

# **Rick Serling's** **The 30-Minute Golf Lesson:** **For Women** **Focus Edition:** **The Full Swing**

**Printer-Friendly format**



**For:**  
**Beginners, High-Handicappers**  
**& Intermediate Golfers**



**By Rick Serling**

Teaching Professional & Golf Product Developer

# Welcome to

## Rick Serling's

### The 30-Minute Golf Lesson: For Women

# The Full Swing

This is the big one ladies... The one that will require the most time. Everyone has different levels of athletic skill. And like any other sport, the more athletically inclined you are naturally, the faster you will move along learning golf - and in most cases, the better golfer you will become...

***But let's pause for a moment - and consider this:***

*Even if you are not the most skilled athlete - and/or have not participated in many sports activities over the years... Golf may well be the most user-friendly sport you could ever take up!*

Almost 100% of my golf instruction business is with students of all ages who fall into the categories of:

**Beginners, High-Handicappers and Intermediate golfers.**

In 20 years of teaching I have worked with over 2000 people. ... And I would guesstimate, that maybe 10%-15% of those are what I would call skilled athletes. Most have some level of athletic skills and a fairly substantial group has only minor athletic ability. **But here is the big upside to this - The great majority of them, with some good instruction and diligent practice, have become decent players.** Enough so, that they can go out and play with their family and friends and really enjoy themselves!

***So, have faith - It can work for you too!*** A great game and great exercise, that can be enjoyed with your family and friends for your entire life.

Everything is here to get it done...

***Enjoy this manual... and best of luck with your golf game!***

### For most effective studying:

Certain pages in the book should be viewed side-by-side to get the most effective result from your studying.

If you have a monitor big enough or two monitors you can accomplish this. If not, print out the two pages, tape them together and then work on them.

Here are the pages to study side-by-side:

**Backswing:** pages 8 & 9

**Downswing:** pages 13 & 14

### For the most effective viewing of this book:

View it at 100%, full size.

***Comments regarding this book are always welcome.***

***Please email them to:  
heyrickserling@gmail.com***

# The Full Swing

The *Basics* are the key to a consistent swing that will last a lifetime - *Plain and Simple!*

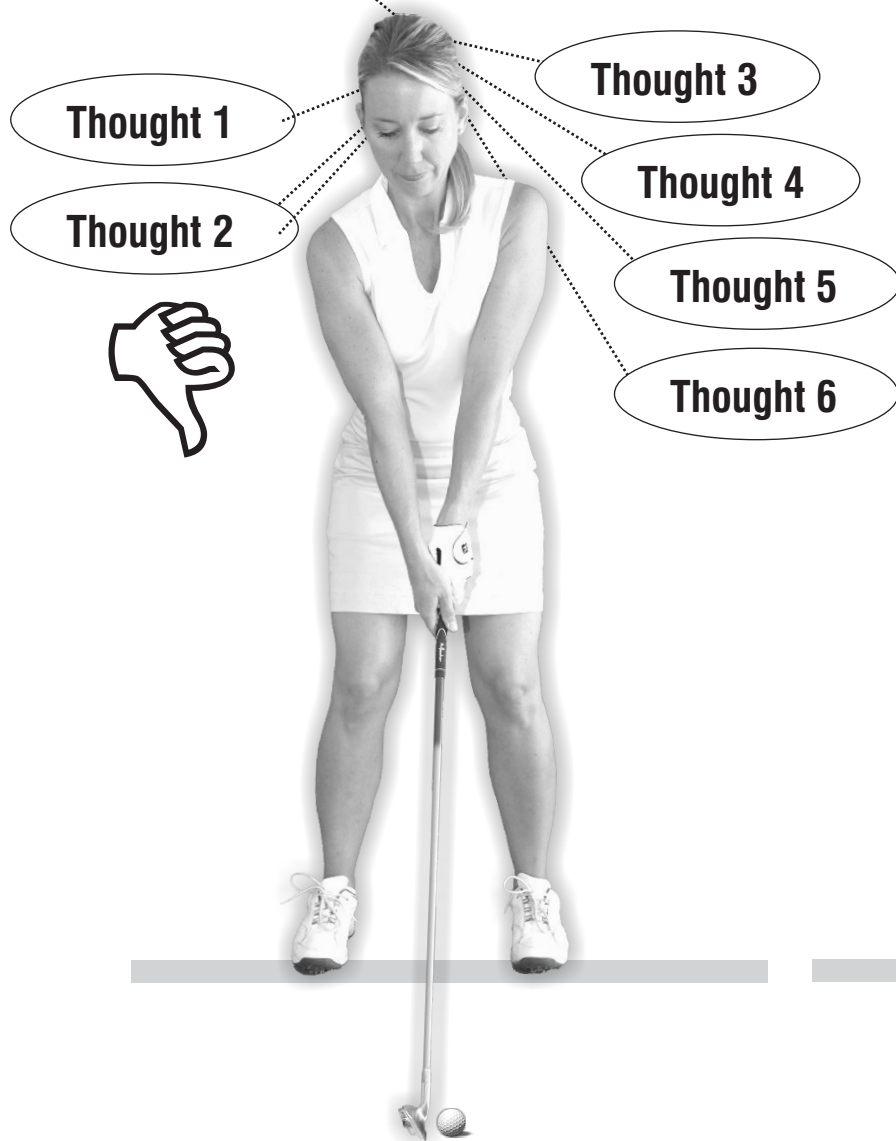


# Before we start talking about the Full Swing...

You might have heard the saying:  
***Golf is 95% Mental.*** Well... You've heard it right!!

Take a look at these two golfers... Which one looks more clear and focused?!

***Muscle Memory***



***Muscle Memory***



## **My Take...**

In your effort to build a solid golf swing, the factor in my opinion that is the most critical element of them all is *Thinking*. You must have a good grasp on this before getting started with the physical elements of the Swing.

## **Focus...**

...in this game may be the most difficult component you have to deal with. *Understanding how to think before and during the swing will determine how well you will be able to focus.*



# Let's talk about actual *Thinking* in a Golf Swing

There are *two types of thinking* in golf:

**[1] Pre-Shot Thoughts [2] Swing Thoughts.**

*What is the difference?? Here is how I explain it simply to all my students:*

## Definition - Pre-Shot Thoughts:

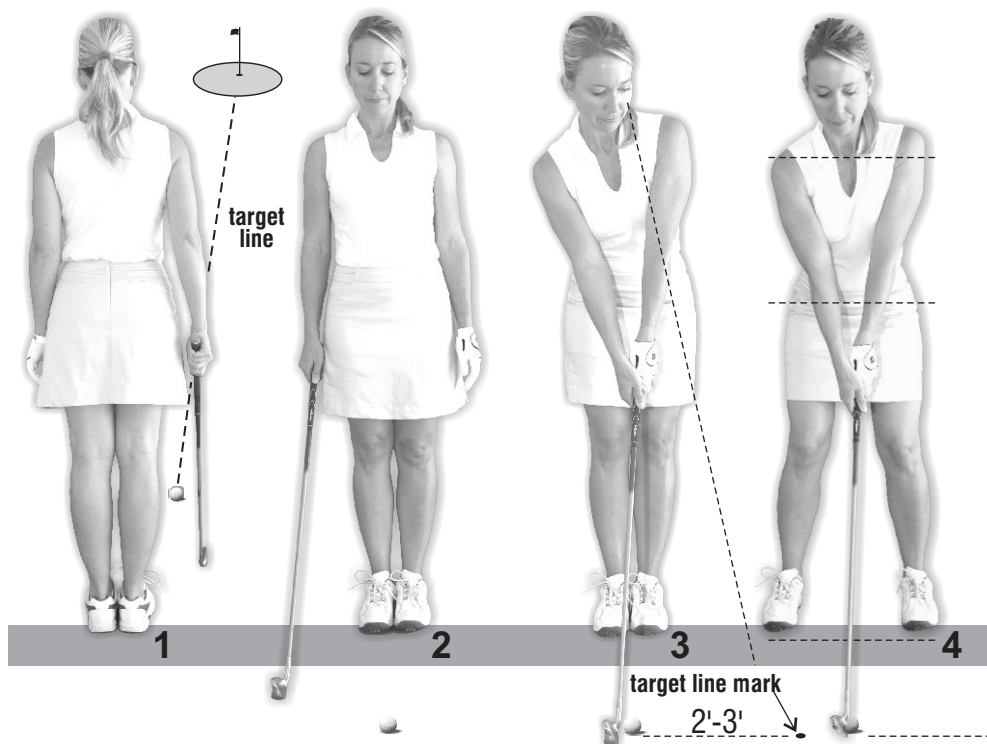
All of your check-point thoughts while setting up to hit a shot - *prior to starting the swing*. The procedure of running this checklist is known as ***the Pre-Shot Routine***

