



## **Introduction**

There is one thing all successful golfers have in common, and it's not their golf swing or physical fitness. It's their mental toughness. It's the most crucial aspect of golf that still doesn't receive enough attention. But how would it be for you as a PGA golf professional to enhance the development of the mental side of the game of your students on the golf course and also guarantee an additional source of income? It is possible now with the new Mental Toughness in Golf program!

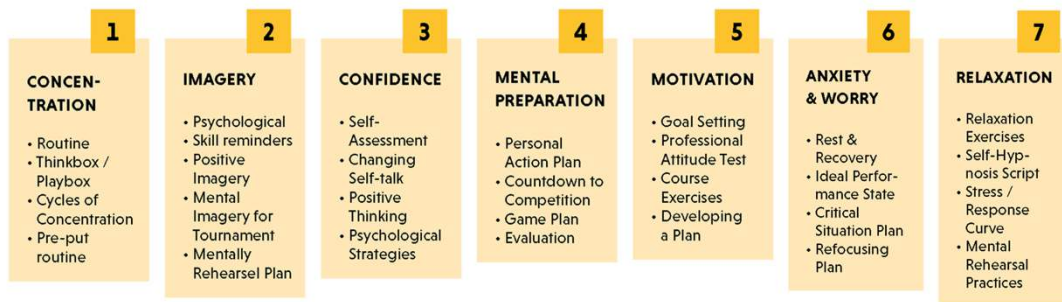
## **Beginning**

Ivar van der Moolen, a PGA golf professional and Mastercoach of Mindroom Peak Sport Performance, has spent the past few years developing an online mental toughness program for golfers. He did this in collaboration with Canadian sports scientist Pierre Beauchamp, Ph.D., founder of Mindroom Peak Sport Performance. Beauchamp is a pioneer and an icon in his field, having worked with countless professional and Olympic athletes for the past 35 years, helping them win medals in a wide variety of sports. Beauchamp helped van der Moolen gather the scientific basis to write his golf-specific Mental Toughness Golf program.

## **What the programme looks like**

This unique online mental resilience programme consists of seven modules covering all aspects of psychology and golf. These modules are: anxiety and worry management, concentration, self-confidence, imagination, mental preparation, motivation and relaxation. The modules are designed to help you and your students analyse and systematically improve their mental skills. Each chapter starts with an assessment and is followed by theory and exercises split into home drills, exercises

at the practice facilities and finally on the golf course and during competitions. The programme is useful for golfers of all levels.



## What are the benefits for you

As a member of the PGA, you now have the opportunity to become an affiliate partner of the online mental toughness programme for golfers! As an affiliate partner, you will receive a unique personal code, which you can send to all your students with the background information about the mental resilience programme. When one of your students buys the online mental resilience programme and enters your unique code, you will receive a one-off €20 and your student a €10 discount.

It is therefore possible to generate an additional revenue stream with your own customer base.

Benefits at a glance:

1. Your students will be playing better golf and have more fun on the course.
2. As a coach you are working with a proven effective program for all levels of golfers.
3. Your communication about the mental side of the game with your student will be easier because of the assessments and exercises from the program.
4. As a PGA golf professional, you will get more knowledge of the mental side of the game. Very nice for your students but also for yourself as a player and coach.
5. The communication with your students about the mental side will improve and will be easier because you are both having the program.
6. The student can work alone or with his coach at his development at any location.
7. Process-oriented development in combination with results.
8. Structured development of concentration, confidence, anxiety and worry management, relaxation, mental preparation, motivation and imagery.

Interested in becoming a partner or would like more information, please visit [www.mentaltoughness.golf](http://www.mentaltoughness.golf)

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