

# *the* Golf Professional's Success Principles

ACHIEVE THE LIFE YOU WANT



*by Gary Occhino*  
PGA Member

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**This book is dedicated to my two living fathers:**

**The Almighty whose spirit lives within me  
*through you all things are possible***

**and**

**The man who never missed a game  
*thank you for showing me how to be a dad***

# Course Management

## **The Front Nine**

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## **The Back Nine**

**9 Bonus Nuggets for You**

## INTRODUCTION / FOREWORD

I am one of you. I hear what the members say, how the Board of Directors thinks and how your paycheck does not reflect how much your feet and brain hurt at days end. I understand how the game we once loved became a business and how some of you might not like the business. Maybe some of you don't love the game anymore either.

In seventeen years, I have seen 24 Assistant Pro's, 8 interns and upwards of 30 shop-assistants pass through our club. Most of the Assistant Professionals left the golf business by blaming the PGA GPTP program or came up with some excuse about why the golf business wasn't fair to them. The interns faired about the same. And, the shop assistant's usually did the best because they had different life plans. Most everyone reaches their point of decision: Do I continue or do I quit?

I will not tell you what you want to hear. I will tell you what you need.

One day I sat on the couch in our 960 square foot apartment, 31 years old, staring at the cheap, beige carpet. I had just returned from an interview and I was the proud winner of 2nd place for the only Director of Instruction position at Belfair in South Carolina. This was a \$100/lesson position and that would have been a huge boost to my income. It would have helped us pay loans and most importantly, afford the needs of our son who was to arrive in four months.

My income after taxes: \$44,000. My wife's income after taxes: \$16,000.

For those of you without your iphone calculator handy, that's \$60,000 we brought home after taxes. Our expenses, bills and student loans equaled \$67,000 a year.

A trusted financial planner (my brother) said a newborn costs \$5,000 a year. All totaled we needed to take home \$72,000 a year after taxes. Oh, and I forgot to mention, we were adamant about my wife staying at home full-time with our son--she was quitting her job and her \$16,000 net pay. So, I needed to make the \$12,000 we were going to be short plus the \$16,000 we were forfeiting.

Yes, that's \$28,000 or 64% more just to break even.

Ahhh, one more thing...

Did I mention I was a teaching pro in Buffalo, NY without a base salary? So, how did I make it happen in less than a year?

Again, I will not tell you what you want to hear. I will tell you what you *need*.

## GOLF PROFESSIONAL SUCCESS PRINCIPLE #1

# Change Your Philosophy, Change Your Life

*“Success is not something you pursue, it is something you become.”*

~ JIM ROHN

For change to occur in your life, your philosophy must change. I did not invent this idea, nor did Jim Rohn who is quoted to begin this chapter; however, we both agree this must be your foundation. If you believe that you are going to pursue money, awards or promotions, you are wrong. If you think you are going to convince others to change while you're still thinking and doing the same things, you are wrong. If you are waiting for a new Board of Directors, a happier membership or more positive relatives, you are wrong. Your philosophy must change for your life to change.

### 100% Responsibility

Let go of your blame list. Stop telling yourself that taxes are too high, the weather needs to improve, food prices are holding you back or traffic made you late. Until you take 100% responsibility for every thought, word, action and reaction you will have the same results. Please notice, I did not say 88% responsibility, it says 100%.

### Remove your A.N.Ts

ANTs = **A**utomatic **N**egative **T**houghts

In 2011, I co-authored a DVD titled Removing the ANTs and founded a company called INDARE Golf. I had the option of starting with any concept, product or technique. Investors kindly backed the company and gave me completely free reign as to how I chose to influence the golf industry and help others. I could have told golfers I had a cutting-edge swing philosophy or that we knew Ben Crenshaw's secret to putting, but we chose the real, ethical starting point for personal improvement. We started with mindset and negative thinking. Did you know 86% of our thoughts are negative and occur automatically? No wonder prosperity is challenging! I have worked with top business trainers, personal development coaches, and studied successful athletes and they all start and maintain the same core belief:

***Be positive in every way, shape and form.***

Every thought, word, action and reaction must be positive. I need to make one thing clear -this does not mean you put on rose-colored glasses and sit around affirming your way to prosperity. **Negativity is the silent killer holding you back.** Positivity is your "key." It is the key will get you through the first door where you can escape from what feels like a room without windows. When you exercise positivity in every way, shape and form, and begin to see a metaphoric light, you now have an environment in which you can grow.

