

**Got A Passion for Playing Golf ~ How to Make Some
Extra Money On the Side Doing What You Love...**



by Terry D. Clark

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INTRODUCTION

Playing golf is for most real players the best way to spend the day. Many golf players would gladly play golf all day long, every day if they could. I am certainly one of those golfers. It is not just a sport to me; it is a way of life. It is common for most golfers to see golf as an escape as a relief from the tedium of every day work and home stresses.

Golf can be a great stress reliever, for those who chose to use it as such; however, for those golfers who are like me, golf is more than that. I can't imagine a day passing in my life where golf was not the major aspect of it. Of course, if you do play golf to this extreme, you know that it can also be quite expensive.

From the country club membership fees; equipment costs, and caddies etc.

Playing golf regularly is hard for anyone who is not a wealthy person.

What if I told you that not only could you learn how to play golf for free with this guide, but you could also get paid to play?

That is what this guide will tell you. This is going to be your comprehensive guide to not only playing golf for free, but to actually get paid for it. You can get paid up to \$1000 a week just to play the great game of golf. Why would you pay through the nose, when you can get paid instead? Why deal with the strain of working for someone else in a humdrum job when you can earn income playing golf? It sounds too good to be true, but I am going to show you how to do just that. Let's go.

FREE GOLF BASICS

Learning the basics of playing golf for free is very simple. As a means of getting you started, I will give you a few quick ideas right now on getting your golf game for free. It is not as difficult as you might think and you do not necessarily have to be a celebrity to enjoy this benefit.

First of all, you can become a professional golf 'escort'. This method is not new to the average golfer. You can actually play golf for free doing something that businessmen and women do every day. This is one of the ways that you can actually get paid to play golf every day. If it pleases you, you can use this method as a full time business.

Golf is becoming one of the most important and most profitable sports in the United States right now. This is a trend that excellent golfers like Tiger Woods and Sergio Garcia have helped spur on. Young golfers like them have ushered in a brand new era of young golfers, and with them a great deal more popularity.

Did you know for instance, that around 40% of all of the money that is spent on sports in the United States is given to golf? It's true; in fact, golf has become so popular that businesses across the world are using golf as a marketing tool.

What this means is that businesses also have a responsibility to make golf more entertaining for the golfers that are playing. Today's businessmen don't really have time to play a few games with their clients like they used to. The days when business people played a few holes for their high end clients are gone.

This is where the professional golf escort comes in handy.

How many times have you heard or seen someone say that they like to mull over their business decisions over a game of golf? This is quite common, however today's business person often have enough on their plates just conducting business.

Golf is just something that they don't have time for. This market is gigantic in the business world because as so many decisions are made over a game of golf, so business people need someone who can spend the time in the day to play the game.

That's where you come in. How it works is that these businesses will hire you to play the golf games with their clients when they can't do it. Not only will you get to play golf on the business' dime, but you will actually get paid to do it.

Does this sound too good to be true? Not even close. This is how I earn my living, and you can too! It's very simple; you just set yourself up as a person who will provide an escort to business clients.

WHY WOULD SOMEONE PAY ME TO GOLF?

You may be wondering why anyone would go to such lengths as to pay someone else to play a game or two of golf every day. That is very easy to answer. Below I have listed the most common reasons why these companies will pay you to play golf for them.

1. Since so many business people's time is very valuable, they simply can't spend the time in the day that is needed to entertain their clients with golf games. This is a very common practice today and is also a great way for the businesses to ensure that their clients are happy while still having the free time they need to conduct every day business in the office.
2. Many business people hire escorts because they just don't know how to play golf themselves. This is another time when you can capitalize from it. Many of the executives that can't play the game do not want to be embarrassed and therefore will simply outsource instead.
3. The other reason why they are willing to pay for your golfing services is

because although the executive might know how to play golf and may even have the time for it, they may simply just not be very good at it.

That may leave their client feeling bored during the game and therefore take away from the fun for them.

