Awaken your INNER GOLFER
Finding Your Flow
JERRY BROWN

Awaken Your Inner Golfer guides new and experienced golfers in honing their skills by awakening instinct rather than attempting to follow complex directions. As such, it provides an uplifting alternative to traditional golf instruction, which can cause “paralysis by analysis,” resulting in frustration and lack of enjoyment. Included are simple yet explicit guidelines for establishing effective foundations of grip and posture, as well as forty instinct-awakening golf exercises for developing a dynamic swing you can own for a lifetime. The playful nature of this approach helps you learn what you already know!

“Empowers you to become your own coach by leading you through a simple process of discovering your natural, instinctive golf swing.”
—KENNETH DIEHL, MPT, GC FP
PHYSICAL THERAPIST AND
FELDENKRAIS PRACTITIONER

Jerry Brown grew up hitting golf balls on a narrow strip of land in his grandmother’s yard on Long Island, New York. By age ten he had learned how to hit a ball straight and solidly through feel rather than strength. Brown attended Rollins College in Winter Park, Florida, qualified for a very competitive golf team in his senior year, and played on the Long Island Stoddard Cup team post-college. A student of the game of golf for over fifty years, Brown focuses on the natural development of motor skills associated with the sport. For more information, please visit Jerry’s website at https://keepitsimplegolf.com/

Jerry Brown may be contacted through PenPower Book Marketing Services at 505.395.4540 or via email at jcwilliams@penpowersf.com.
Bio of Jerry Brown

http://www.keepitsimplegolf.com

Jerry Brown grew up hitting golf balls on a narrow strip of land in his grandmother's yard on Long Island, New York, with trees on one side and a road on the other. By age ten he had learned how to hit a ball straight and solidly through feel rather than strength.

An all-around athlete, at age twelve he broke a leg while skiing and soon after was diagnosed with other serious health issues that led to lasting physical ill effects. Though many people would have given up hope for an active life, he persevered.

Brown graduated from Rollins College in Winter Park, Florida, with a BA in business and economics. Qualifying for the school golf team as a senior, he played among a group of highly ranked Division II athletes, including a future PGA Tour winner.

Subsequently working as an independent insurance agent for thirty years, he played competitive golf in the New York metropolitan area until the late 1980s, while facing yet other serious medical challenges. Over a period of many years, he refined a series of exercises to maintain his golf game.

In 2012, he moved to Santa Fe, New Mexico, where he combined his practice of golf with a growing interest in Eastern philosophy and spiritual lessons, incorporating an “inner” approach to developing a pure golf swing. His love of coaching led him to produce this book, which he hopes will improve golfers’ games and inspire them in all walks of life.

Today, still learning about the body/mind relationship in health as well as golf, Brown is pleased to be called “a lifetime learner,” believing that when we stop learning we stop living.

For more information and to purchase additional copies of this book, please visit his website at www.keepitsimplegolf.com.
Bio of
Jerry Brown
http://www.keepitsimplegolf.com

Jerry Brown was introduced to golf at age ten on Long Island, New York by his dad and a local golf pro who promoted the philosophy of 'keeping it simple' and encouraging him to learn by feel rather than mechanical instruction.

Brown attended Rollins College in Winter Park, Florida, qualified for a very competitive golf team his senior year, and played on the Long Island Stoddard Cup team post-college.

A student of the game of golf for over fifty years, Brown has studied how we naturally learn physical motor skills effectively. His love of coaching led him to produce *Awaken Your Inner Golfer: Finding Your Flow*, which he hopes will improve golfers' games and inspire them in all walks of life. He lives in Santa Fe, New Mexico, where he assists golfers in reaching their potential.

For more information, please visit Jerry’s website at https://keepitsimplegolf.com/
LOCAL AUTHOR SHARES NEW WAY TO PLAY AN OLD GAME!

AWAKEN YOUR INNER GOLFER: Finding Your Flow

Jerry Brown

(Santa Fe, New Mexico, April 30, 2018) Keep It Simple Golf Media LLC is pleased to announce the release of Santa Fe author Jerry Brown’s new book Awaken Your Inner Golfer: Finding Your Flow.

Jerry Brown has been a student of the game of golf for over fifty years and has studied how we naturally learn physical motor skills effectively. Awaken Your Inner Golfer guides you through exploration of forty unique instinct-awakening golf exercises with variations in grip, swing, stance, use of subtle senses and imagination to discover the feel of a golf swing that works for your unique physiology and instinct.

The exercises facilitate an awakening of the unique instinctive kinesthetic intelligence within each golfer and will benefit both your short game and your long game. The exercises present an opportunity to learn the feel of an effective swing through trial and error and exploration and discovery in a safe environment where so-called mistakes are experienced only in the context of learning. This learning process of self-discovery tends to have a greater permanence in the body/mind than trying to learn through instruction and mechanics, and is the same process a child instinctively uses to learn any physical motor skill. This learning approach is not intended to replace conventional mechanical golf instruction but to present tools for learning beyond conventional golf instruction that are not often recognized or utilized. While the mechanics of a golf swing may help you understand the dynamics of a golf swing, reliance on mechanical analysis alone often leads to tyrannical paralysis.