### ***First - Shot Assessment:***

- Conditions (Wind, Weather,
- Hazards, Terrain, etc.)
- Targeting (using a target line mark)
- Distance needed
- Lie (Fairway, Rough, etc.)
- Club Selection

### ***Then:***

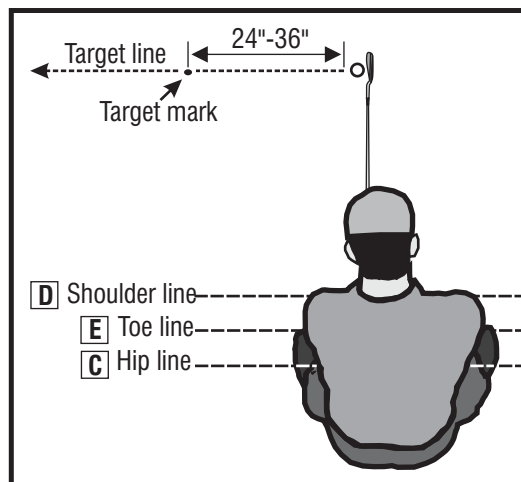
- Grip
- Alignment
- Posture
- Stance
- Ball Position



✓ Here is a fact about all *Tour Players*: They all go through a very deliberate set of steps and motions before every shot they hit. ***Their Pre-shot Routine.*** *They all do it a little differently... but make no mistake... they do it prior to every shot!*

✓ Their pre-shot preparation is so good, that even when they do not make their best swing they often times still get away with a pretty good shot. *Think of it this way:* Build a good foundation, you will have a great house! ***Build a solid Pre-Shot Routine and your chances of a great golf shot increase big time!***

✓ ***PLUS... You'll never have to worry about Pre-Shot Thoughts adding confusion to your golf swing!!*** Why? Because once you are done running your checklist, you are done! *Now you are prepared to make a good swing!*



**Important note:**  
How to go about **Targeting**  
when setting up to shot:

To make things far easier to **set up square to your target**, do this:

- 1) When you are standing behind the ball (#1 pic to the left), as you visualize your target line, **pick out something about 2'-3' out on the target line that is easy to see;** a little rock, a piece of a tee, a mark in the ground, etc... **This becomes your target mark.**
- 2) As you are going through your set up, as shown in Step 3 to the left, set your club up behind the ball, facing into your target mark.
- 3) Finally, keeping your club carefully in place, spread your feet and **visualize a line along your toes and a line between your ball and your target mark**, as shown in Step 4. Make sure they are **parallel**.

Then, make sure that **the line along your hips and the line along your chest/shoulders** are also **parallel** to your **toe line and target mark line**. (See the top view illustration above)

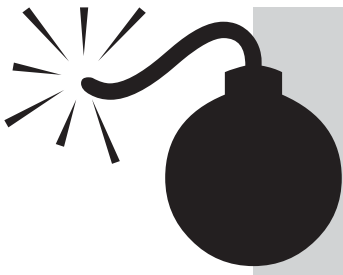
***Now, you are in a good square set up!!!***

## Definition - *Swing Thoughts*:


These are all the thoughts you have, that have anything to do with the *motion of the swing*.

These Swing Thoughts... they are the culprits...

### **Key Thought #1 [memorize it!]**



***The #1 swing thought problem*** amongst all Beginner and High-Handicap golfers is: ***They have too many Swing Thoughts in their head*** standing up over the ball, getting ready to hit a shot. ***Talk about the ticking time bomb!!!***



So how do you get away from this? **Here is the solution that I drum into my students heads.**

Believe me, this one thing is worth every cent of the money they pay for lessons:



When it comes to Swing Thoughts: **You have one and only one Swing Thought in your head per swing.** This applies on the range and on the course!!



Most times you will be working on 4-5 things *in your game*. **Regardless, you practice them one Swing Thought at a time.** You leave the rest to your **Muscle Memory**. We all have it! *The Pros trust it. That is how they play.. You should too!!*



These Swing Thoughts... they are the culprits...

### **Key Thought #2 [trust it]**

***The Big Key:*** Beyond your one swing thought - the rest of your swing is guided by "***muscle memory***". ***Believe in it. Trust it. It is the way the Pros play!***

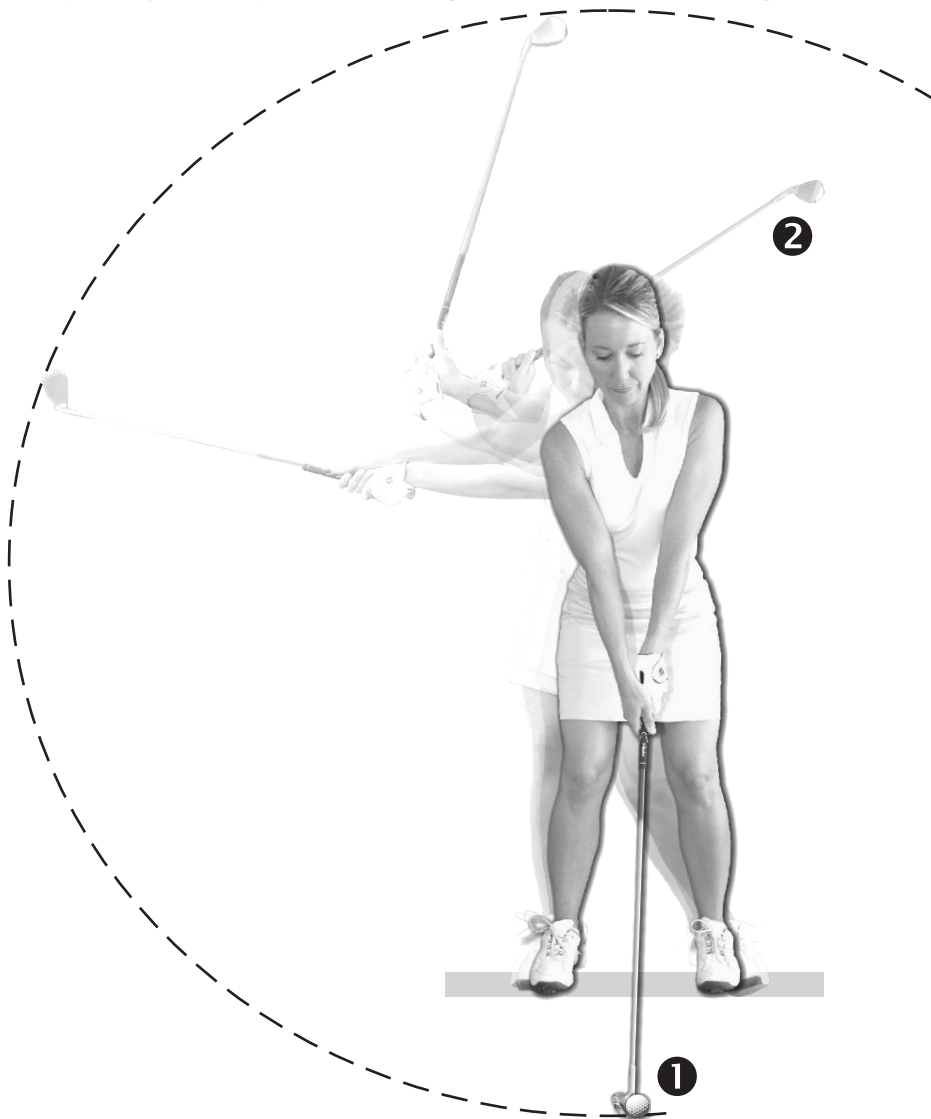
How do you get muscle memory in golf? ***On the practice range.***

There, where you get to hit **lots of repetitive shots** is how you build the feel that creates muscle memory.

