For **BEST** results attach the guide to your bag, like a bag tag using *The Cardkeeper*
OR

...put it in your back pocket with your scorecard and pencil.

SETTING YOUR EXPECTATIONS

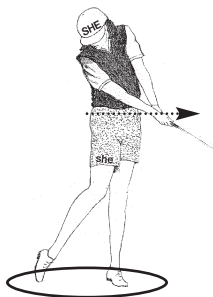
...what's in it for you?

What you'll see

- ◆ ME or SHE demonstrating their use of *Thumbs Down*
...the same technique used by all the best players



- ◆ My virtual training tools overlaid on each player from many angles and different views



- ◆ A focus on what they do through the impact zone



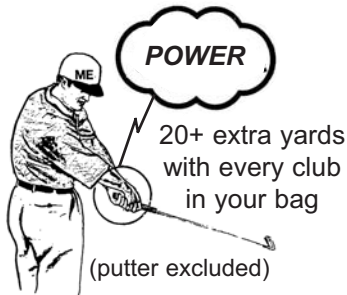
- ◆ A view of the target and body lines
...like you never had before



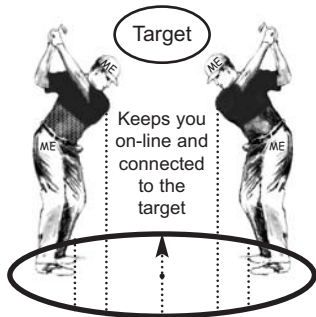
You'll need to be flexible in your interpretation

What you'll get

◆ A Power Booster



◆ A Virtual Swing Guide



- ◆ **DRILLS** that maximize your practice time
- ◆ A **“KISS”** Keep It Simple System for better ball striking
- ◆ **Side notes from “the real” ME** My own experiences and comments



- ◆ **A training tool** for every shot you hit (putting included)
- ◆ A new sense of feel
- ◆ **A virtual lesson** Mental images you can practice with then take to the golf course and **REMEMBER** as you play

Better shots and lower scores

...more often

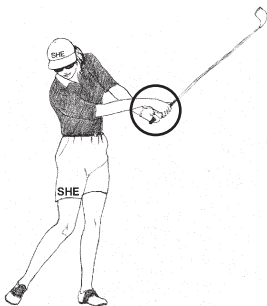
THE TRUTH BE TOLD

NOTHING

you read, they tell you
OR you watch

...makes you a believer
like seeing it and
feeling it for yourself.

Discover for yourself (as I did) how pros maximize the true source of power and control that comes from the correct use of the hands, wrists and forearms.



ALL great ball strikers use their hands and wrists for hidden power, *whether they know it or want to admit it.*

A common denominator that exists with all the best players is how they have the ability to square the club and ***put it in the ideal hitting position at impact on every shot.***



Pros control the clubface and control their shots

...by letting the club do all the work.

The results will speak for themselves

See them ...feel them

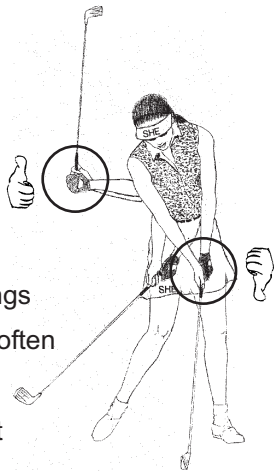
SIMPLICITY AT LAST

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

These drills benefit 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

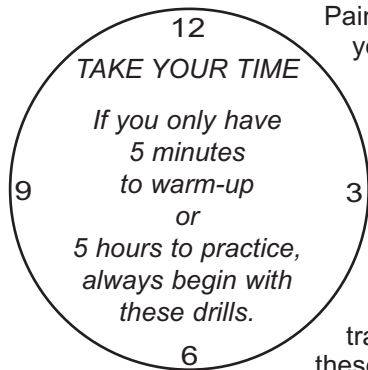


One method provides all these benefits

...and more

YOUR TIME HAS COME

The clock is used throughout this section to help you visualize each drill.