## **Work Within Your Environment**

We just used a metaphor that equated positivity to light. Well, for things to grow within an environment, they need that light. The first thing you must do is write down exactly how you will be positive. Next, you must practice positivity daily. Every morning you should do the following: Close your eyes and go through 3 hypothetical scenarios where you will display positive speech, action, energy or response. You can visualize conversation with members, a meeting with your boss, playing golf, driving in traffic or any of the many encounters that naturally occur. This is not a part-time, feel good book, so do it every day at least once a day minimum.

Now, let's remember the key principle from the beginning of this chapter. For things to change around you, YOUR philosophy must change. The members are going to be the same. Traffic is going to be the same. Your tax rate is going to be the same. The weather is going to be the same. Your students will learn the same.

***You need to figure out how to make things work with what you have around you.***

Remember when I was sitting on my couch, head in my hands, staring at the fiberglass, beige carpet? Well, I still live in the same town, work at the same club, still collect \$0 as a base salary and oh yeah, they cut my health insurance and my PGA dues from my benefits package. And one more thing, I have two kids now (another \$5,000 addition), my wife still stays at home and our yearly bills are now \$82,000. So, how did I go from broke and in debt to being able to pay my bills, feed my family and writing this book? It started with changing my philosophy and using the same exact things within me and around me as resources instead of against me as liabilities. The rest of this book is

going to show you the remaining principles needed for you to figure out your own environment. I can only give you the knowledge and experience. You need to take action by applying yourself and doing the action items.

Have you closed your eyes and visualized your 3 hypothetical positive scenarios yet?

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for your “My Positives” Activity Download*

# Keep Your Hands Separate

*“You have a service hand and a receiving hand. Don’t confuse them.”*  
-DR. ROB MAZURKIEWICZ

Hold out your hands away from your body, palms up.

Pick one hand as your “service hand.”

The other hand is your “receiving hand.”

If you give of yourself (serving) and expect an equal return (receiving), you will never have lasting success. You will become disappointed, frustrated and angry. You will end up aborting your quest to change your philosophy and go back to your old, non-progressive ways. I know this because I confused my service hand and receiving hand. I thought that if I became more of a giver to my church, my community, gave all my energy to my students and to my family, I would receive money, fabulous students and complete happiness in return. Not true!

You must give without intention of receiving in return. Give from the heart because you want to help others and by serving your world with the talents God gave you. You must keep your hands separated.

There is an important distinction to be made here. This does not mean you giveaway your golf shop merchandise or lesson services if that is how you make a living. You may market your business and strategize your business how you feel appropriate. I am

suggesting that you wake up every morning with the attitude of a servant who has a purpose that is centered around giving without receiving. This attitude should be maintained throughout the day. Regardless of how much you give, expect nothing in return other than your advertised price, rate or pre-determined business agreement.

It is now your responsibility to keep your hands as far apart as possible when you serve others at work, in the community at home or anywhere.

# You Are a Walking Resume

*“Everything about you is an advertisement--for you.”*  
-RANDY SHAW, PGA

I have worked for the same boss for 15 years as a PGA Professional. His name is Randy Shaw and he is the man behind this quote. Randy worked for Gene Mattare at Saucon Valley CC and I have the feeling Gene passed this bit of wisdom to Randy. Randy and I are not exactly the dynamic duo like Batman and Robin, nor are we like oil and water. We are both “Type A” personalities and have effectively learned how co-exist professionally and personally. We respect each other and I will expand more upon how to arrive at this type of respect in the next chapter. For now, let’s talk about you as a “Walking Resume.”

Every motion you make, word you speak, action you show, energy you release, garment you wear, bit of knowledge you accumulate, handshake you give, eye contact you maintain says something about you. Every single element!

We are going to break this concept into two sub-categories to make this easier to understand...

Category #1: Tangible items and physical appearance

Category #2: Intangibles and non-physical energy

## **CATEGORY #1: Tangible items and physical appearance**

What I am about to say is bothersome to me personally, but I do not make the rules.

*Your appearance matters to people.* The better you dress, the better your clothes fit, the more ironed your shirt and pants, the more people will respect you in the marketplace. People want to associate with status and they want to feel the power of status. You will book more lessons, sell more merchandise, and have less members challenge you on rulings the nicer your appearance. You will also gain more referrals and receive better treatment when traveling with members. Similarly, you are going to receive greater respect if you keep your body slim, and maintain some lean muscle that is more evident than your belly. The rewarding part for you is that the nicer you dress and the better condition you keep your body, the higher self-esteem you will carry. A person with a higher self-esteem will have greater energy and be far more attractive to others. You will also do a better job and realize higher standards when you dress the part. I don't make these rules, but they are principles of success. So, you can feel comfortable knowing part of this concept is for others perception, and part is for your personal esteem.