You simply need to put in the time! *You will be amazed at how it will accelerate your skill level.*

# The Full Swing - Backswing

Everything from your waist up becomes like one piece and swings back together.



Here are (5) things for you to think about when it comes to the Backswing:

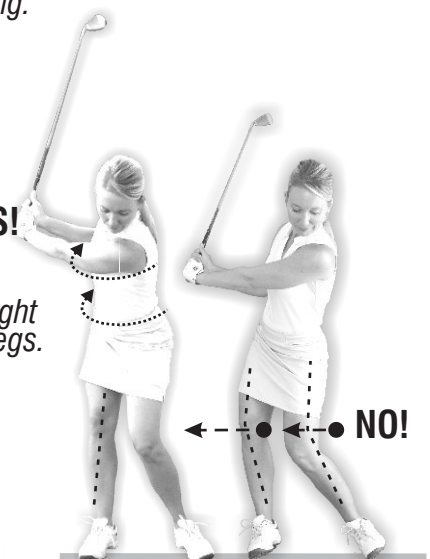
- 1 The Backswing is done from the *waist up*. **Your lower body is quiet.**
- 2 In the Backswing, it is like everything from your waist-up: *hands, arms, shoulders, chest, stomach and of course, the club - are all molded into one piece.* And when you make your Backswing, that one piece all starts away and moves through the entire Backswing all together.
- 3 The Backswing is mainly a *turning move of your upper body, not a side-to-side move.* See the pics.
- 4 The Backswing pace is neither slow nor quick. **It is medium-and-even, start to finish.**
- 5 In the Backswing, you must do what we call: **"stay connected"**. This means that your *upper left arm attaches to the left side of your chest* and stays there throughout the swing, making them work as one.

Here you see the difference between a *good Backswing* and an *incorrect Backswing*.

In the good one the *upper torso has turned back*. The lower body is quiet other than the left knee moving a little toward the right leg.

**YES!**

In the incorrect one, the golfer tries to *shift his weight to the right side with his legs*. We call this a *sway*. The pic clearly shows why it got this name.



# Backswing Exercises & Warm Ups

These drills give you a real feel for the Backswing and make a great warm up as well.

## #1 - Cross your chest - upper torso turn exercise

As we will discuss throughout this entire section - the Backswing is done from the waist up.

This exercise gives you an excellent way to focus on the proper feel of your upper torso turn in the Backswing.

1

Start by taking your normal address position. Then place your arms and hands across your chest.



Your right knee remains flexed.

Your upper torso, not your legs...takes your weight back to the inside of your right leg.

There is no movement of your right foot.

2

Focus on your entire upper torso - hands, arms, shoulders, chest and stomach feeling like they are *one piece*.

Now, turn your *entire upper torso* back as one piece, until your left shoulder has arrived under your chin.

**Important:** As you make this rotating move, let your *left shoulder go down a little* to get it under your chin. Also - You will feel your weight move back to the *inside of your right leg*.

Your left foot stays on the ground. No lifting the left heel.



## #2 - Same feel as the cross chest exercise plus the feel of how your arms move as well.

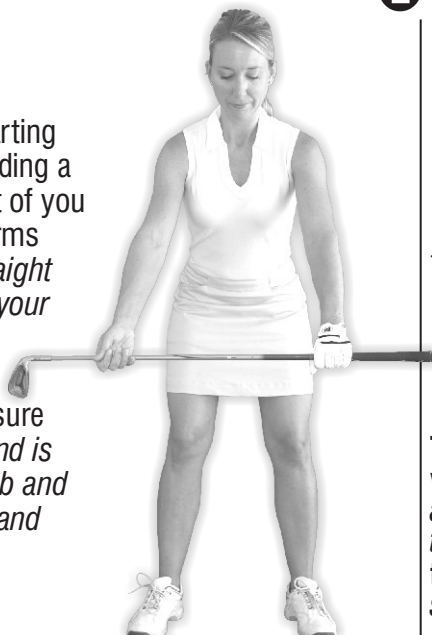
Make the same upper torso turn and get your arms involved as well.

Between these two focus exercises - you will have a good feel for the Backswing move!

1

Take the starting position holding a club in front of you with your arms hanging *straight down* from your body.

Also make sure your *left hand is over the club* and your right hand is under it.



2

Now, all together, use the same turning motion of your upper torso that you used in the first exercise to turn back...*and at the same time let your arms, hands and the club swing back with your shoulders.*

The feeling is that your *upper torso, arms hands and the club* all move together as *one single unit*.



Right arm folds

Left arm stays straight but not stiff

Right knee remains flexed





# Backswing Sequence.

Keep in mind, your main concentration is simple: One continuous move, of everything from the waist up shown in Pic 1 to the position in Pic 4.

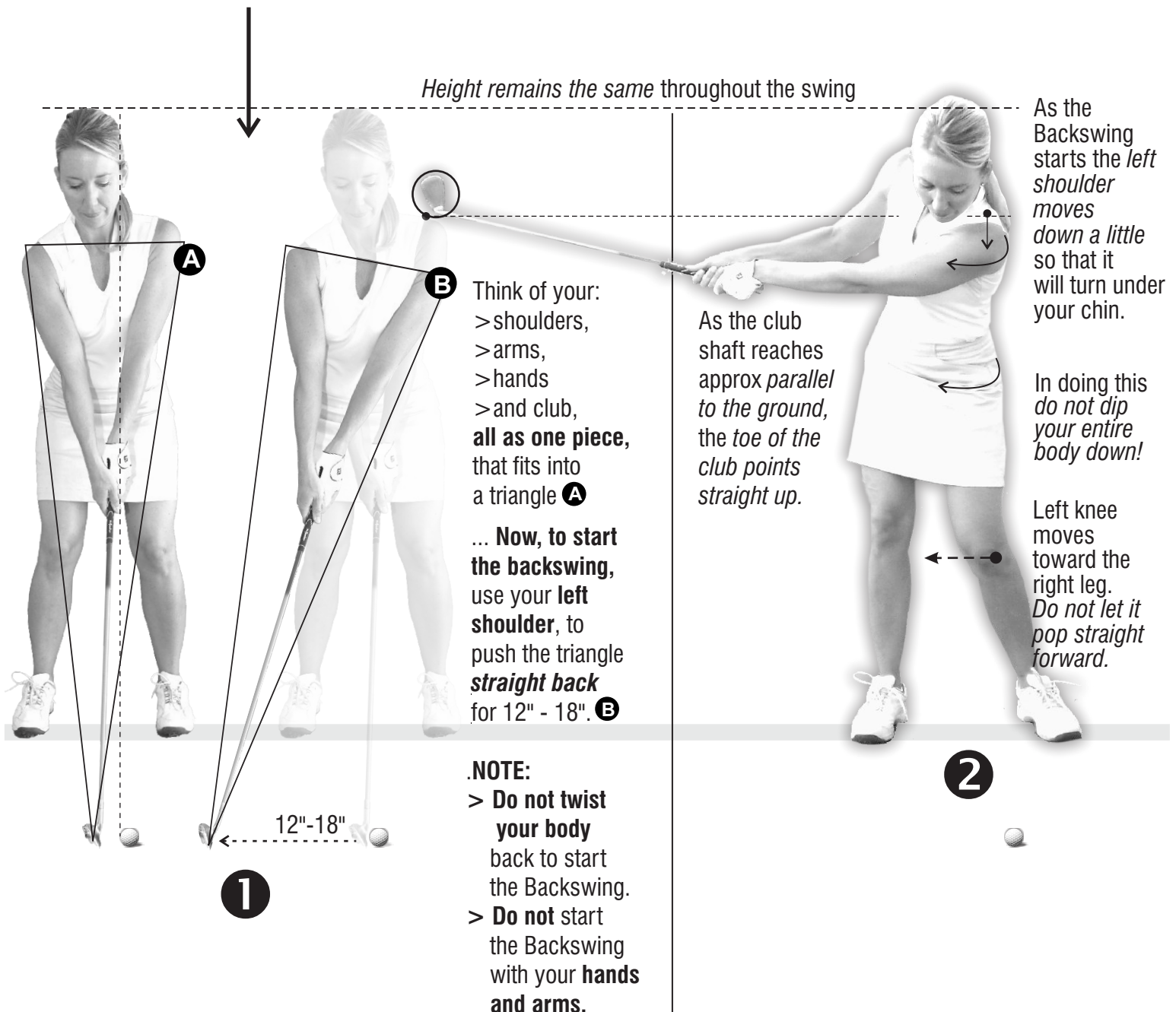
## A Tip on how to start the Backswing - the all important first move...

