

**Attention:** Indiana Golf Industry Insiders Planning to Grow Your Business

**You Are One of a Select Few Invited to Attend the Most Important Golf Industry Meeting in the State of Indiana ...Ever**

# **The Build A Better Golf** **Business Bootcamp** (Brought to you Golf Course Marketing Systems)

If Your Golf Business is Booming and You Aren't Interested in Opportunities for Growth in Our Industry, Please Don't Read This Letter

**OTHERS: IGNORE AT YOUR PERIL**

Dear Golf Business Owner or Sales Professional:

It's no secret that our industry is in turmoil... we've all seen the signs. Foreclosures of once thriving courses, play dropping off everywhere, private clubs losing members, discounting of fees, cutbacks in staff, course conditions bad because budgets can't keep up and on and on and on.... Where will it end and what to do???

We've decided it's time to fight back and so we're offering a very exclusive opportunity for a few serious golf business operators. This is your private invitation for you to join us for the Build a Better Business Bootcamp. Now is the time we start the road back because no one else will do it for us.

What you'll find at the Build a Better Golf Business Bootcamp, if you're one of those operators determined to be a leader in the golf business for years to come:

- We'll deliver several "Blueprints" from the speakers with printed take home notes and tactics to make your construction jobs straightforward and fast!
- You will discover the mindset you need to Take a Bulldozer to everything that might be holding you back in your business.
- We'll give you a better toolbox of business boosters to make the changes you need to stay on track.
- We've assembled an unbelievable "Construction Crew" led by John Cohoat who will lay out their plans with new power-tools to build a stronger, better, more profitable golf business. These aren't the same old people you see at the PGA

Shows and they'll bring you new perspectives on an industry steeped in lots of traditions that need to be challenged.

## **Why Did You Get Into The Golf Business?**

Like so many of us, you probably have a real "love" of the game of golf. For those who don't "get it" it can be hard for them to understand the personal challenge of the sport, the enjoyment of the courses, the fact that we play outdoors, the camaraderie, the tradition, the rules, the pride, etc. So as a professional, owner, manager or operator in the business, your motivation is to preserve golf and help others enjoy it.

But, here's what you may be experiencing... You're working harder and harder to make ends meet and getting less and less. You don't have the time to enjoy the game or your family and it may actually start to be a grind. The fun is going away and you're concerned about where we're all heading. You wonder if only the really expensive courses with all the notoriety still be around...out of the reach of the typical middle class golfer? Or, will golfers be left to play on cheap, discounted courses, kept in crappy condition because all the profit has been squeezed out of the business by the online tee-time sellers? Will there even be a place in the business for your kind of course and your approach to how the game of golf should be delivered?

Frankly, we all went through the boom times of golf. More and more players were joining our ranks all the time, the economy was good, courses were being built all over the world and it was really pretty easy to make it in this business. But, that's all come to a crashing halt the last few years and some in the industry just haven't adjusted. How many courses do you know that have closed or are on the brink due to continued losses? How many of your buddies have left the industry in discouragement or because they just couldn't make money anymore?

You're still a player and we think you also want to make sure you aren't a casualty, too. Which are you?

- Still doing "OK", but can see signs that it's starting to turn the wrong way.
- Or, maybe you're finding it harder and harder to make ends meet, cash flow is bad, you need new equipment, staffing is tough and those golfers want more for less.
- You could be doing really well but know that there is always something more to learn and want to capitalize on the great opportunities for the smart operators...searching for the little edge that will make a difference.
- Finally, you may have realized it's time to do something different NOW or you'll be outside the golf business, looking in.

Well, we know how you feel and where the body bags are because we live this business every day. And, yes, we have challenges, too, but we also have construction drawings that we can lay out on the table so you can take a look. Then, you can decide which plans

make sense for your golf business, take them home and start the reconstruction. It all happens at the Build a Better Golf Business Bootcamp.

## **The Construction Crew**

If you're know anything about the construction business, you know that contractors and developers depend on putting together the right set of architects, engineers, contractors and subcontractors to complete the project.

Here are just a few highlights of the topics and sessions this crew will be delivering at our construction meeting:

- Tools for your tool box.... What you need to market your golf course effectively. Marketing systems, messages and media.
- Construction nightmares... 10 Marketing Mistakes that You're Probably making at your golf business right now.
- Business Builders and Boosters to Reconstruct Your Business
- The Numbers Blueprints. Critical numbers, stats and financial systems to make sure you are on top of business.
- Master Builder Strategy #1... A proven system for working with your community and building your golf business .
- The Online Golf Business Blueprint...achieve online market domination.
- And more, still in the design phase.

