

# The Low-Down on “Performance-Based” Golf Clubfitting

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Turning this.....



Into this.....



Hi, thanks for your interest in clubfitting, and thanks for stopping by **Gooder Custom Golf Clubs**. Here I will give you the condensed fitting procedure. There's a bit more to it than this, but this should point you in the right direction anyway.

I liken each clubfitting I perform to putting a picture puzzle together. We put all of YOUR specific pieces together and the final product is YOUR unique "fitting picture". Each of us has a different looking finished "picture". We can't build the perfect set of clubs for you until we know what your "picture" is supposed to look like. That final picture is made up of about 20 or so pieces.

The only way to properly determine the correct pieces to YOUR clubfitting puzzle is through a performance-based fitting session, along with effective communication between yourself and your **certified & qualified** clubfitter. Since we all differ in ability, stature, and strength, we all cannot use the "standard???" off-the-rack golf clubs and expect to play to our potential, or improve for that matter.

Our goal through one of these "performance-based" fittings is to get you into a golf club that will produce (1) the highest percentage of on-center ball contact, (2) tightest shot dispersion/accuracy, (3) the most consistent performance/distance, and (4) the best **FEEL** for the golfer.

For irons, I have an approximate 750 different shafts that I can inter-change with any one of about 35-40 different 6-iron heads – that gives us a possible 25,000+ combinations of head/shaft we can test with. Why do I have so many? The shafts range anywhere from 40 grams up to 140 grams for weight, graphite, steel, various flexes, and several different lengths we can test the golfer with. **It all matters!** Out of the lot, there will be one (perhaps two) that FEEL and perform better than all the others. If length, flex, and weight were not critical, I could get by with only one fitting shaft, or none at all.

We observe the same phenomenon with clubheads – Once we determine the ideal length, flex, and weight of shaft for you, then we start testing different clubhead designs. There is always a particular design that you will hit better, and FEELS better to you than the others. The only way to determine this is to test with them.

Many people don't realize that if you change shaft weight by 5 or even 10 grams, it can change how you swing the club, and how the club performs for you. The same holds true for shaft flex – if we change shaft flex by "half a flex" (***flex in my world does NOT mean "R" or "S" – those letters are completely meaningless***), it can change how the club performs, and how it feels in your hands. It's all about details, details, and more details. What works for you likely isn't the same combination that will work for your neighbour. Each of us has our own unique clubfitting "puzzle picture".

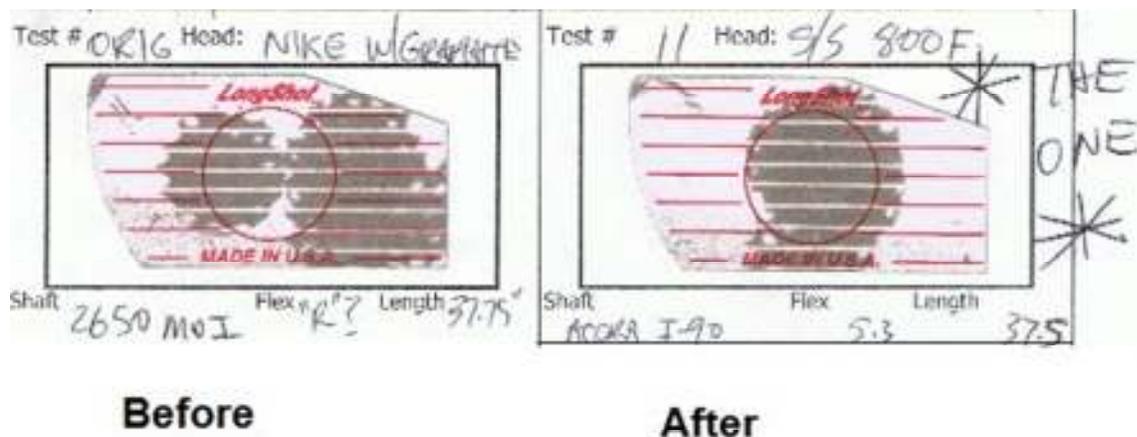
We use some high-tech equipment to help us acquire data, and of course feedback from the golfer. By the time we're done, hopefully you are a believer in custom clubfitting too. Fittings on average can take anywhere between 2.5 – 4 hours to complete (sometimes even more).

So what should you expect after 4 hours of fitting?

By the time we're done, we should have figured out;

- what your body wants to swing
  - combination of length/total weight/flex/weight balance/head/shaft
- what you can swing well the most consistently (repeat with)
- what gives you the highest percentage of on-center ball contact
- what gives you the best distance
- what gives you the tightest dispersion
- what **FEELS** the best in your hands

Here is an example of positive progress that can be attained during a fitting;



The golfer's old "off-the-rack" 6-iron on the left, and our best performing test club on the right. This became the roadmap I used to build a set of irons for this golfer. This particular golfer was a 9-handicap with his clubs on the left, and through effective practice and swinging the right tools – his index now ranges between 3.8 – 5.5

Not every golfer drops 5 or 6 strokes, that is an exception – but it is not uncommon for a golfer to hit more fairways, more greens, be longer, be straighter, be more accurate, hit more quality shots per round, hit better bad shots per round, hit fewer bad shots per round, and lower their handicap when they swing tools that are "right" for them.

NOTE: Iron fittings and driver fittings are performed in two separate fittings. The reason for this is by the time we're done an iron fitting you have made anywhere between 80-130 swings. You cannot give me another good 75-100 driver swings after making 125 iron swings all in the same day. In order to gather the best and most valid data possible, this must be done in two separate fitting sessions.

If you have any questions, please send an email to Bert at ( [gooder@goodergolf.com](mailto:gooder@goodergolf.com) )