To make sure that the entire upper body works together in the Backswing, you **initiate the Backswing move by pushing the club back with your left shoulder**. Be sure that you push **straight back**, don't twist it back... the turn will automatically start on its own. Once you've moved the club straight back for 12" - 18", you then continue the Backswing, turning your upper torso back as you do, to the top of the Backswing.

**Do not start the club away with your arms and hands.**

## The Pace of the Backswing:

The Backswing is a very deliberate move. Too fast or too slow will cause a lot of faulty shots. *The movement is medium-paced and even, from start to finish.* Check your pace carefully.



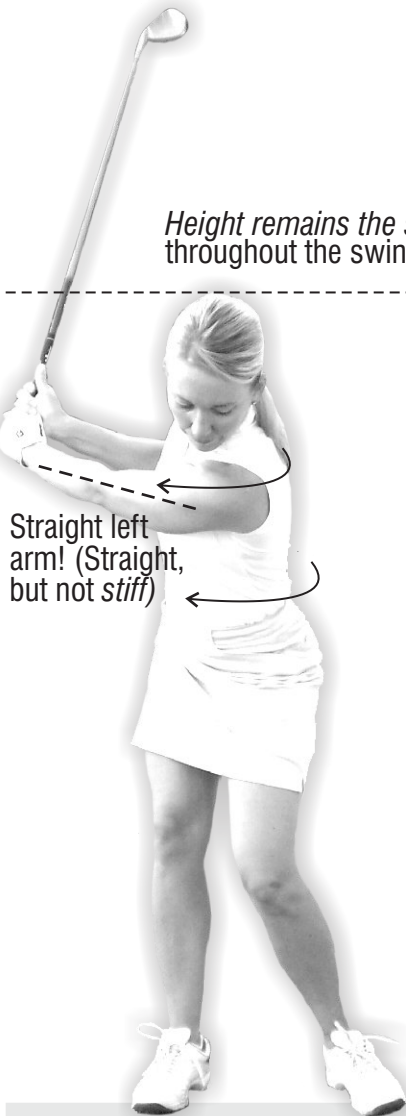
# Backswing Sequence.

*Here is a nice position at the top of the Backswing!*

This is called a  
"cupped wrist"  
...Avoid it!



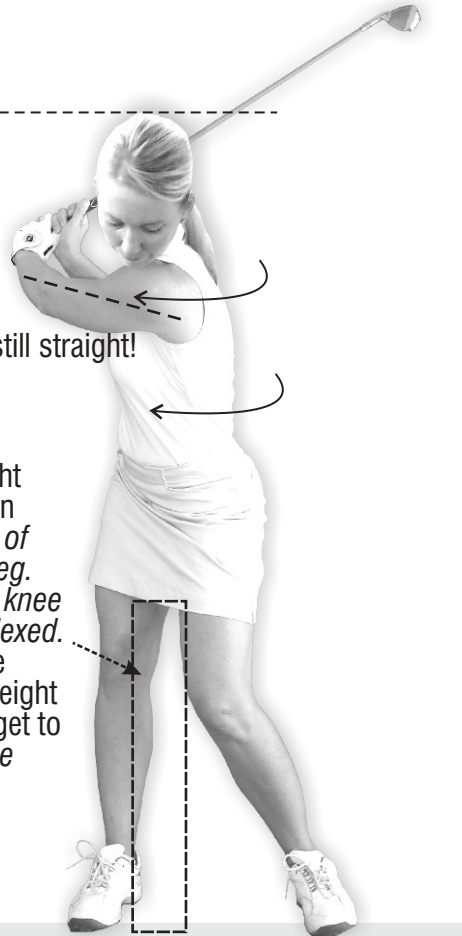
*Height remains the same  
throughout the swing*



**3**

Left arm still straight!

Your weight  
ends up on  
the *inside* of  
the right leg.  
Your right knee  
remains flexed.  
Make sure  
that the weight  
does not get to  
the *outside*  
of the leg!



**4**



The bottom of the right arm is away from the body approx *parallel to the ground* or a little lower.

The right shoulder is still tilted down slightly maintaining a good spine angle.

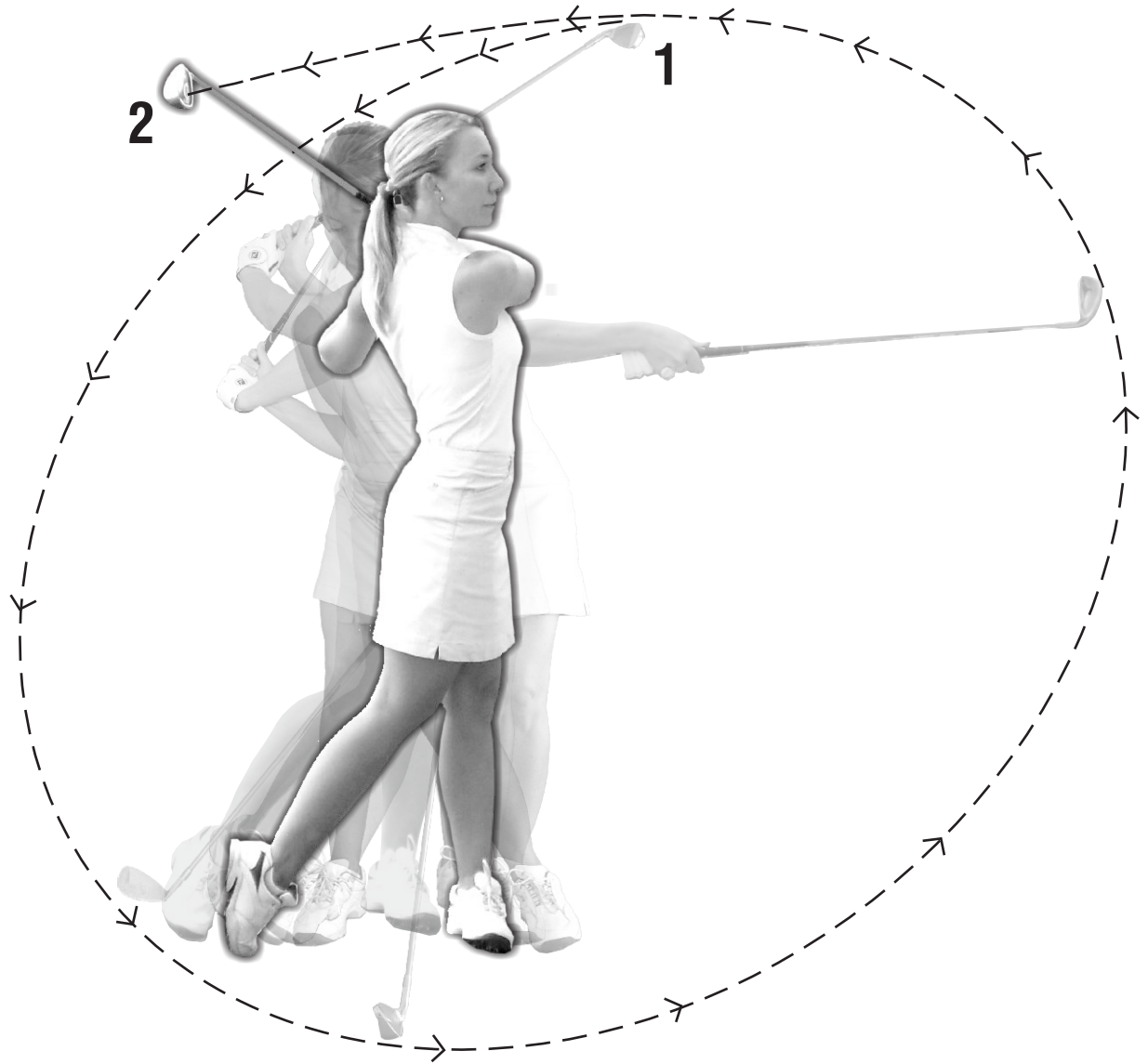
## REMEMBER -

No swaying. Your upper torso shifts your weight right - not your legs.