Brown believes that most swing flaws are not an issue of incorrect mechanics, but a result of the body's compensations for a grip and posture that work in opposition to natural instincts. Awaken Your Inner Golfer provides unique, simple, and explicit guidelines and illustrations to establish effective foundations of grip and posture that are necessary to access your instinctive kinesthetic intelligence. The section on the grip alone may be worth the price of the book, and may provide the missing link in your golf swing.
The playful process of exploring the golf exercises to awaken instinct facilitates trust in your innate ability to play golf more from your subconscious instincts than from your thinking mind. The simplicity of this approach could be the answer to the complexity of traditional golf instruction. The practices of visualization, imagination, mindfulness, and self-awareness to quiet the thinking mind and engage the physical body to improve your golf game also offers the potential for these processes to naturally flow into your daily personal life.

Praise for Awaken Your Inner Golfer:

“Here’s an excellent example of what is needed in golf instruction today—a book based on the deeper principles of how a fluid golf swing is produced. Bravo to Jerry Brown for a wonderful book that can help golfers improve and enjoy their game.”

—Steven Yellin
President, http://www.fluidmotiongolf.com
Author, The 7 Secrets of World Class Athletes

“Jerry Brown has cracked the code and unlocked the mysteries of self-discovery by tapping into the powers of awakening instinct, mindfulness, and meditative practice. Jerry empowers you to become your own golf coach by leading you through a simple process of discovering your natural and instinctive golf swing. This may prove to be the next revolution for twenty-first-century golf. So relax your way into a neuromuscular software update and enjoy a newfound ease, joy, and grace in your golf game and life!”

—Kenneth Diehl, MPT, GCFP Physical Therapist
Feldenkrais Practitioner

Jerry Brown continues to be a student of the game of golf and the natural development of motor skills associated with the sport. He lives in Santa Fe, New Mexico, where he assists golfers in reaching their potential.

###

Title: Awaken Your Inner Golfer: Finding Your Flow
Publisher: Keep It Simple Golf Media
Category: Golf / Self-Help
Publication: 2018
ISBN: 978-0-9987719-0-8
Price: $15.00 (wire-bound)
114 pages
http://www.keepitsimplegolf.com

To book Jerry Brown for an appearance, workshop or book talk, please contact:

Jeanie C. Williams, Director
PenPower Book Marketing Services
150 Washington Street, Suite 201
Santa Fe, New Mexico 87501
505-395-4540
info@penpowersf.com

PRAISE FOR

Awaken Your Inner Golfer: Finding Your Flow
by Jerry Brown

“Jerry Brown has cracked the code and unlocked the mysteries of self-discovery by tapping in to the powers of awakening instinct, mindfulness, and meditative practice. Jerry empowers you to become your own golf coach by leading you through a simple process of discovering your natural and instinctive golf swing. This may prove to be the next revolution for twenty-first-century golf. So relax your way into a neuromuscular software update and enjoy a newfound ease, joy, and grace in your golf game and life!”

—Kenneth Diehl, MPT, GCFP Physical Therapist Feldenkrais Practitioner

“Jerry Brown’s book brings a breath of fresh air to the golf world. Research shows that when we ‘play’ (rather than ‘work at’) a sport, our brains and bodies are fully present and our game becomes effortless and optimized. Jerry gives us that permission to truly ‘play’ golf, and the tools to relax, enjoy, and find our own flow. A must read for every golfer and anyone interested in optimizing their joy in life.”

—Carla Hannaford, PhD
Biologist, Author, and International Educational Consultant
“This book offers one of the finest explanations of the power of the subconscious mind. The author is speaking of ‘instinctive kinesthetic intelligence’—critical information to incorporate for personal success. Fellow golfers who apply this natural method of self-improvement will experience tremendous results.”

—Cindy Skidmore
Psychological Kinesiologist

“Here’s an excellent example of what is needed in golf instruction today — a book based on the deeper principles of how a fluid golf swing is produced. Bravo to Jerry Brown for a wonderful book that can help golfers improve and enjoy their game.”

—Steven Yellin
President of fluidmotiongolf.com
Author, The 7 Secrets of World Class Athletes

“In Awaken Your Inner Golfer, Jerry Brown returns a missing piece to golf: the fact that it’s a game! Through Jerry’s playful approach to practice, you can tap in to your kinesthetic intelligence, which innately knows how to move your body. Exhale, smile, give it a go—and play your way to a more enjoyable game!”

—Kathy Brown, MEd,
Educational Kinesiologist
Author, Educate Your Brain

“The self-learning approach, especially the brain’s connection to the process of self-learning and development, should be taken into consideration by all instructors and students of golf.”

