

HIT IT GREAT.
GOLF FITNESS

101





Golf Fitness 101

Just 20 years ago, the phrase “golf fitness” was met with snickers and eye rolls. Golfers weren’t looked at as athletes and golf -- even at the highest levels -- was still being questioned as to whether it was an actual sport. Today, it’s a different story. A far different story. Google the phrase “golf fitness” and you’ll get about 1.5 million results. One-point-five-million results!

So, what happened to change everyone’s opinion?

The players who were working on their bodies and getting stronger and more fit were the ones who were winning. They were the ones who understood that the club doesn’t swing itself and that to play golf at an optimal level, you have to optimize the body that’s swinging that club. Today, players are stronger and more fit than ever, courses are being forced to play longer, and the rare pro player who isn’t working on his or her body is the exception and not the rule. And what the top pros are doing when they step into the gym just some generic or random workout, it’s golf-specific training designed to help them hit the ball longer, with more accuracy, and with greater consistency.

Of course, we’ve known about the benefits of golf-specific training all along. Back in 2010 when Coach Joey D wrote the ground-breaking “Fix Your Body, Fix Your Swing” it changed the way people looked at golf and the people that played it. (And he wrote it a full ten years after starting to work with pro players on strength, conditioning, and biomechanics!)

Joey’s success with players is the stuff of legends. He’s the only strength, conditioning, and biomechanics coach to help three players to the number



COACH K-WAYNE TULLIER



COACH JOEY D DIOVISALVI



COACH CHRIS NOSS

CHANGED OPINIONS

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one spot in the Official World Golf Ranking, (Vijay Singh in 2004, Dustin Johnson in 2017, and Brooks Koepka in 2018).

Hit It Great also features two other masters in the field of golf fitness: Coach Kolby “K-Wayne” Tullier and Coach Chris Noss.

Out on the PGA and LPGA Tours, no coach has a better reputation than K-Wayne. And it’s well-deserved. He’s helped take Justin Thomas to the number one spot in the world and his “stable” of players includes Lexi Thompson, Harold Varner III, Jessica Korda, and Austin Ernst, among others.

With close to 25 years of working with PGA Tour players, Coach Noss is one of the true pioneers in golf biomechanics. He’s helped the careers of Zach Johnson, Rickie Fowler, and Steve Stricker. No discussion about the history and the impact of golf fitness is complete without mentioning Coach Noss.

Together, their goal is to use their 50-plus years of combined PGA Tour experience to help you optimize your body for the game in your own home and on your own schedule.

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THE DIFFERENCE

All Fitness Isn't Golf Fitness

It doesn't take a lot of strength to swing a golf club, but to do it properly with power, accuracy, and consistency requires the correct type of strength. Unfortunately, what many people do when they work out isn't necessarily developing that golf-specific type of strength. And a lot of what people do in the gym may actually be sabotaging their golf swing.

Traditional gym workouts involve lots of chest presses, biceps curls, and crunches. Why?

Because those exercises work the muscles that you can see in the mirror. They're the muscles that make you look good in a short sleeve shirt. People like to see results and those exercises deliver visual results pretty quickly. After a while, though, overdoing it with presses, curls, and crunches will result in chest muscles, biceps, and abdominals getting overly tight and restricting the range-of-motion required for a proper swing. (Of course, if golf involved pushing a very heavy, five-foot tall golf ball towards the hole, then these wouldn't be bad exercises.)

The truly important muscles that need to be optimized for the golf swing are the smaller rotational muscles around the hips, spine, and shoulders. These are vital for allowing proper range-of-motion around the joints. Also on the list of must-hit muscles are the muscles in the back that let you maintain proper spine angle throughout your swing and the larger muscles of the thighs and hips that let you generate maximal speed and power.

At Hit It Great, we understand the human body and we understand the golf swing. We know what it takes to optimize the body for golf. And our team of experts have helped optimize the bodies of some of the best golfers on the planet. Some of what we do might look like things you may have done -- or seen people do -- in the gym, but a lot of what we do will be brand new to you -- even if you've been working out for a while.



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- HIT IT GREAT -

Traditional movements with an added emphasis on rotation or balance. Exercises that isolate muscles that you've probably never tried to isolate before. Dynamic drills that involve action around just about every joint in the body. These are the things that will make you a better golfer.

And, as an added bonus, you'll still end up looking pretty good in your favorite golf polo.

And while golf isn't generally considered a cardio sport, you will see some surprise golf-boosting benefits when you improve your cardio-vascular conditioning with our workouts.

