

**Switched-on Golf: Activating Both Sides of Your Brain**  
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After a bad hole, you are about to hit your next drive. As you take your practice swings, you find your mind still on the last putt that you blew. You take your swing and it's a slice. In your mind you say to yourself "Oh no, another bad hole." Or you're in a tournament and you keep missing putts in the 10 to 15 feet range. Making this next putt will allow you to win the tournament. The pressure is on. You take your time to setup the putt. You hit the ball and you miss by being short six inches. It's the same thing you've been doing all day long.

Sound familiar? You know the techniques and mechanics, but you just can't get your mind aligned with your body for it to do what you want it to do. For some golfers the difficulty may be concentration, for others it can be the negative thoughts reinforce themselves, for others it can be tightening up psychically. In a word, you are stuck - your body and your brain are "switched off" for aspects of the golf process.

If I haven't mentioned specifically what you find difficult to do, then just fill in the blank with your own issue or issues. \_\_\_\_\_.  
In all these situations, it's actually your brain and body that have switched off and you're experiencing struggle.

Golf requires that you think clearly, be analytical, and be attentive to details, which are all functions of the left hemisphere of your brain. Golf also requires being creative, intuitive, and able to see the broader picture, which are all functions of the right hemisphere. To be a truly successful golfer you need to use both sides of your brain together. If you are using only one side of your brain in the golf process, you will be stressed and switched-off. You need a whole brain, integrated approach.

#### Educational Kinesiology

There is a way to switch your brain on for golf, to insure that both the sides of the brain are both active and empowering to you. It is by using a process for brain integration called Brain Gym®

Brain Gym was developed over a fifteen year period by Paul Dennison, Ph. D. a specialist in learning disabilities and a leading pioneer in brain dominance patterns. Dr. Dennison discovered by using very simple body movements called Brain Gyms you can stretch the muscles and facilitate the integration of both sides of the brain.

With the brain integrated, the game of golf becomes easier and less stressful. Dr. Dennison synthesized these simple body movements from work done in the fields of developmental optometry, neurolinguistics, left and right brain research, acupuncture, and kinesiology (muscle testing). This method has now been applied to the golf process through the Switched-On Golf seminar. The PGA and the LPGA both recognize Switched-On Golf as an accredited course for golf pros being recertified as golf instructors.

## SOG Success Stories

"Switched-On Golf" does not teach golfing techniques and mechanics. You still need your golf instructor to do that; rather SOG teaches these Brain Gyms, allowing golfers to use the whole brain to exceed their present levels of success. What are the benefits of this concept? For instance, one

This Brain Gym concept has also been applied to the Selling process in a course called Switched-On Selling. One client, the South Carolina Farm Bureau, did a research study. They compared four months of sales production following the seminar with agents who had gone through the seminar and with the production of those who had not taken the seminar. The company found that those agents who had gone through the seminar had production averaging 71% above those who did not attend.

## Check Your Muscles

One of the most interesting and unique components of the Par and Beyond: Secrets to Better Golf part of Switched-On Golf, is the use of muscle checking” to determine what movements the body and brain need to switch on the brain. As someone exerts pressure on another person's deltoid muscle, the muscle will either stay locked (switched on) or come down (switched off) depending on how it is responding to internal or external stimuli. This muscle checking is indicating the response of the person's unconscious, and the responses are remarkably accurate. Kinesiology also allows us to easily see and experience how everything around us and within us affects our strength and ability to act. Try it for yourself, using the following simple steps. You'll need a partner to practice this on.