Paint mental reminders you can virtually take with you anywhere.

Create your own virtual golf lessons in your mind, then replay them anytime ...on demand.

Use the clock as a training aid to visualize these fundamentals:

- ◆ Alignment
- ◆ Aim
- ◆ Swing Path
- ◆ Stance
- ◆ Posture
- ◆ Set-up Position

...and more

Practice with it
then use it on the course as you play
...because its legal under the rules of golf

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*

AS THE AUTHOR...

I hope you enjoyed the Back Nine Preview eBook Edition of *Thumbs Down -The Virtual Golf Lesson*. It was designed to introduce ball striking drills that help you quickly improve and maximize your precious practice time.

The complete Back Nine Edition includes drills that teach you *HOW TO* teach yourself to become a better ball striker. Do's and Don'ts are an added bonus that make it easy for any amateur to improve their game, *by themselves*.

Thumbs Down, the next BIG IDEA in golf!

...it made it to the show.

See us on the Golf Channel's Fore Inventors Only.

Looking for the ideal gift for the serious golfer who has everything, or the promotional item which leaves a positive lasting impression?

Thumbs Down - The Virtual Golf Lesson
is a great fit all year round:

- ◆ Holidays
 - ◆ Birthdays
 - ◆ Mother's and father's day
 - ◆ Special occasions
- or just as a friendship gift

It's perfect to score points with family members, friends, customers, prospects or business associates.

This year give something new and different
...the gift of better golf more often.

To order please visit:

www.golfinstructionmadesimple.com

www.freeiq.com/alanmartin

For more information send an email to:

Alan Martin at info@thumbsdown.info

Introducing... *The Cardkeeper*



A clear vinyl pouch

- ◆ Holds your scorecard and pencil
- ◆ Keeps them both clean, dry, and protected
- ◆ Slips into your back pocket

OR
Wallet Style
(book sold separately)

...it's your choice



To order please visit:

www.golfinstructionmadesimple.com

www.freeiq.com/alanmartin

or email: Alan Martin at info@thumbdown.info

What initially looks like a book is actually a **unique and more effective training aid** that's unlike anything available today, because you can use it while you practice, then on the course while you're playing
...legally under the rules of golf

For best results store the guide in *The Cardkeeper*, the clear vinyl pouch (see description on previous page). Attach it to your golf bag like a bag tag, or slip it into your back pocket with your scorecard, *it's your choice*. **Please do not read it on the course**, but keep it in sight and visible. Because you'll see it every time you reach for a club or keep your score, **it will remind you** of what to focus on as you hit the next shot. Visualize the pictures and remember the simple swing thoughts while you're warming up, practicing, *playing or just thinking about golf*.

THAT'S WHY IT'S CALLED THE VIRTUAL GOLF LESSON.

ORDERING INFORMATION

Call 609-448-2114 or email AJM.ME@thumbsdown.info

On the web: www.golfinstructionmadesimple.com
www.freeiq.com/alanmartin

Thumbs Down - The Virtual Golf Lesson is a Trilogy of three editions. Each provides promotional value for your business:

Front Nine - It's the real life story about ME... an amateur with an out of control slice and the method I developed to square the golf club and fix it by myself.

Back Nine - Complete with Drills that teach the *Thumbs Down* method of better ball striking. Includes Do's and Don'ts. Designed to maximize your valuable practice time.

Pro Plus - The complete Front and Back 9's. Teaches you *HOW TO* teach yourself to become a better ball striker. Video planned.

GIVE YOURSELF A VIRTUAL GOLF LESSON

...anytime, anywhere you need one

Sponsor the back cover with your logo,
customized promotional information
or personal message



AJM
Marketing **E**nterprises



Alan J. Martin
(609) 448-4331

AJM.ME@thumbsdown.info
www.golfinstructionmadesimple.com