



## Bob's Blog

### ShoeTips helps golfers with swing thoughts



Do you think too much on a golf course?

I do. It's only natural. As golfers, we are exposed to so many swing thoughts through TV, videos, social media and even our playing partners.

Now I found a product that helps me narrow my swing thoughts down to a pair of things each time I walk onto the first tee. If you haven't tried ShoeTips, you should! I like them.

ShoeTips is simply a swing thought reminder system designed to help golfers of all skill levels master their mental game while they play. Oh, by the way, it was considered on of the hottest new products introduced at the 2017 PGA Merchandise Show in January.

Using ShoeTips is easy. Before you play, select two swing thoughts you want to remember from the 18 tips provided. Insert the labels securely into the two base clips and slide the clips easily, and snugly, over your shoelaces. The reminders will be in full view on your shoes as you address the ball. I prefer to use them on my on my golf bag instead. A BagTag comes with the set of tips and clips. You simply select your two most important thoughts for the round and insert the base clips through the slots on the BagTag. Every time I select a club, I look at the BagTag for an instant reminder about what I'm trying to accomplish.

According to company literature, "ShoeTips' 18 familiar swing thoughts were chosen based on input from golf pros and sports psychologists. The labels are easy to change and organized into three categories - focus, relating to your mind, feel, to your body, and technique, to your swing mechanics."

The six tips under each category are:

#### **FOCUS**

- Back and Thru.
- Breathe/Focus.
- Stay Down.
- Impact.
- Commit/Trust.

Visualize.

**FEEL**

Soft Hands.

Tempo.

Balance.

Smooth.

Posture.

Feel.

**TECHNIQUE**

Turn.

Finish.

Ball Position.

Alignment.

Hit Down.

Swing Plane.

If you prefer a different tip from the 18 most popular, you can jot your own custom tips on the reverse side of the labels with an indelible marker.

Incidentally, notified ShoeTips Golf received formal notification from the USGA recently that their revolutionary, new swing thought reminder system is now "permitted under the Rules of Golf.

"We couldn't be more excited by the USGA's decision," said Steve Lewis, Founder & CEO of ShoeTips. "We felt from the start that using ShoeTips would help golfers maintain their focus so they could achieve peak performance, lower their scores and enjoy the game more. This decision allows any amateur or pro golfer, including those posting scores for handicap purposes or competing in a USGA sanctioned tournament, to use ShoeTips during any round. That's huge, and great news for golfers worldwide!"

ShoeTips retails for \$19.99 and is available on Amazon.com.

For more information on ShoeTips visit [www.ShoeTips.com](http://www.ShoeTips.com).