# The Full Swing - Downswing

As much as the Backswing motion is done almost entirely from the waist up...  
The Downswing motion is *initiated from the waist down*.



**Here are (3) things for you to think about when it comes to the Downswing:**

**1 The Downswing is *initiated by your legs and hips!***

Without doubt, the *most common Downswing problem* Beginner and High-Handicap players have, is *they start the Downswing with their hands and arms*. Don't do it!

**2 Upper body movement *follows* the lower body movement.**

**3 The Downswing move is one continuous movement from the moment it starts to the follow-through.**

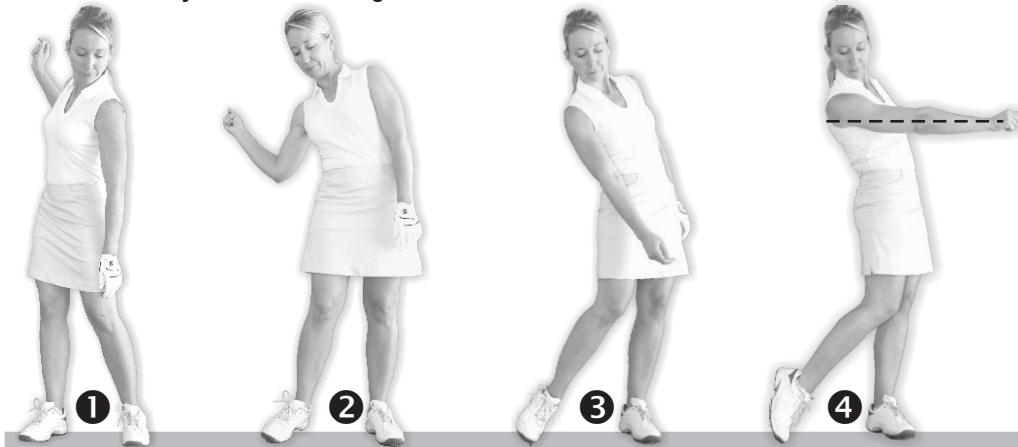
The most common error made by Beginner and High-Handicap players, is that in their effort to hit the ball solidly, they **swing *at the ball* rather than *through the ball***. Many times, this causes a *less than complete follow-through* and results in a poor shot.

# Downswing Exercise

Here is a great way to get a good sense of how the golf Downswing feels.

This is like throwing a baseball with a side arm underhand motion

Pretend that you are throwing a baseball with a smooth underhand, side arm motion, as you see in this sequence.



Start by getting your arm up behind you and pretend you are holding a baseball.

For your initial move your *legs and hips start to shift your weight left*. Your *right shoulder and arm drop straight down*.

Your right arm and shoulder continue *forward and down* as though they go underneath your chin and by.

Your right arm and shoulder continue forward. As they do, your right arm extends *straight through and rotates over* as you release the ball.



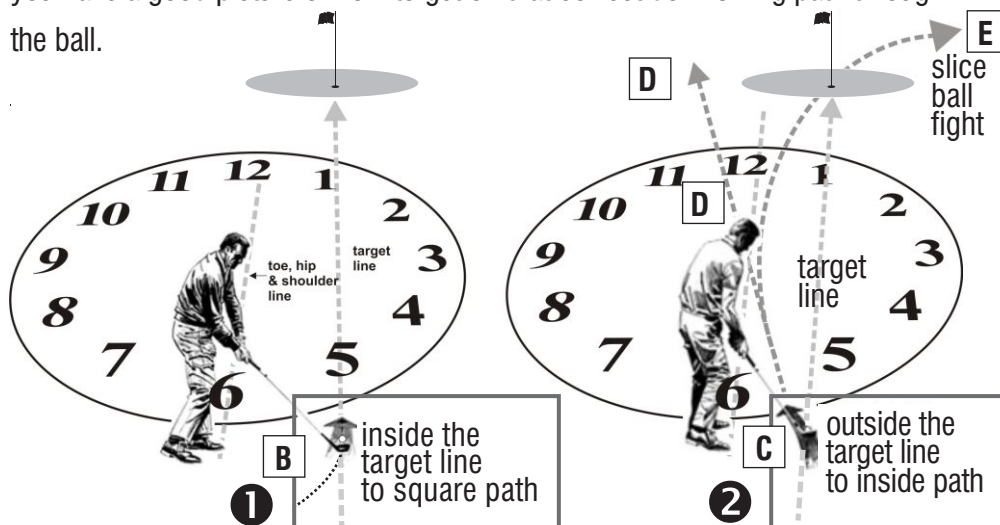
(a) After doing Steps 1-4 a few times for feel - take a club in your right hand, *no ball(!)* and start at the top of the Backswing -

(b) Make some good rhythmic, *1-arm downswings*, feeling the exact same side arm underhand motion you felt in the exercise.

(c) Finally, make some actual swings without a ball.  
**Feel the same motion you felt in the exercise.**

## The Proper Clubhead Path on the Downswing

The proper path of the clubhead on the downswing is where it comes from inside the target line and gradually turns to where the clubface comes into the ball square (90°) to the target line (PIC 1). This really is not hard to do when you have a good picture of how to get on that correct downswing path through the ball.



## 1 The Correct Downswing Path

- A Imagine that you are standing on the face of a clock - right near where 6 o'clock is.
- B As the illustration shows, on the proper clubhead path the club comes to the ball from *inside the target line* and becomes square as it hits the ball and continues through.  
*To get that correct path, you have to feel like you are swinging out toward 1 o'clock.*