These things having been said, you may have a better idea as to why companies are willing to pay someone like you to play the game for them. You can make a pretty penny from this. But now you may be wondering just how to go about it.

The next section will tell you just that.

GETTING STARTED

It takes some effort to become a professional golf escort. This is the section where you will learn how to do it. You can get started as a professional golf escort in a few simple and easy steps. Let's look at those now!

Step #1

First of all, you will want to compile a list of all of the golf courses in and around your area. You will want to have at least four or so courses on your list of steady courses. You will want to visit all of these courses so that you

can get familiar with them.

You want to get to know the greens and the roughs like the back of your hand if you really want to be successful. You also want to have experience on both private and public courses, as not all clients will want to play in a private golfing club.

You will also want to have a quick list ready that explains the fees for playing; the phone number to get tee times; and the number to register your tee times etc. these will have to be handy regularly and easily.

Finally for this step you will want to ensure that you have the club's address and directions to the site by map to offer to the companies and their clients.

Step # 2

This step is longer as it pertains specifically to playing at the private clubs. For this type of playing you will need the club's permission to play golf as an escort and the process is easier than you might think. You have to remember that as an escort you are acting as an entertainer for your clients.

You can start by talking to the managers of the clubs. This is the fun part actually. You will need to be a bit of a sales person. You will be telling the managers of these clubs that you are hoping to get permission to entertain influential people at their clubs.

You will also want to let them know that these people will also be wealthy and will be spending their money at these clubs as well as the fact that they

may be purchasing memberships there as well. You will want to tell them that these people that you will entertain will be those who are likely to get those memberships.

This will appeal to sense of greed and a need to bring in as much money as possible to the club. Most of these managers will allow it and some will even grant you discount fees as an extra incentive for you. If they still need more information, you can list out these benefits to allowing you to entertain on the course, which are:

- You can help to increase their revenue by bringing in new golfers that would normally not play at their club and that you will be playing dead hours of the day like early afternoons when most of the club's players are unavailable due to work etc.
- Stress to them how they will make more money by the extra sales that you will bring in through their pro shops, such as: equipment, food and beverages etc. you will also want to tell them that you and the other players will also want to visit the club house for drinks and relaxation time after playing.
- Since so many clubs have houses on and around their clubs, you can express that in your effort to bring in these wealthy clients, they may be able to sell some of these places with thanks to you introducing your guests to the managers
- Remind them that they may be able to sell complete memberships to these new high end customers who will likely bring in more of their friends through word of mouth. The benefits are endless.

Step #3

You now should have a few golf courses or clubs under your belt and now you will need to locate your market for your services. You will want to target high end businesses that sell big ticket items. This is where you will find your wealthy clientele. Some of these high end businesses that you will be targeting are in the following fields:

- Attorneys
- Doctors
- Construction
- Car dealerships
- Accounting firms
- Gaming industry (casinos)
- Insurance
- Engineering
- Telecommunications
- Computers
- Waste management
- Advertising Agencies

These are the types of businesses that you will want to talk to as they have the wealthy clients and the money to pay you. You can find these companies in your yellow pages or online.

These are the four major steps that you will need in order to get yourself started. Once you have completed these, you will be ready to tackle the more difficult stuff. We will begin that area in the next section which will help you market your skills around town.

MARKETING YOURSELF

Marketing is probably the most important aspect of starting any business venture successfully. Although you are merely playing golf; you are expecting to get paid which makes you a real business. Like any business, you will have to market yourself if you want to get any clients.

Your marketing efforts will begin where everyone else's does, which is in the advertising. How else will you be making any new business if no one knows you exist? Advertising takes many different forms. However if you want to be successful, you will want to market directly to the people that you are trying to entice. Flyers are not a good idea for this type of venture as your wealthy clients will not be reading it looking for business professionals.

You should be looking to try instead to market your services in higher end types of things such as:

- Business magazines and journals

- Trade magazines
- Sports section in your local newspapers
- Online designing of your own webpage
- Direct telecommunications requests

If you go through golf magazines, you can often get your idea tested for very little money up front. It is a good way to clear some advertising without breaking your bank right away.

