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2008 Middle Atlantic PGA Teacher of the Year

MAPGA Grow the Game: PGA Free Lesson Month

Every year in May, the PGA of America wants us to participate in PGA Free Lesson month. For many of you who teach full time, you may see this as an opportunity cost or an impossibility because of the demands of your time during the busy season. But in reality, ever since we became PGA golf professionals, it has always been our duty to “give back” to our association, to young professionals whom we mentor, but most importantly, to the members, guests and customers we serve daily.

Consider this: pick a day and a time where you can block three hours for “free lessons.” Write it in on your lesson book. Tell your staff about it. Post it in your club’s newsletter and on the bulletin boards in the locker rooms. Talk about it all month long on the lesson tee, to all of the students that you teach and encourage them to come out and bring a friend. For three hours of that designated day, you can get out on the driving range tee, set up a tent, bring out your video equipment, showcase all of your teaching aids and have a registration table where visitors sign their name and give you their email address. You are simply offering ten minute lessons. It is a kind gesture of professional courtesy. Keep the golf instruction message simple. Be a good listener. Smile. Have fun. This is a short period of time and people will love how you willingly give out your knowledge. Furthermore, they will sincerely appreciate your follow up emails that you can compose later in the week. I can assure you that this PGA program will generate future lessons for you. I have been promoting and conducting my “PGA Free Lesson Day” this way at Salisbury Country Club, since 2006.