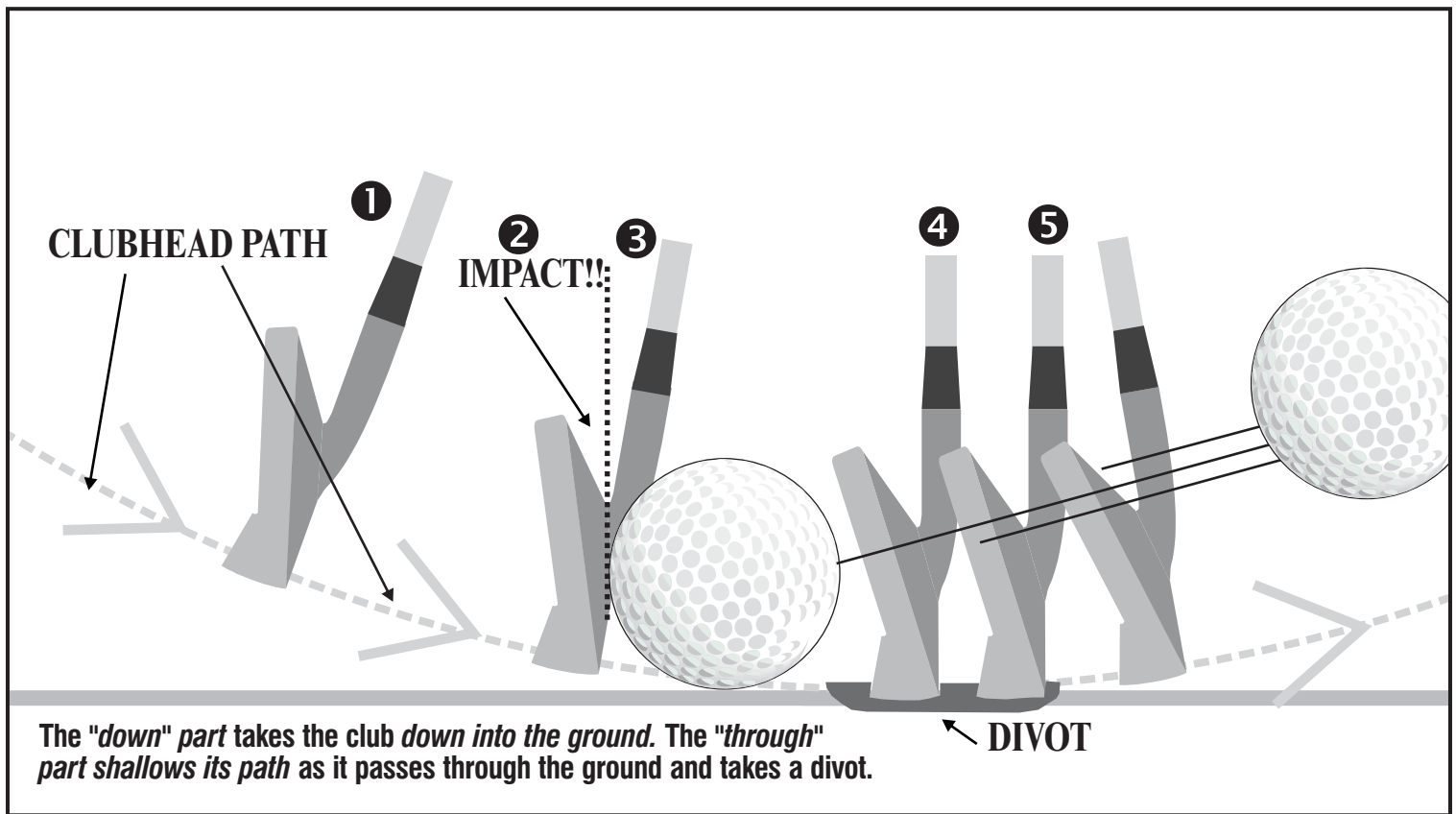
## 2 The Incorrect Downswing Path

- C The most common problem is that Beginners and High-Handicappers *swing their club toward 12 o'clock on an outside the target line to across the target line path...* which as you can see is going to the *left of the target*. The result?

**The ball will either go straight left of the target, or start left and then curve right - a big slice!!**



# How you strike the ball in the Downswing, with all shots where the ball is **sitting on the ground**: **Hitting “down & through”**



***This is the big one! The key to all Pros and fine golfers ball striking, is hitting down and through the ball through impact.***

- ✓ A very common mistake with all Beginner and High-Handicap golfers is that they strike the ball incorrectly. They try to **sweep the ball off the ground** thinking that they have to get *under the ball and literally scoop it into the air... Wrong!*
- ✓ With all shots hit off the ground, you must **hit down to make the ball go up!** But the motion is not just down... ***It is “down and through”.*** The only time you do not strike down and through is when the ball is **sitting on a tee.**
- ✓ **Another common misunderstanding:** When the majority of Beginners and High-Handicappers see a Tour player take up a big divot - they believe that **divot came up from underneath the ball!** They are amazed at how far the Tour Player's ball goes when they hit so much ground!!!!
- ✓ **Here is what really happens!**  
When you correctly strike any iron shot that is sitting on the ground, the **clubface hits the ball first** and then takes up the divot, **just beyond where the ball was sitting**, as you can see in the pic above.  
The club actually strikes the ball while it is still **on its way down in the Downswing**, before it ever hits the ground!

This illustration above of **down and through** shows it clearly:

- 1 2** Here is the club **coming down to the ball.**
- 3** Here is the club **at impact.** Notice that it has **struck the ball while still coming down** - as indicated by the “clubhead path.” As you can clearly see... ***The club-head has not contacted the ground yet!!***
- 4 5** Notice that the point where the divot comes out of the ground is **well after the point of impact!**

**Remember: Do not just hit down...  
The thought is Down & Through**

# Downswing Sequence.

Again - The Downswing is *one continuous move* from start to finish.  
Avoid hitting at the ball, swing down and through it.

**X** = no hands or wrist movement in this initial move as the arms drop.

During your Downswing, all the way through the position you see in Pic 4 - your height never changes.

In the initial move of the downswing, your right shoulder, arms, hands and the club, drop straight down, bringing your right elbow into toward your right side.

Start the Downswing by driving your knees and hips to your left side while rotating your hips forward at the same time.

Right shoulder continues to drop down, and now starts to turn forward.

Up to this point the angle (X) is still the same... no hand or wrist movement.

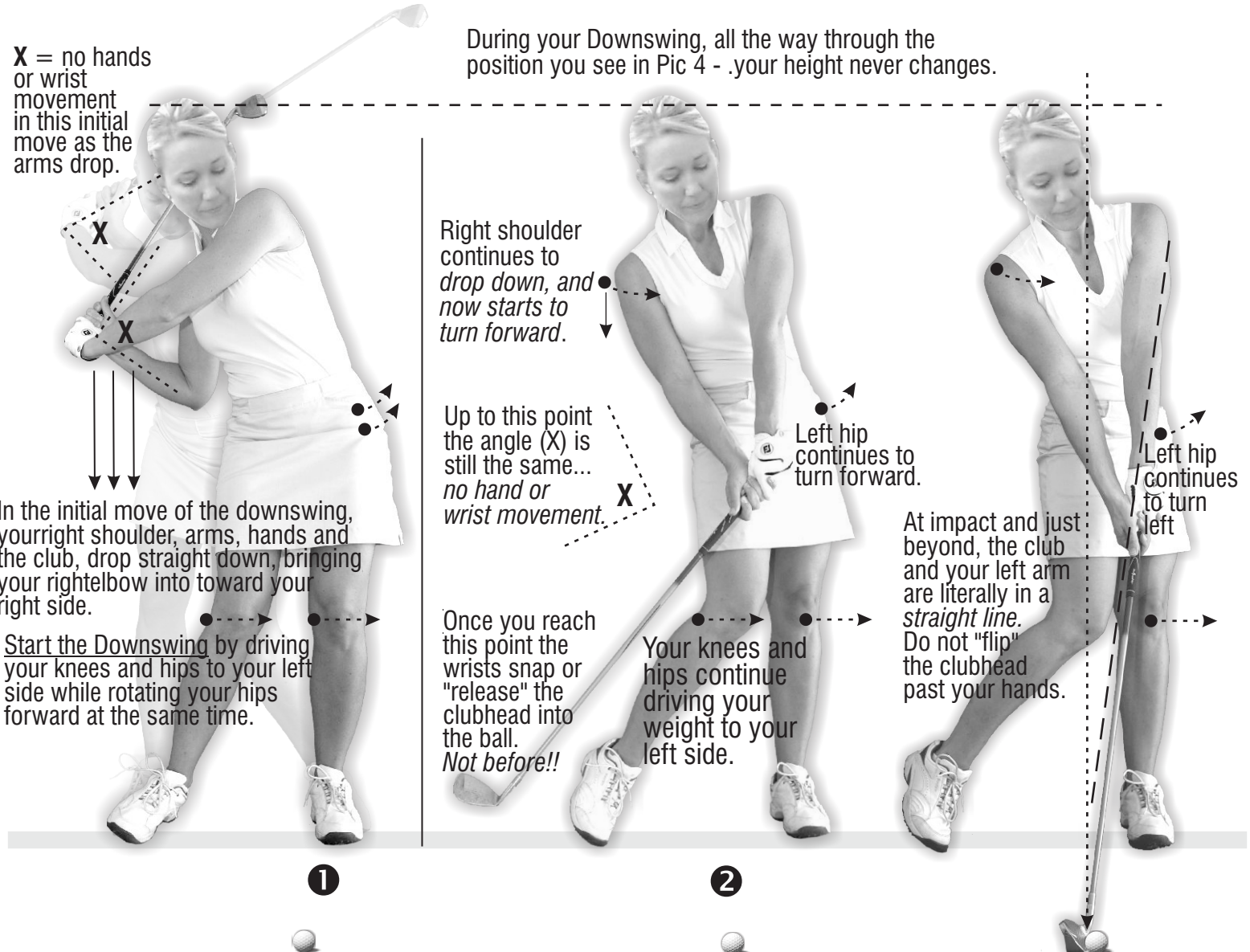
Once you reach this point the wrists snap or "release" the clubhead into the ball. *Not before!!*

Your knees and hips continue driving your weight to your left side.

Left hip continues to turn forward.

At impact and just beyond, the club and your left arm are literally in a *straight line*. Do not "flip" the clubhead past your hands.