## **CATEGORY #2: Intangible items and non-physical energy**

The other sub-category involves that which is not able to be shot with a camera. If my golf clubs are filthy and my car is littered with pop cans and fast food remnants, that can be shot on film. That is category #1. Category #2 involves the impression or energy you release. Here are some examples of what will give off great energy:

-Practice being in the present moment at all times. Always look a person in the eye and maintain eye contact for the full conversation.

- Stop texting, checking twitter/facebook and get off your cell phone.
- Smile significantly more than you do now.
- Work on your posture and walk with your chest in front of your shoulders.
- Greet a member or customer like you haven't seen him/her in a year. Furthermore, greet him/her with an energy like they are your uncle who used to give you money every time he saw you when younger. Similarly, answer the phone in this manner after they tell you who is calling.
- Listen carefully to customer requests and fulfill the request 100%. When applicable, over-deliver with an extra touch of service or care.

People make judgements about you quickly and frequently. They are analyzing everything about you as if you were on stage. Guess what this means? You are far more transparent than you realize. You better be genuine about using your service hand and in your respect for others needs.

The walking resume concept is an example of "it doesn't matter what I think, do what works." Your paper resume sells you but there is no greater resume than you. **People buy you before they buy your product or service.** And, people make their decisions about you FAST. Don't forget it because it will be the difference in your promotion or your success versus the other candidate.

# Connection Then Communication

*“Working on communication is a myth. You must connect with people first. Then you will effectively communicate with them.”*

~JAMES MALINCHAK, ABC’S THE SECRET MILLIONAIRE

**CONNECT first.** Got it? That is what James Malinchak, star of ABC’s *The Secret Millionaire* teaches, and he couldn’t be more right. Why do you think companies have hospitality budgets and expense accounts? To create connections and to maintain connections. Many people label this as *networking*. Call it what you desire, it is a fundamental truism to your success.

Have you ever worked with a colleague or had a boss who does less tasks than you or had less teaching knowledge? But, he/she received all the praises or more of the lessons than you? Other people label him/her as an “ass-kisser” or they say “he just got lucky.” Wrong again! The golf professional who connects with other people will have greater job security and quicker career advancement than the golf professional who fails to connect. Truth.

This brings up the big question: *How do I connect better ?*

## Change your lens

This means unscrew your own set of eyes and put on the eyes of other people. Start asking questions to yourself such as:

- What are this person's desires or needs?
- What gives this person happiness?
- How can I genuinely help this person's quest?

Once you get away from your own tasks, thoughts and emotions you will have a sincere interest in other people. Remember in the last chapter how we explained the intangible concept of the *energy* you give off? Changing your lens will catalyze this process of giving off a powerful energy. You will immediately start to attract others. This attraction is called connection.

## **27 words to paste on your mirror**

I recently went to a four-day business boot camp in Los Angeles. We basically had fifteen hour days of training that involved taking notes, observing case studies and receiving large amounts of detailed content. Now, most people would think that the lunch and dinner breaks would be, well, breaks. Nope, not for Seth Greene. Instead of being like the other 499 folks at the event who were acting as followers, Seth organized a "Mastermind Group" of about 20 men and women who met every day for lunch and dinner in a private room. The first two sessions, we all had the chance to introduce ourselves and to answer "What is the greatest problem in your business right now?" The other 19 members of the group would provide suggestions, resources and potential solutions for you to overcome your obstacle. The experience was fantastic for me and you could see the others loving the format and the gains. Guess who never took a turn receiving official help from the group?

Seth Greene.

After two sessions of solution-creating for others, the format changed. For the next three days, Seth presented to the Mastermind group on a different marketing topic each meal. It was a quick, yet effective 10 minute presentation. Then, we all went around the room helping each other implement the concept into our businesses. Again, Seth never received direct help and just kept giving and supporting others.

One of the topics presented was about “persuasion.” Seth read us a 27 word sentence that he said would be a game-changer. Ready for it? Here it is:

***People will do anything for those who encourage their dreams, justify their failures, ally their fears, confirm their suspicions and help them throw rocks at their enemies.***

I suggest reading this sentence a few times and pausing for a minute to ponder.

You are free to draw your own conclusions from this powerful and truthful sentence.

Whether you agree with some or all of the sentence, it is what creates connections.