If just taking the clubs out of the trunk leaves you winded, you'll be amazed at how much extra energy you'll have after just a few weeks of work. If you're usually ready to head home after the front nine, you'll now have enough gas in the tank to comfortably play a full 18. And if you haven't walked the course in years because you were scared it would sap all of your energy, you'll be ready to give up the golf cart and start carrying your clubs.

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GOLF SPECIFIC TRAINING

Traditional Training VS Golf Specific Training

To get a better feel for how a golf-specific movement differs from a traditional gym movement, let's break down a common gym exercise and then look at how we might do a similar movement in a far more golf-specific way at Hit It Great.

We've all done -- or seen someone do -- a simple bench press. You lie on a bench and press a weighted bar towards the ceiling at chest level. There's movement at the shoulders and the elbows and the muscles that are working are the pecs in the chest, the deltoids in the front of the shoulder, and the triceps in the back of your upper arm. And that's about it. Your midsection and core are relaxed and unengaged. Your legs are hanging off the sides of the bench and are pretty much on vacation. And you're being stabilized and held in place by the bench, which is being stabilized and held in place by the floor, which is being stabilized and held in place by planet Earth.

It's a great move for developing size and strength in the chest, shoulders, and arms, but there's not a lot about the movement that transfers over to the golf swing in a beneficial way. And, as we've mentioned, overdoing it is a good way to negatively impact your range-of-motion and end up with a very limited takeaway and follow-through.

Now, let's look at how a very similar movement can help optimize your body for golf instead of potentially sabotaging it.

The Standing Split Press

If you're going to add this to your workout, try to do three sets of 10-12 reps with perfect form on each side. And to make sure we're maintaining range-of-motion around the shoulder joints, we might couple that with a chest-opening stretch...



Attach one end of a resistance band to an anchor point about chest high. Holding the handle in your right hand, face away from the anchor point in a left-leg-forward lunge position. Your right hand should be at your right shoulder and your left hand should be extended in front of you. Your left shoulder should be more forward than your right shoulder. This is the starting position.



Keeping your posture very upright and without leaning forward, punch your right hand straight out as you draw your left hand back to your left shoulder. Your right shoulder should now be more forward than your left shoulder. As soon as the right arm is fully extended, draw it back toward the right shoulder as you punch your left hand back out until it is fully extended and you're back to the starting position. You should not only be feeling this in your chest, shoulder, and arm, but also in your core, where all that spinal rotation is happening. You should also feel it in your legs, because they're working to stabilize you through this twisting motion.

The T-Spine Opener

If you're adding this movement to your stretching routine, do one set of 15 reps on each side.



Get down on all fours with your knees directly under your hips and your hands directly below your shoulders. Bring your left hand up against your head so that your palm covers your ear. This is the starting position.



Keeping your hand on your ear, rotate your upper body to bring your left elbow towards your right elbow. Hold this position for a two-count and then rotate in the opposite direction until your left elbow is pointing up towards the ceiling. You should feel a stretch across your chest and into your left arm. Hold this position for a two-count and then return to the starting position.

Between these two movements, you get all of the chest/shoulder/triceps benefits of a traditional press -- so, yes, you'll like what you see in the mirror -- but you're also working on rotation around the spine, lower body stability, and full-body coordination. In addition, because of the added stretching component, you're not going to end up tightening things up and negatively affecting your swing. **It's a Win-Win Situation**

GET YOUR BODY IN THE GAME

Hit IT Great... NOW!

The golf swing is one of the most complicated movement in all of sports. It involves almost every muscle in the body and requires action around just about every joint in the body. And for optimal power, distance, and accuracy, it has to be done with perfectly sequenced timing! Any flaws in the way your body moves will show up in your swing and any flaws in your swing will show up in your score.

If your game has stopped improving or you're just having less fun out on the course than you used to have, Hit It Great was made for you. Coach Joey D, Coach K-Wayne, and Coach Noss have helped improve the play of thousands of golfers -- from weekend players who want to win their weekly foursome to juniors who want to make their high school team to PGA Tour players who want to be the number one player in the world. And they can help you.

With simple to follow workouts laser-focused on optimizing your body for the game of golf, Hit It Great is your one-stop fix for everything that's holding your body back from being the player you always knew you could be.

It's a simple choice: You can hit it the way you've always hit it...

or you can Hit It Great!



**“GET YOUR
BODY IN
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and LET’S
GET TO
WORK”**

- Coach Joey D Diovisalvi



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GREAT®**

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START FREE WORKOUT**