Getting in Touch with out of Town Executives

When it comes to out of town executives, these can be your bread and butter as far as clients go. The reason is because as they are often out of town they simply don't have the time to entertain their clients as they should be.

This is when you can really make a name for yourself because they often get stuck in hotels; reading the local area interest sections and events guides.

If you advertise with these methods, you would be surprised at how much business you can drum up. Think about it, if you were stuck in a hotel room with very little to do, you would read those guides cover to cover.

They likely do this and that means that they will find your name in these guides and think about how many clients they can entertain while they are on the road. This is a very good idea to them, and you will drum up more business for yourself.

Sample Ads that you can use

The ad that you place in the trade magazines, newspapers etc. will be very important to the business you drum up. Here are a few samples of what you can write to get your business up and running:

Are you watching your clients get cozy over golf with the competition?

Now you can entertain your clients on the green without even having to be there. Call me for free info. At (555) 555-5555 to learn the details.

Don't let your clients cheat on you!

If you're not around to entertain your clients, your competition will be. Don't let this happen to you. Keep your clients loyal by letting me entertain your clients on the golf course today! You can get free information by calling (555) 555-5555

Get on the Phone

This may not sound like the most fun or interesting way to try and get new business, but if you have the time and the right personality, calling these companies and giving them your pitch is a good way to go. You would be surprised at how many clients I have picked up this way. If you have a good voice over the phone and know how to pitch your services, it could work for you too!

This is not quite like telemarketing. If you are uncomfortable calling and speaking them directly, you can use your local phone company's messaging services to go directly to their voicemail. You can prepare by writing your pitch down before you call and reading it to messaging service. This way you need only worry about the call back and not open rejection.

Free Golf Time

Now is a very interesting task. You can begin by having some business cards drawn up. This is a good beginning. If you don't have the funds to create them, you can try visiting VistaPrint.com, which will give you 250 cards for FREE. The reason for this is that now that you have your ads placed everywhere, you will start to receive calls from potential clients.

When these prospects start calling you for meetings etc, you will want to have something to say to them. You should begin by asking them questions that will let you know if these people would really benefit from your services.

Here are some sample questions that you can ask and how your conversation might go. Just remember that that they will begin by asking you for the information that you offered in your ad. Let's look at that

conversation:

Prospect: I'm calling to get some information about the ad that you placed in the magazine.

You: That's great, but before I start, is it alright if I ask you a few questions so that I can be certain that we can both benefit from what I am offering you. Is that ok with you?

Prospect: Certainly

You: Great. Now as you know, golf is one of the most popular sports out there for business people like us as a means of relaxation. However, are you aware that this is also how many business people entertain their clients? And that this is also how many clients make decisions about their businesses?

I have learned that there are many reasons why executives may not be able to take advantage of this trend and they are:

1. that they simply do not have the time that is needed during the day to entertain their clients on the green for the amount of time that it takes in order to play a full round of golf.
2. Some executives do not have the necessary skills in the game to feel comfortable demonstrating them to their clients.

3. Many executives have just never played the game before and do not know how.

I am going to start by asking you which of these reasons that I have just given you applies to you.

Now here the answer doesn't really matter. As long as you pay attention to his or her reply, you can easily follow up their reply with this:

My company and I have learned that many executives know that they should be entertaining their clients by playing golf with them and often they simply can't for reason like the one that you gave me. What we do is entertain your clients for you so that you can focus your time and effort into making them happy on the business aspect.

I will play a full 18 holes with your client on your behalf as a representative of your company at the best golf clubs in (your city). These are the nicest courses in this city and will be certain to impress your client. We can entertain up to three clients on your behalf and they will be treated like royalty.

We will make sure that your clients will have a great time on the green, and that they will be well respected. Once the game is over, you can feel free to join your client for cocktails or a meal and discuss business at the conclusion.

The time that we spend playing golf can be used by you to finalize your presentation to the client.

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