Now, this sentence is being presented for three reasons:

- 1.) To succinctly give you a resource that you can read every day.
- 2.) To help you realize, connection is all about them, not you.
- 3.) To show you how Seth connected by assembling and giving to the group.

He set up and facilitated an environment where he was the leader of supporting dreams, humanizing failures and removing fears.

An important point to clarify about the “throw rocks at enemies” portion.. We did not all sit around and engage in immature conversation or hatch a plan against our competition. By participating in the Mastermind group you receive a competitive edge.

That is the powerful rock that hurts the competition (the enemy) in business. Similarly,

when you apply and implement the knowledge in this book, we are teaming up to throw a powerful rock at those who do not read this book.

And by the way, guess who gained the most referrals and business within the Mastermind Group? Wasn't me.

It was Seth Greene.

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for your "My Connections" Activity Download*

## **LITTLE is the new big**

*“It’s the littlest decisions that shape our lives. Little decisions will either take you to the life you desire or take you to disaster.”*

~DARREN HARDY, SUCCESS MAGAZINE AND THE COMPOUND EFFECT

### **Big Doors swing on little hinges**

It is critical to understand that neither success or failure will show up immediately.

Whether you are climbing a mountain, learning golf or trying to lose weight, it will not happen in one step. It will be a series of choices, patterns and disciplines that will determine your outcome. Darren Hardy, who is quoted above tells a story in his book *The Compound Effect* about two friends trying to lose weight over an 18 month period.

Friend A changes nothing in his diet and does no exercise. He gains weight.

Friend B drinks water at lunch instead of soda. He also walks 1/2 mile a day on his lunch break after eating. Incredibly, friend B loses almost 30 pounds! He only spent 8 minutes a day and inconvenienced nobody else in his life to achieve his success. How do you think each friend feels mentally? Emotionally? Which friend will have a better change in his career? And finally, based upon what we learned about how people make decisions about you, who is going to attract more money and better relationships?

Please remember the very first quote in this book from Jim Rohn, “Success is not something you pursue, it is something you become.”

## **Your Media Choices Are Killing You**

The nutrition and exercise example used above is mainstream. Personal trainers, physicians, and everyday folk will talk about it. What we will now introduce is the silent killer. We talked about Automatic Negative Thoughts (ANTs) in Chapter one; a huge source of your ANTs comes from media. Every day we are bombarded with millions of stimuli that enter our conscious and subconscious minds. The human brain does not have a filter, meaning it cannot judge and compartmentalize what is positive, prosperity-based information versus what is negative, impairing information. It all gets stored in one big pile known as your subconscious mind. Furthermore, we humans are highly interested in sensationalized, dramatic and even tragic events. This easily explains how a traffic jam forms on the other side of the road from the accident. People are slowing down and rubbernecking--they cannot help themselves. Or, why "horror films" and contrived "sci-fi" films are sold out and new ones are constantly produced. Ever notice that newspapers and newscasts rarely lead with a feel-good story? Acts of kindness, gifts from the heart and miracles happen every day around the world and we will not learn about them via major news sources. It does not appeal to our minds as much and it therefore it makes less dollars. The money will dictate the message.

So, what do we do?

Go on a full media diet for one week minimum. Once you make it a full week, try to extend it to a month. Turn off the TV, turn off the radio and set your internet "favorites" or default homepage to something that is positive and prosperity-based. Replace your car radio habit with an audio CD on personal development or anything that is wholesome or learning-based. Successful people turn their car into a classroom. A legacy of

wonderful, stimulating, invigorating concepts has been left on this earth for us. Start this discipline today and you will catalyze your path to success. The ancillary benefits are too numerous to list and you will feel rejuvenated, energized and fulfilled.

## **Your Social Media Behaviors are also Killing You**

Facebook, Twitter, YouTube, and overuse of text messaging conversations are destroying your ability to think freely, develop ideas and grow. They are also dumbing-down your emotions and teaching you how to use the wrong emotional outlets. Healthier choices would be exercise, personal conversation, prayer and time. Let me clarify: I am all for laughing and having time “away from it all.” I fully understand that not every situation needs to be analyzed or solved. Sometimes it just needs time, space or humor. However, when the occasional escape becomes the normal, we have a huge problem. It is called addiction. When you have addiction, you are NOT in control anymore. You are now connected to the power and agenda of the addiction source. Your ability to think freely and experience growth slows dramatically. You attempt to become fulfilled by entities that are not truly fulfilling. Humans seek love, comfort, companionship and support. These social media outlets cannot meet our true human needs. For many it halts progress and on occasion, people go backwards and begin a downward spiral that can be extremely serious.