Left hip continues to turn left



# Downswing Sequence.

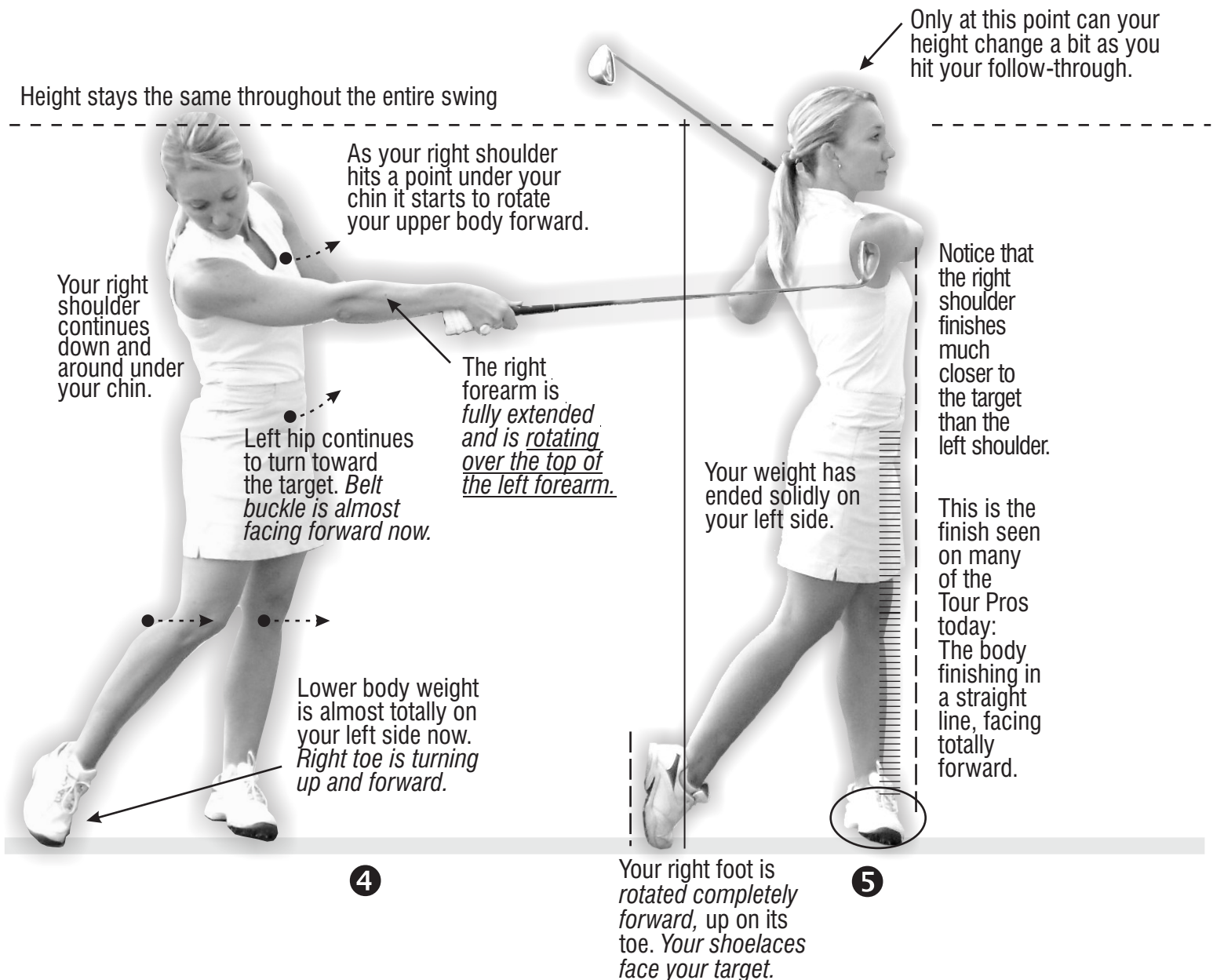
## The Pace of the Downswing:

With their irons there are very few Tour players who you will ever see taking a *big hard swing*.

*Swinging too hard* is one of the most common errors in high handicap players. Most of the great Tour players swing their irons at roughly *75% of full power*. It is a crisp, strong move but never that hard that they can't finish in a *well-balanced follow through*.

## A note about Height throughout the swing:

*The height you are at as you set up to the ball, is the height you stay at throughout the entire swing, back and through... especially through the impact area.* A change of height up or down will definitely have a negative effect.



# The Driver

## The Driver Set-Up

Notice that my *right shoulder is tilted down* a good deal more for the driver than it is with my irons (shown in the inset pic)

You always want your spine angled back a bit with all clubs. *However, it is definitely more so with the driver to encourage a sweeping and slightly upward motion into the ball.*

Head is behind the ball and stays there throughout the this swing.

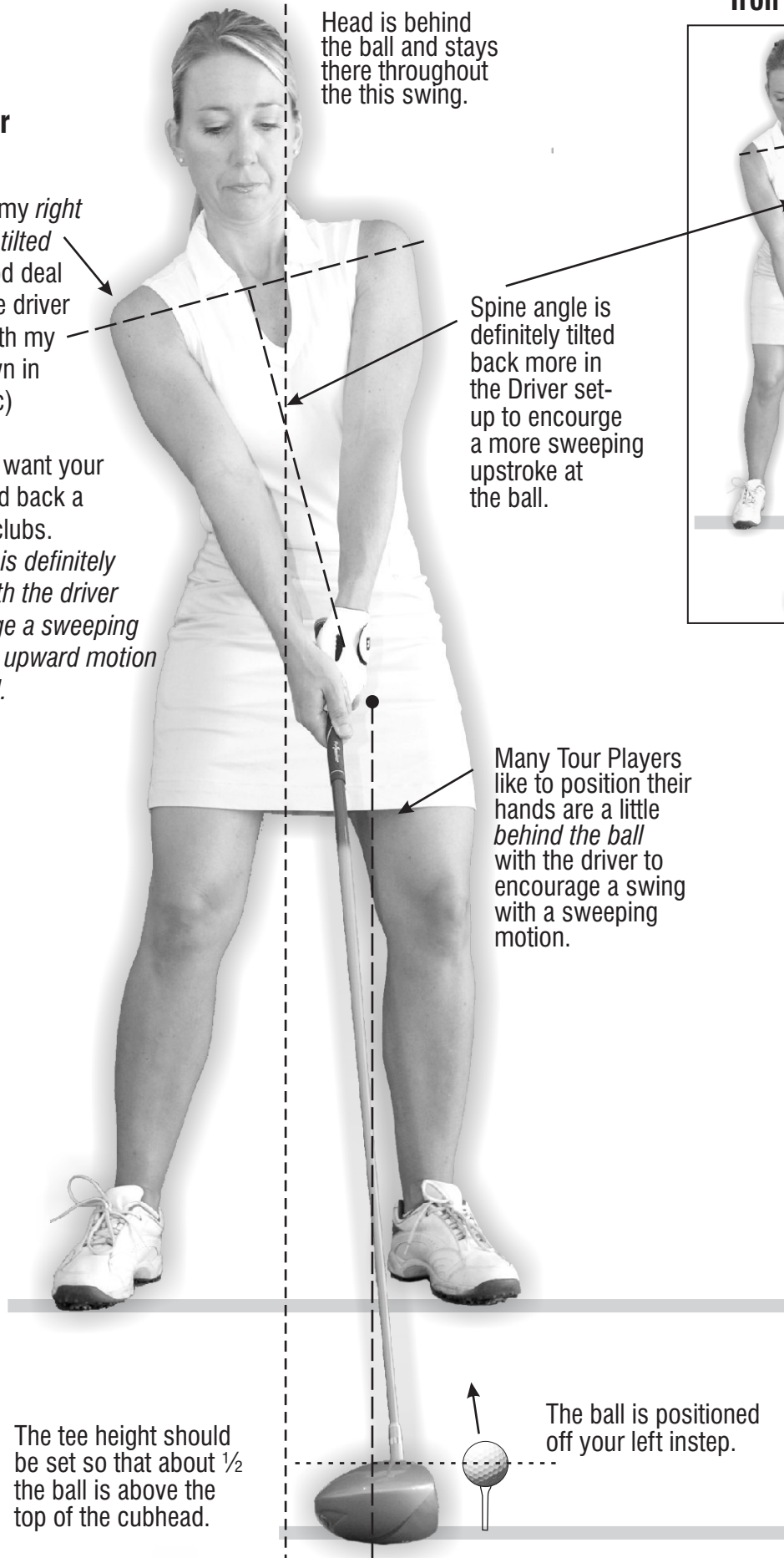
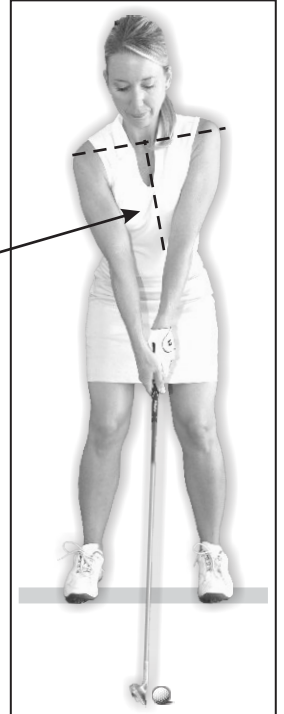
Spine angle is definitely tilted back more in the Driver set-up to encourage a more sweeping upstroke at the ball.