1. Face a partner. Have your partner raise one arm straight out from the side of their body with their thumb pointing down. Think of a bird spreading its wings.
2. Place one of your hands on your partner's extended arm, above the wrist bone. Place the other hand on your partner's opposite shoulder.
3. Instruct your partner to resist as you push down, firmly, on their extended arm for several seconds. You are not attempting to force or jerk the arm down, but are simply checking your partner's normal level of resistance.
4. While your partner keeps the arm extended, have the person close their eyes and think of a negative golf experience. When they have it in focus tell them to resist while you press down on the arm. The arm will usually go down with very little pressure.
5. Now tell your partner to close his eyes and think of a very positive golf experience. Once your partner has the experience focused, tell the person to resist again while you press down on the extended arm. The arm will usually stay level and strong, even if you apply more pressure.
6. Switch roles and have your partner check you.

The muscle checking is not a trick; the results are real and repeatable. In fact, I've taught this technique to hundreds of thousands of people during my seminars.

Because you already checked your partner's normal level of resistance in Step 3 the results have nothing to do with muscular strength. By the muscle staying switched on with the positive thought means that the body's life energy and brain functioning is strong. The arm going down easily means the body's energy and brain function are weakened. As you saw the contrast is very easy to see.

### Change Your Brain

One of the aspects of Switched-On Selling has you take the negative golf situation to the next level of change which is for you to learn how to dissipate this negative energy so that it doesn't affect you on the next hole. For example, you've double boogie on the hole. Your mind is triggered and you keep putting yourself down as you're going to the next tee. To stop these negative thoughts there are two simple Brain Gym movement exercises you will need to do that will only take about 1 1/2 minutes. The movements actually change how the brain and body are perceiving and reacting to the situation and how the body is reacting to it. The physical movement may seem unusual at first, but you will quickly become comfortable with the movements and find them to be both effective, relaxing and energy changing. Here's how to do these movements as follows:

1. Have a partner muscle check you while you are thinking of a negative golf situation. Your muscle will check weak.
2. Next you will do a movement called "Hook-Ups." While you are holding the Hook-Ups position, keep the negative thought you would like to dissipate in your mind. Put as many details, as much color and intensity into the thought that you can. While most people would tell you not to think negative thoughts, in this situation it is necessary to do so to take the negativity out of the brain. After a short time, you may find yourself having difficulty focusing on the negative. If that happens, change your thoughts and start viewing the situation positively.
3. To do the Cook's Hook-Up, sit comfortably in a chair. Place your feet flat on the floor. Put your left foot onto the top of your right knee. Place your right hand on your left ankle, and place your left hand on the ball of your left foot near your toes. Close your eyes, place your tongue on the roof of your mouth one quarter of an inch behind your teeth. Breathe normally, and hold the negative thought. Hold this position for thirty seconds to a minute.
4. Keeping the eyes closed, the tongue up, and the negative thought focused, place both feet flat on the floor and bring just your fingertips together like a teepee in front of you. Hold this position for thirty seconds to a minute, breathing naturally.
5. When you are finished, open your eyes.
6. The second movement you will do is called Positive Points. On your forehead, in the middle of your eyebrow and half way up to the hairline, there is a small bony protrusion known as a frontal eminence. Place the middle three fingers of the left hand over the left frontal eminence and the three fingers of the right hand over the right frontal eminence. Apply a very light pressure.

7. Close your eyes and remain in this position for thirty seconds to a minute. If you feel the negativity dissipating, begin to focus on a positive side of the event.

When you are finished, open your eyes.

8. Have a partner muscle check you again while you keep the same situation in your mind. You will experience that your arm will stay solid. After you have completed these positions, you will find that you are able to recall the situation but that the negativity is gone from your memory.

Using these positions will demonstrate to you the power of movement over your brain and your body. You can use these two positions whenever you have a negative sales situation occur. A negative sales situation first thing in the morning no longer has to ruin your day.

This was an example of just one aspect of the Switched-On Selling concept. The rest of the seminar focuses on every other part of the selling process to insure that your body and your brain is switched on for every aspect of selling. From the pre-approach to prospecting to presentation and follow-up, the concepts incorporated into the seminar allow you to switch on the brain and body to allow you to reach even greater levels of success. Through this work, you will bring the twenty-first century technology of change into your life today.