## **You can't run for long in a pool**

I know what I am saying about media and social media are big-boy claims. I know I am using words like “killing” and “destroying” to represent the boldness and depth of this

issue. I know this is not an underground blog, it is a book. This message should be on billboards! So please understand that I whole-heartedly mean every single word and want you take seriously that these elements are indeed killing and destroying your freedom, prosperity and progress.

With all the media and negativity we allow into our lives, it's like trying to run in a pool. It slows you down immensely and eventually will defeat you into submission or drowning; it makes you jaded and ruins your perspective on appreciation, the goodness of others and your human potential.

### **90% positive inputs is realistic**

Whether we are specifically talking about nutrition, exercise, television, radio, newspapers, social media or cell phone usage, these items are generally referred to as “inputs.” In simplest terms, inputs are what go into the mind or the body. Your goal should be to have everything you hear, see, eat and drink be 90% positive. Our physical body is made to detoxify the other 10% of food and drink; our mind does not have the same ability to filter, but 90% is realistic and will allow you to achieve prosperity and growth. Remember, big doors swing on little hinges. The little things matter and over time, they will make the difference whether you succeed or flounder.

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for your “My Media Diet” Activity Download*

# This Is Good

*"This is Good"*

~ANONYMOUS

Last week, I was the 2:00 pm appointment at my accountant's office. He was running a few minutes behind and about 2:05 pm a man walks out of his office, beaming with a smile and laughing. I entered the office and my accountant was also smiling and laughing quite glowingly. I figured there was some sort of good energy in the air or maybe they were enjoying some potent coffee late in the day. Knowing I am a golf professional, my accountant said, "I have to tell you this story...  
...did you see the guy who just left?"

"Yes...who is he?" I asked.

"Well about two years ago he lost his job. Instead of moping around, he decided he was going to improve his golf game. He totally stunk at putting so he grabbed a putter and some golf balls and went to work on his putting. He kept trying to line up the golf ball using the writing and even the arrow on certain golf balls. It was balky and it was not precise, so he pondered how he could make this easier."

I was anticipating the direction and end to this story. I mean, this guy was smiling way too widely for someone who was a dumpy putter.

My accountant continued, “so, did you ever see the line that people draw on their golf ball that goes all the way around the ball?”

“Yes, of course,” as I nodded.

“Well, he invented the plastic mold that allows you to draw that perfect line around the ball. He just came back from the PGA Show and one of the companies bought the mold for a lot of up-front money, and, he gets a royalty every time one is sold...needless to say, he won’t be going looking for a job.”

All I could think about was how this man chose to take a perceived bad situation, and see it differently. As I was thinking, my accountant chimed in with one last thought.

“Yeah, it was interesting, even the day he lost his job, he kept saying, THIS IS GOOD.”

### **Judging is for the courtroom**

By nature, I am a “judger.” We all judge to some extent, but my Myers-Briggs assessment slots me as a huge “judger.” If you judge too much, especially people, you will end up frustrated and angry. People are all made differently and we need different personality types and physical types to make the world function. Could you imagine if we were all engineers or artists? What if the whole football team was tall and extra-skinny? No single person is any better than the next as far as personal creation. Now, some people bring more value to the professional marketplace; this is why they are paid more. The Director of Golf is going to receive a higher salary than the young man parking carts at night. Let’s make sure to keep personal creation and professional worth separate.

Here is a goofy yet very effective trick I use to stop being so judgmental... I call it the “*Mr. Potato Head*” technique:

- 1.) Take off your eyes and the other person’s eyes.
- 2.) Put your eyes on the other person’s head.
- 3.) Ask yourself, “What do I see?”

You will change your perspective and immediately become more understanding. Also, you will be far more likely to ask questions of the other person instead of telling. This is an enormous benefit for inter-staff relations, managing outside operations and for teaching students.

### **It will take practice**

Learning to use the “*Mr. Potato Head*” technique or learning to say “This is Good” in all situations takes practice. It is contrary to our nature because we want to be in control and of course, we all think we know what is best for us. If you ask anyone who is successful, he/she will tell you that you must “fail to succeed.” The truly good endings stem from what we once saw as failures. Why do you think so many PGA Tour players lose before they win? Why do so many Head Professional candidates not receive a position on their first try, and some take 10-15 interviews before their breakthrough? It is because we “fail to succeed.” I have heard this called “failing forward.”

If you judge everything as “good or bad,” you are closing your eyes to opportunity and to the real way to develop strength. Write down “**This is Good**” in your journal, in your lesson book, on your refrigerator, in your car and anywhere else that your eyes will see those words.