Many Tour Players like to position their hands a little *behind the ball* with the driver to encourage a swing with a sweeping motion.

The tee height should be set so that about  $\frac{1}{2}$  the ball is above the top of the clubhead.

The ball is positioned off your left instep.

## Iron Set-Up





# The Driver - Key Thoughts


***Everyone likes to take out the “big stick” and give it a rip! Sure it's fun!!  
Pounding one 300 yards down the middle! However - from Beginner to  
Tour Pro, the driver is the *most difficult club* in the bag to hit consistently.***

**You will find that many of today's leading Tour money winners are very careful about when they use the driver. Does this mean you should not use the driver? Of course not!  
So... here is my advice on the Driver to Beginners and High-Handicappers:**

## ① Get good with your 3-wood first.

- ✓ First I like to have my students become proficient off the tee with their 3-wood. *Let it become your “go-to” club off the tee.* Why? Because: At a minimum of 5° more loft than the driver, the 3-wood is far easier to hit consistently and straight.
- ✓ At the Beginner and High-Handicap level, there will be **little difference in the distance that you get with your driver vs your 3-wood.** Until you are playing more and striking the ball more consistently, you simply will not see enough of a difference to make it worth the difference there is in the difficulty of hitting the two clubs.
- ✓ **Look at the Tour Players.** They are very careful about the clubs they select to hit each shot. These days they are hitting a lot of **3-woods, long irons and hybrids off the tee**, because they have **far greater control** when doing so. They carefully choose the holes on which they hit the driver.

## ② Tempo is the name of the game!

- ✓ The biggest problem that Beginners to Average Golfers (and even some good players!) suffer with the driver?? They swing too hard!!!!!!  Ticking time bomb!! Everyone wants to take the big rip! *All that is going to get you is short, crooked, off balance shots, because all you will be doing is ripping with your hands and arms.*
- ✓ Two things make the ball go far in this game:  
(1) **The big muscles, like your legs and hips and**  
(2) **Hitting the ball in the center of the club face.**  
Neither of those will happen when you are beating hard on it with your hands and arms.
- ✓ **So what is the correct swing speed?** I have heard people on the golf course advising their playing partners to “Just make a nice easy swing”. **Wrong!!! Just as bad as making a swing that is too hard.** **The correct pace is something I call “medium-crisp”.** In other words a good strong swing at the ball that still allows you finish in good balance like the Tour Pros. **The key is you must be able to finish in balance!**
- ✓ **Think of it this way:**  
If 100% is swinging as hard as you can at the ball, the good pace is 75%-80% of your full power. Most new and high-handicappers in their attempt to do an “easy swing” will get it wrong and decelerate (slow down) coming into the ball. The results will not be good! **Work on the right Tempo - 75%-80% of full power.** It is one of the most important factors in hitting consistent drives!

## ③ With the Driver: No “down”- just “through”

- ✓ As you will remember - with all of your shots where the ball is sitting on the ground - you swing “down-and-through”. With the driver however, because the ball is sitting up on a tee, *you do not need the “down” part*, you simply make a good sweeping motion “through” the ball.
- ✓ It is important to remember - **From the start of your Downswing all the way through to your follow-through, it is one continuous motion. Do not hit “at the ball” - hit through it to a full follow through.**

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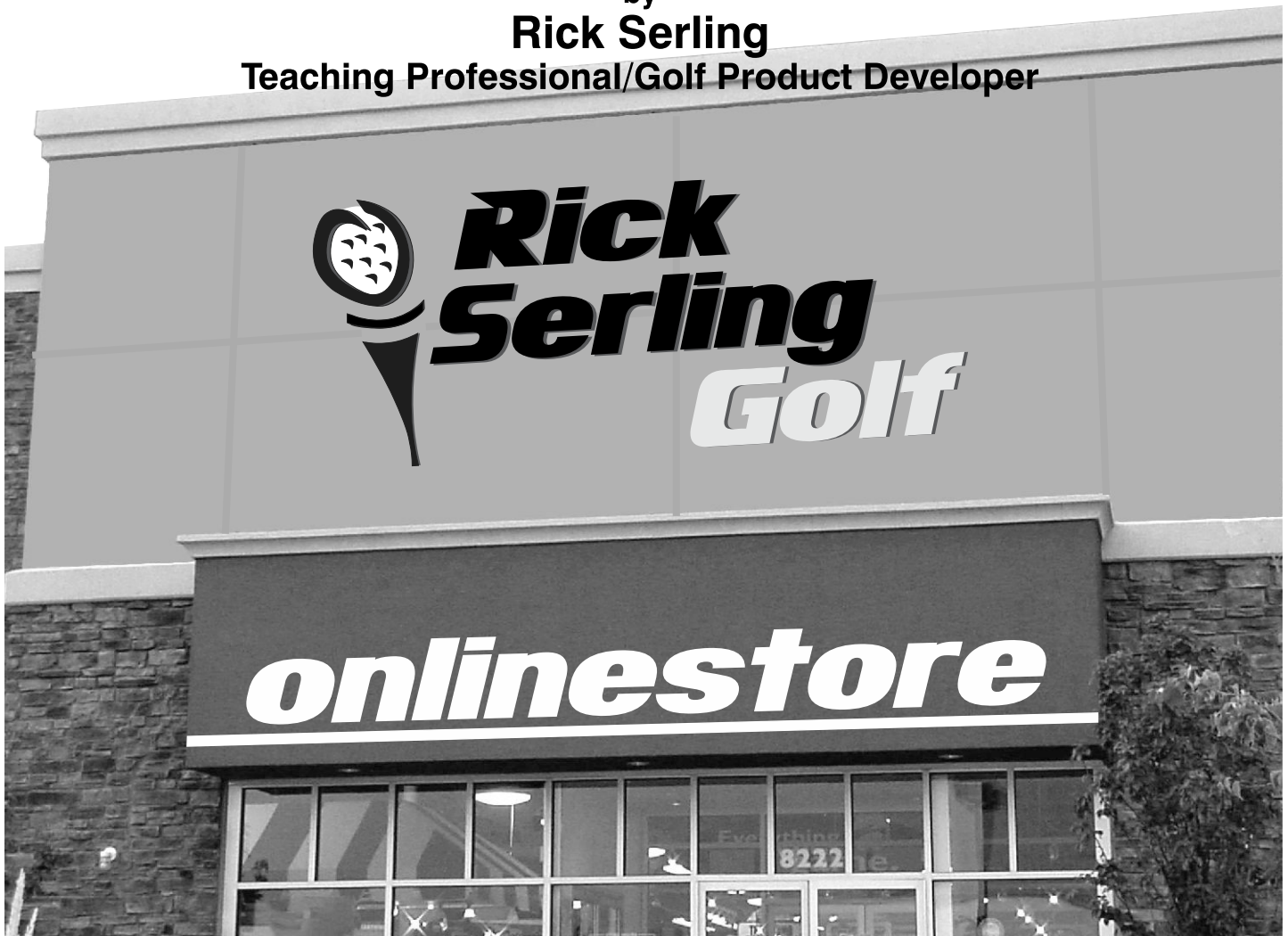
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**Created exclusively for: Beginners, High-Handicappers & Intermediate Golfers**

**by**

**Rick Serling**

**Teaching Professional/Golf Product Developer**



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**Rick Serling Golf**

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