**Now, “the Crew”**



*John Cohoat, “Construction Manager”*

John has over 30 years experience as a business owner, executive and entrepreneur with proven expertise in marketing and business strategy. John provides entrepreneurial business coaching and consulting in success strategy, copywriting, sales, advertising and direct response marketing. John has been a part of the team growing Wood Wind Golf Club and has focused his practice on the golf industry.

Not your typical industry insider, John will challenge many myths in the advertising/marketing world. He also is expert at spotting trends and techniques in other

industries which can be transferred successfully to the golf business. He heads up our affiliate company, Golf Course Marketing Systems, bringing non-traditional, cost effective marketing strategies to our golf industry clients. .

John is the recent author of “*No Thank You, Mr. President*”, a book about how companies in Elkhart County, Indiana are standing up and fighting in spite of the economic turmoil, without massive government bail-outs. The book profiles ten companies from Elkhart County and includes a foreword from legendary football coach Lou Holtz and a bonus chapter on responding to the recession from entrepreneurial guru, Dan Kennedy.

John’s sessions will certainly be provocative as he will make you wonder about how you’ve always thought about golf industry marketing and advertising. If marketing has never been a strong suit for you, John will be your architect for market domination with practical tools and tips.

Warning: John is “no nonsense” and he’s sure to tick off some of you. If you are easily offended, you may want to step outside when John speaks.



**Hari Luker, Online Marketing Wizard**

Hari was raised in England and has worked in the Fort Wayne area the last few years. He’s one of those “young gun” Internet wizards with expertise in online lead generation, video marketing online, email marketing and social media. Hari will present several “Online Blueprints”, including showing you easy to use tools that every golf course should be using to grow their online presence and sales.

Hari is the Founder of Local Honcho.

**Our sessions will make sure that your plan is comprehensive and you’re ready to build your golf business to weather the hurricanes of economic change that threaten to rip your golf business off it’s foundation.**

## **This Might Not Be the Right Meeting for You If....**

In all fairness, we know this meeting is not right for everybody in the golf business. Please don’t take one of the precious few seats in this business building Bootcamp if:

1. You just want to “hang out” with your golf industry buddies. Sure, there will be time to network and catch up, but we’re gearing this for serious attendees looking to learn and grow.
2. You just want a few minor tweaks and think you’ve got all the answers. If you’re coming, prepare to take it all in and be a real “learner”.
3. You aren’t open to new ways of looking at the golf business and trying new systems and ideas.
4. You have no real intention of making changes in your golf business. You’re stuck, you’re in your comfort zone and you know it.
5. You’re truly happy with the business you have and really don’t need to grow or look for new opportunity.

So, we’ve warned you and made it clear what this is all about... now it’s time for you to make a decision.

## **What You Need to Do Right Now, If This is For You**

By now, you should know if this is the place for you to be. So, this is what you need to do and you need to do it quickly. You see, we’ve decided that this will be a small event. We want everyone to have a chance to ask questions and interact. Easily we could market this quality line-up of speakers and topic to the whole Midwest or the whole country. But, we just want to offer it first to the golfing fraternity in Indiana and Southwest Michigan. And, we only have room for 15 primary registrants at each site (South Bend, Fort Wayne and Indianapolis), so there is a real limit on how many we can take. You know if this is for you and, if it is, get your name on the list before we have to close reservations.

So, here it is:

- Or go to [www.golfcoursemarketingsystems.com](http://www.golfcoursemarketingsystems.com) and reserve your place online
- Or, call 574-370-0074 today and we can process your reservation there.
- We have 3 group sessions in South Bend on 3/20, Fort Wayne on 3/21 and Indianapolis on 3/22. The sessions go from 10 AM to 4 PM with registration starting at 9:30 AM. There is no fee to attend and lunch will be served, complimentary.

The time is now and the choice is yours. Do you want to get serious about your golf business? If so, reserve your spot today. You won’t be sorry. We guarantee it.

**PS:** This will be a small group type seminar, so you will have a chance to meet the other attendees and get your questions answered. This will be a true working session, where you will get Take-Home Blueprints to get your golf business headed in the right direction.