# 75% of you is perfect for others

*“Everything in moderation.”*

~MY GRANDFATHER

My grandfather lived four houses from us and after my grandmother passed, he came over for dinner six nights a week. As elder statesmen tend to do, he watched TV after dinner, with his favorite show being *Wheel of Fortune*. It wasn't difficult to figure out he really liked Vanna White and barely paid attention to the puzzles. Anyway, he had a phrase I must have heard 1,000 times.

***“Everything in Moderation.”***

Since he said it every single day, I now wonder if he was breaking his own rule of moderation. Either way, it finally made sense to me many years later.

We said in the last chapter, that we are all created differently. For simplicity, let's categorize ourselves into two major categories: Type A and Type B. Most of you have heard of this distinction, so I will skip definitions and simply explain the concept for our personal development and success.

Whether you are a type A or a type B personality, usually 75% of your natural style is perfect for interaction with others and for your personal health. When you are operating at 100% of your natural personal style, look out, there will be issues. Have you ever

been around a type A personality when their stress level is at 100%? It's like a train that has fallen off track and is taking down trees and whatever else it can plow through and damage. How about the type B personality when they are having a 100% laid-back day? You might as well just give him/her a television remote and a bag of chips because little to nothing will get done at work that day. In both situations, the over-the-top behavior is detrimental to staff relations, member relations and productivity.

The simple solution for this is to practice being 75% of your natural self. To achieve 75%, you need to act 25% like the opposite personality type. The type A person needs to schedule 5 minutes of relaxation in the morning and 5 minutes of relaxation in the afternoon. Many type A's have said they focus on deep-breathing techniques or sitting and doing nothing for a brief period. This allows thoughts and energy to settle.

The type B person needs to interject a little stress or pace into his/her natural style.

**Some good techniques for the type B are:**

- practice walking faster when walking from the golf shop to the clubhouse
- scheduling a firm deadline for one task that must be completed by noon and one task that must be completed by the end of the day. Simply analyze the opposite of your personality type and adopt one or two elements from your opposite personality type.

***Again, "Everything in Moderation."***

This even includes **YOU**.

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for your "The 75% Me" Activity Download*

# **Priority Management**

**(notice I didn't say Time Management)**

*“Reach out first. Other's agendas second”*

~BRENDON BURCHARD

## **WARNING!**

**Before reading this chapter, please know you must pay attention to the concept carefully. This concept will show you how to be productive and successful. If you follow correctly, you will be able to serve and give to others far more effectively.**

It is common for people to say “I need help with my time management,” or for people to offer help to others on “time management.” This is a major philosophical blunder because it is not the management of time that needs help, it is our *priorities* that become the cause of our issues. You will be shown how to assess, list and maintain the correct *priorities*--this will solve the perceived “time management” problem.

### **The new order for your day**

- 1.)** What you need to happen for progress, money and success.
- 2.)** What others need you to do.

Whoa, big fella, stop right there! You just spent the first half of this book telling me I need to have a service hand, be giving to others, listen with focus and about a half-

dozen other things that remove me from being selfish. And now, you're telling me to do my stuff first?

My answer is: Very good PGA grasshopper. You got it!

Ok, let's explain. There is a huge difference between being selfish and using only your perspective versus getting your tasks rolling for the day and doing your necessary personal development. If you start your day with everyone else's agenda and requests, you will find yourself stressed, suffocated and contentious. You will try to weave your to-do items into the day, but they won't be treated by others with the proper care, respect and time necessary for success. The rest of this chapter will generally outline how you should prioritize your day.

### **Send out your priorities early**

Before you go to bed at night, make a list of all outstanding projects, to-do items and people who have not phoned, emailed or called you about a task. When you get up in the morning, send out all emails to people who you need information from first. Very important note: STAY OUT OF YOUR INBOX! This is a rule. It needs to stay closed for now and only the OUTBOX will be utilized. Then close the computer or smartphone and get ready for your next step.

## Personal development

It is now time for you to feed your mind and your body properly. The next 30-45 minutes should be spent on two or three of the following elements:

- 1.) Exercise
- 2.) Positive Mind Feeding
- 3.) Proper Nutrition

In my coaching program we discuss this in greater detail. For the purposes of this book, here are quick examples of each of these entities...

Exercise- A brisk walk, weight training, functional fitness, cardio-vascular training, yoga, active/movement stretching.

