



Biz-Golf Newsletter Fall 2004

BIZGOLF NEWSLETTER

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WHAT'S NEW IN BUSINESS?

HOW DO YOU GET YOUR CUSTOMERS TO BECOME YOUR SALESFORCE?

According to Ed Keller and Jon Berry, the authors of the *The Influentials*, one American in ten tells the other nine how to vote, where to eat and what to buy. If that is the case, are you wasting your advertising dollars in the wrong places? The top five topics that friends tell one another rather than be influenced by advertising are:

1. Restaurants to try
2. New meals, dishes to try
3. Places to visit
4. Prescription drugs to try
5. Hotels to stay in

ARE YOUR PRODUCTS/SERVICES REMARKABLE?

According to Seth Godin, author of *Purple Cow*, if your product/service is not remarkable, it is invisible. Something remarkable is worth talking about. Worth noticing. Exceptional. New. Boring stuff is invisible.

In his book, Seth tells of a restaurant that hired a teenager to wear a clown suit and do magic tricks and create balloon animals all weekend, every weekend. The result is pretty predictable. Kids told kids, parents told parents and the restaurant was packed with families every weekend. It wasn't hard, but it was remarkable.

What can you do to make your product/service worth talking about, worth noticing, and remarkable?

IS YOUR ORGANIZATION FILLED WITH LEADERSHIP OR POSITIONSHIP?

Herman Cain, the turnaround expert of Godfather's Pizza and author of *Leadership is Common Sense*, states that leaders today must have the following characteristics:

- Ability to recognize that people must motivate themselves
- Ability to take risks and make the tough decisions
- Ability to block out the unnecessary and concentrate on the necessary
- Remove the barriers which prevent people from being self-motivated
- Lead the actions required to achieve desired results
- Inspire the passion within people to perform better than expected

WHAT'S NEW IN GOLF?

HAS YOUR GOLF GAME IMPROVED?

The United States Golf Association states that 15 years ago, the average male golfer's handicap index was 16.2. The average female golfer's handicap index was 29. Today, the average male golfer's handicap index is 16.2 and the average female golfer's handicap index is 29. No change. Despite the billions of dollars they have spent on new clubs, balls, lessons, training aides, American golfers have not, by and large, gotten any better.

What should we do? If we are not on the tour, we should simply have fun and play the game for philosophy, humor, tragedy, romance, melodrama, companionship, camaraderie, cussedness and conversation.

WHAT DO THE BEST GOLFERS DO THAT'S SUPERIOR TO MY GAME?

Over the past seven years I have interviewed over 500 golfers who have handicaps less than nine and many of them have a +3 handicap. Some are professional golfers. I was curious to find out what they do when they are playing their best golf. Here is what I found to be the most common answers: (there are many more)

- They focus on their target
- They visualize their shot
- They don't think of mechanics on the course
- They don't look ahead, only at one shot at a time

WHAT FRUSTRATES GOLFERS THE MOST?

During the research phase of writing my book, *Top 40 Things Considerate Golfers Do*, I found it interesting of what frustrates golfers the most. Here are some interesting ones:

- Talking on their cell phones
- Not adhering to the course dress codes
- Not raking the bunkers
- Not repairing ball marks
- Not noticing that they are holding up play
- Not letting faster players play through
- Not pulling the golf car up to the green
- Not taking enough clubs to the fairway when there is golf path rule in effect

There are many more. If you would like to know more, you can purchase the *Top 40 Things Considerate Golfers Do* or one of RJ's other fine books from <http://www.rjlancaster.com/catalogue.php> .

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