



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

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“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

W e l c o m e

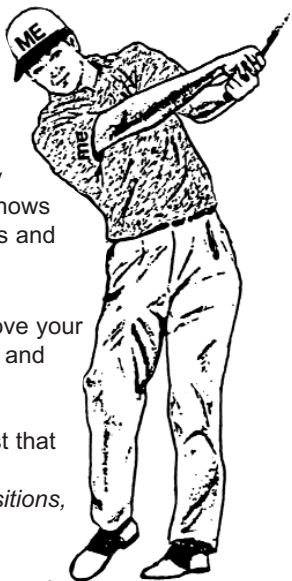
Do you know ME? I'm one of the main characters in *Thumbs Down - the virtual golf lesson*.

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

The drills will teach you “HOW TO” improve your ball striking, maximize your practice time and help you enjoy the game more.

Do's and Don'ts provide a visual checklist that reinforce the fundamentals including:
The proper grip, posture, ball striking positions, alignment and swing path.


But 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 mens and ladies professionals from many eras, all recreated by an artist and *disguised as ME or SHE.*



These great pros demonstrate my method of squaring the club called *Thumbs Down* ...which any golfer can learn and execute in one (1) hour or less.

THE PROBLEM... In order to improve, the average golfer needs *simple answers* to their *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
- 

Notice how many of the questions refer to the golf swing *AND imply that you need to change it for different shots?*

THE SOLUTION... *Don't change your swing*

Instead, make a strong, controlled swing and *learn how to square the clubface as it strikes the ball.*

SQUARING THE CLUB AT IMPACT

Why is it so important?

because...

- ◆ The entire golf swing takes two (2) seconds or less
- ◆ During an entire round, the club makes contact with the ball for less than two (2) 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 in 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 advise 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 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, which would provide positive results each practice session. Unfortunately no such guide existed at that time. It does now.

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 (only 1-2% of all golfers) squaring the club at impact is 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 us there's nothing natural about it.*

Statistics say that the majority of amateur golfers slice. The *Thumbs Down* method 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 the first hour with *Thumbs Down* (see testimonials). Focus your practice time mastering the method, 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. AJM*

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 which can yield the most dramatic improvements to your game (putting excluded).

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

Simply put...

This is the 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. Top hand rotation through the impact zone

WARNING! This is a controversial subject.

...expect it to be interpreted as radical thinking by many.

Thumbs Down is a simple method 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

...Bottom Line

BALL STRIKING 101 ...hit it like a pro

As the expression goes, **if you want to get really good at something copy a pro.** *Do what they do!*

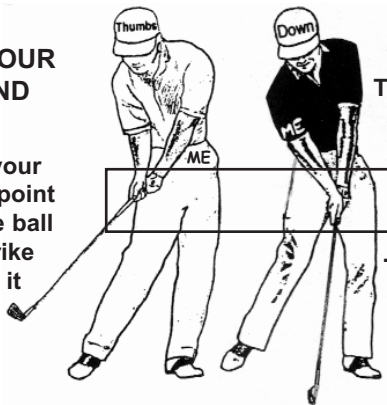
The best players from all pro tours; mens, ladies and champions, have golf swings which are *unique* not always pretty ...but, what they have in common is all make the same active hands motion as they strike down on the ball. *So should you!*

THE MOST IMPORTANT SPLIT SECOND OF THE GOLF SWING IS RIGHT NOW

...just prior to impact

**ROTATE YOUR
TOP HAND
NOW**

*...turning your
Thumbs to point
Down at the ball
as you strike
down on it*



*The Thumbs Down
motion squares
the golf club
at impact*

*...and puts it into
the ideal hitting
position as it
strikes the ball*

PROS ARE GREAT BALL STRIKERS

Great ball strikers have great hand action

THUMBS ARE A KEY FOR BETTER GOLF

Good putters use their thumbs for feel, also to visualize the line.
Use your thumbs to improve your ball striking too.

It's showtime... *a split second to impact.*

DO YOU KNOW WHERE YOUR THUMBS ARE?

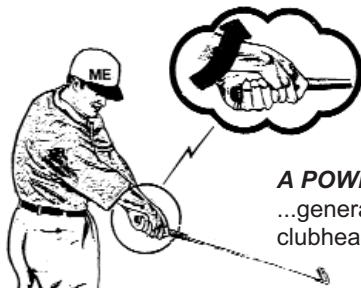
It should come as no surprise that *most amateurs don't have a clue.*

Because the hands are the only part of your body that comes in contact with the golf club, *it's critical to understand and control what the hands are doing when you strike the ball.*



THUMBS ARE THE TRIGGERS

...that unleash the power in your hands, wrists and forearms.



Combining *Thumbs Down* with your current swing provides **A VIRTUAL SWING GUIDE**

+

A POWER BOOSTER

...generating tremendous clubhead speed at impact.

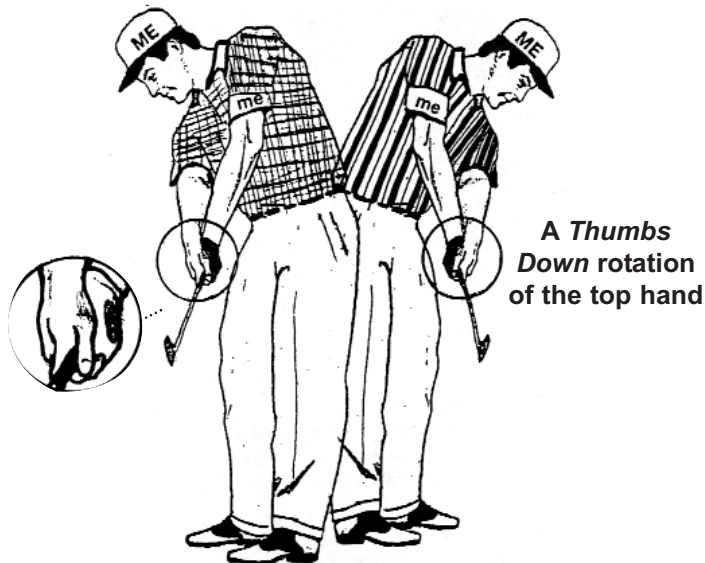
THE BEST KEPT SECRET FOR BETTER BALL STRIKING

...is the power of the thumbs

THUMBS DOWN ...for *Thumbs Up* results

Although their swings all look different, this image shows what pros and low handicappers have in common.

Their hands end up in this position just after impact



This picture clearly reveals the *Thumbs Down* position
...just after striking the ball

**MAKE THIS YOUR NEW
SWING PRIORITY**

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 Front Nine eBook Preview Edition of *Thumbs Down -The Virtual Golf Lesson*.

It was designed to introduce a new and unique method for better ball striking I created, called *Thumbs Down*. The complete Front Nine eBook provides foundation information and illustrations, that focus on the importance of squaring the golf club at impact, as the #1 priority of the golf swing.

The Back Nine eBook Edition includes ball striking drills that help you to quickly improve and maximize your precious practice time. Each drill teaches 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:

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or email: Alan Martin at info@thumbsdown.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.

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