Positive Mind Feeding- Listening to audio or playing video of prosperity-based information that is designed to jumpstart your mind in a positive fashion. Bible scripture or a devotional as well.

Proper Nutrition- A breakfast that is protein rich, healthy fats and fruit. If using a protein supplement, I recommend All-Pro Science Grass Fed Whey Protein. Eat as close to the natural state of the food as possible and avoid fast-food and processed food. DRINK WATER.

The good news is that depending on your living arrangements and resourcefulness, you can listen to your positive mind feeding while exercising or eating healthily. The point more than any is to DO IT! If you only have 20 minutes because you start at 6:30am, then do the 20 minutes with a quicker pace and listen to the rest of your positive mind feeding in the car.

Invariably, a PGA or PGM client tells me “I don’t have time...you know how early we start in the morning.” Wrong perspective. You do have the time. You need to go to bed earlier or adjust your lifestyle. Once again, this is priority management! It needs to be

your priority. If you are not interested in finding 30-45 minutes (20 minutes as a rare exception) each day, then you are not interested in making more money, achieving success and creating a better life for yourself and your family. Reminder: this is not about what you want to hear, this is about what you need.

### **You are now ready for others**

You are now ready for the daily battle. You know, the requests, tasks, meetings, complaints, conversations and the unknown. Do you think it's going to be easier with a positively fed mind, energetic body and task-free consciousness? You bet it will. Do you think you will have an edge over coffee-n-donuts golf professional who is scrambling to make it on time and has not sent out his emails and probably has a wrinkled shirt or pants? Again, you will have the upper-hand. See, it's not an accident when your focus, conversation, service and energy is all leading to you booking more lessons, receiving opportunities and achieving promotions. Let the others say "you got lucky." Smile at them and feel free to give them this book.

### **Be aware of distractions**

Throughout the day, you will have many planned and unplanned interactions. Keep in mind, you still have correspondences to receive from your morning outgoing emails and you still need to move your projects forward. There will always be some balance between accomplishing your daily tasks and exceeding the expressed needs of others. It is critical to stay out of your own way and to avoid making the day more difficult than it has to be. Specifically, there are self-rules and guidelines we must follow regarding our

text messages, email and drama. I am a self-professed e-mail addict. Before I became aware of my habit, I checked my email 50 times a day on my iphone. I never realized this until it was brought to my attention. Once I analyzed the situation, I determined that not only was it a waste of time (about 25 minutes a day), but it was also killing my consciousness toward members, staff and students. I appeared unapproachable and disinterested in others. Furthermore, if I was spending 25 minutes checking the email and another 30 minutes thinking about the messages after I read them, I was burning an hour of my day. At the rate of \$100/hr of my 6-day workweek, I was spending \$600/week in my inbox. Do you think I stopped this useless habit? The answer is “mostly.” I now allow myself to check my inbox 4 times during the day, when I:

- Arrive at work
- Before or after lunch
- Prior to leaving work
- After my young kids go to bed at 8:15pm

My addiction is specific to email and somewhat to text messages. Many of our colleagues are distracted by email, texts, social media, television drama, sports drama, personal drama and gossip. Marketers in this world are feasting upon you like a dead carcass. You are being mangled, manipulated and controlled when you allow these unnecessary, futile elements to be top-of-mind. Do you want to be in control more or be controlled more? Again, which golf professional is going to listen better to the member, customer or student...the professional who is thinking about email, texts, social media and drama, or the professional who doesn't even gather that information and walks around with a clear, focused mind?

Please know that I revert occasionally and it has not become a full habit yet for me to change my addiction completely. If any of you see me checking my email other than the above mentioned times, feel free to call me out and for my benefit.

*Please visit [www.golfproexpertsacademy.com/myresources](http://www.golfproexpertsacademy.com/myresources)  
for your “My Priorities” Activity Download*

## **The 3% club**

*“If you don’t do the work, your return will be 0.00%”*

~ME

I am a PGA Golf Professional like most of you. When I returned from Belfair and sat on the couch with my head in my hands, thinking about how to take care of my pregnant wife and growing family there was one thing for certain: I would do the work. I didn’t fully know what I needed to do and how I was going to make more money, but I did know effort, work ethic and discipline would not be the reasons for my status quo. How you feel right now, I do not know. What I do know is there are two types of people in this world: the people who follow-through and do the work and the people who don’t follow-through and don’t do the work.

The people that design and implement an action plan are in the 3% club. This is the group that writes down their goals, designs a process for their goals and “fails to succeed” all the way to their goals. A member of the 3% club is willing to trade the candy bar for the apple 49 out of 50 times. A 3% member will write down a priority plan each night before bed and trade that plan for a weekday night out at the bar. A 3% member recognizes the benefits of reading this book and personal coaching--especially when someone who has made many mistakes writes the book. He/she follows the coaching leader and implements the teachings into daily life.

Friends, if you don’t do the work, your return will be 0.00%. Your financial return will be 0.00%, your personal return will be 0.00% and your happiness return will be 0.00%.

The #1 killer of your dreams will be staying committed. This is a human characteristic--it

is no fault of your own. Why do you think gym s are so financially successful? They prey upon the reality that only 3% of the people will stay committed. The same is true for the weight loss industry--they know 3% will succeed and 97% will be customers for life who will spin their wheels and fail to meet their goals.

This is why I have coaches and mentors and why all my coaches have coaches and mentors. Nobody is exempt from natural human behavior. The secret to the 3% club members success is coaching.

**Personal Coaching allows you to:**

- ✓ Reach your goals 10x faster
- ✓ Save thousands of \$\$\$ in trial and error
- ✓ Save hundreds of hours of your time and personal energy
- ✓ Individualize your plan for success

*so you can have faster, cheaper and easier...*

**Money**  
**Worth**  
**Time**  
**Respect**  
**Freedom**  
**Relationships**  
**Success**

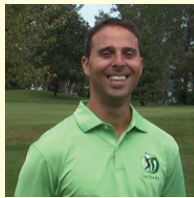
**Do you like this message? Do you want these things?**

My email is [gary@garyocchinogolf.com](mailto:gary@garyocchinogolf.com) should you want to provide a testimonial of your thoughts, hire me for help with your staff or to refer me to your PGA section for a speaking engagement.

Gary Occhino is a PGA Member since 2001 and the founder of [golfproexpertsacademy.com](http://golfproexpertsacademy.com) and [garyocchinogolf.com](http://garyocchinogolf.com). He splits time between his two programs:

- 1) Coaching golf privately and at live events with his highly successful ***Last Golf Lesson Ever*** program.
- 2) “Success coaching” of executives, entrepreneurs and young professionals who want to achieve the life they want.

Warmest Regards,



Gary Occhino

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toll free: 877-508-4625

**P.S.** If you would like to partner with me on the lesson tee, I guest coach at clubs, resorts and facilities. I do all the marketing and all you have to do is approve it to match your facility style and policies! I follow your rules and make you look great!

***You get from our partnered program:***

- between \$500 and \$2000
- tons of respect and smiles from your members or customers
- more lessons for you

# THE BACK 9

## Nine Bonus-Nuggets for your success

- 1.) The more prepared professional usually wins.
- 2.) Affirmation without action is delusional. You need both to succeed.
- 3.) Freedom comes from the inside.
- 4.) When pondering, ask yourself, “What is the downside?”
- 5.) Things that distract you are things that make you lose.
- 6.) You are a compilation of the 5 people you spend time with most.
- 7.) You must respect yourself to receive respect from others.
- 8.) Believe you will succeed before you actually do.
- 9.) Listen twice as much today.

# My Positives

**Write down three positive scenarios you will visualize each day.  
Then visualize them each morning.**

Monday

- 1.
- 2.
- 3.

Tuesday

- 1.
- 2.
- 3.

Wednesday

- 1.
- 2.
- 3.

Thursday

- 1.
- 2.
- 3.

Friday

- 1.
- 2.
- 3.

Saturday

- 1.
- 2.
- 3.

Sunday

- 1.
- 2.
- 3.

# My Connections

Please take 3 minutes and write down who you can connect with better.

Are you struggling to communicate with members, colleagues or family?

The communication lines will open, via CONNECTION.

I can connect better with:

1.)

2.)

3.)

How I will connect better:

1.)

2.)

3.)

# My Media Diet

Record how much media you consciously absorb each day. Our goal is zero.

Day 1  
amount:

Day 2  
amount:

Day 3  
amount:

Day 4  
amount:

Day 5  
amount:

Day 6  
amount:

Day 7  
amount:

# The 75% Me

What are 3 things I will do daily to be 75% of myself?

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Who are three people that have traits I want to emulate?

1. 

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2. 

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# My Priorities

*Do Your tasks early so you can help and serve other better.*

I need to send out information to:

- 1.
- 2.
- 3.

I need to receive correspondence from:

- 1.
- 2.
- 3.

Projects and tasks done TODAY:

- 1.
- 2.
- 3.

Projects and tasks done within the week:

- 1.
- 2.
- 3.