—Michael Hebron
PGA Hall of Fame Member
Golf Instruction Consultant
Author, See and Feel the Inside Move the Outside
Q&As for

Awaken Your Inner Golfer: Finding Your Flow

by Jerry Brown

1. Why did you write this book? What was your intention?

ANSWER: My intention in writing Awaken Your Inner Golfer: Finding Your Flow is to help fellow golfers find more joy and improvement in their golf game by connecting with their innate kinesthetic abilities through a process of learning by experience and self-discovery. I wanted to help golfers play more from their subconscious instincts rather than their conscious thinking minds. In order for a golfer to awaken and use their instincts to swing a golf club effectively they must have a grip, or hold on the golf club, that allows them to use the golf club as it’s designed — that is to leverage and swing the weight of the club-head with speed and consistency. In order to do that, the golfer must have a grip that is leveraged in the fingers. Since I’ve seen far too many people struggle and think that the problem is their golf swing when it’s often simply an ineffective grip that does not allow them to use their instinctive abilities, I wanted to present simple instructions to achieve an effective grip.

Here is where I think the golf instruction industry has failed tremendously, perhaps unconsciously and conveniently, since the result of an ineffective grip is often an increase in
demand for golf swing instruction. I wanted to present the basic foundations of grip and posture that would be useful to both beginners and experienced golfers, and then facilitate the awakening of kinesthetic instincts through a variety of golf exercises to allow golfers to self-discover the golf swing that is right for their unique physiology and instincts. My belief is that there is no one “right way” to swing a golf club, only the “right way” for each individual golfer.

2. Is *Awaken Your Inner Golfer* about more than improving your golf game and, if so, can you elaborate?

ANSWER: That’s a very insightful question. Yes, the book is about MORE than just improving your golf game. The funny thing is that the “more” part WILL help to improve your golf game! The unique instinct-awakening golf exercises included in the book promote self-awareness and a presence to one’s Inner Self through a connection with kinesthetic senses — the feel in the body as a physical movement is performed. The exercises also promote a synchronization of mind and body, conscious and subconscious, left brain and right brain. I believe that conventional golf instruction, and society in general, has become too left-brain analytically oriented at the expense of the more creative subconscious and right brain faculties. It’s our subconscious that is responsible for our bodily functions including our physical motor skills rather than our conscious mind.

*Awaken Your Inner Golfer: Finding Your Flow* might also be considered somewhat of a “back door” to meditation and the Inner Self as the golf exercises facilitate a quieting of the conscious thinking mind and engagement of the subconscious body/mind. This is similar to ancient Eastern modalities such as Yoga, Tai Chi, and Qi Gong that help integrate body and mind for more effective function and a more serene life. *Awaken Your Inner Golfer* presents tools such as self-awareness, mindfulness, and a “Beginner's Mind” which is a concept that encourages
opening to discover something new beyond what our minds have been conditioned to think and believe. It is through these tools that we cultivate awareness of how we are often conditioned toward patterns of limitation in our life and in our golf game, rather than being encouraged to discover our limitless subconscious abilities. This process of cultivating self-awareness also offers the potential to bring more awareness into our daily activities.

3. There is a plethora of resources for teaching both men and women how to play golf, what makes Awaken Your Inner Golfer different?

ANSWER: Honestly, I have never seen adequate instructions for establishing effective grip and posture that are so critically necessary to develop an effective and instinctive golf swing. As I’ve mentioned, Awaken Your Inner Golfer presents simple yet explicit instructions and illustrations to establish these necessary foundations.

The book is also different than other instructional resources in that it empowers the golfer rather than the instructor through the process of self-discovery while exploring unique instinct-awakening golf exercises rather than the use of golf drills. The exercises provide a vehicle for improvement through a process of play, fun, exploration and discovery — the same process a child uses to learn any physical motor skill. The exercises promote a safe learning environment for self-discovery in which there is no judgment or mistakes. Any poor results while exploring the exercises are seen only in the context of learning. It is not a process of struggling and trying to find a perfect golf swing to be repeated over and over; it is a process of discovering innate adaptive ability through exploring variation in grip, swing, stance, use of subtle senses and imagination to discover the swing that is perfect for you and that you can own for a lifetime!

4. Your approach to the game of golf is somewhat unconventional — how will you get the PGA and other professional golf masters to take your approach seriously? Is there any chance
the PGA will begin to offer your methods and exercises in their training programs?

ANSWER: The acceptance and integration of something considered new or unconventional has to do with both the effectiveness of the new approach and how it affects the financials of the traditional and conventional. I would make the analogy of how the holistic wellness field is impacting the traditional medical industry. The holistic approach is effective in empowering the individual to access their innate wellness and healing powers. The demand for this alternative approach is gradually influencing the financials of the medical field, as more and more people are dissatisfied with the conventional methods of primarily treating symptoms.

I know my unconventional golf approach is effective because of my experiences coaching golfers and my studies of how we truly learn physical motor skills. I'm also beginning to see some frustration and dissatisfaction among the younger golf professionals with the lack of improvement among their students while utilizing traditional instruction methods. It may take time for the golf instruction industry to feel the financial effects — unless there is a sudden awareness of the long-term implications of maintaining the Status Quo!

There have been some PGA professionals, such as PGA Hall of Fame member and PGA Master Golf professional Michael Hebron, who have been advocating that the industry make a shift from a teaching model of instruction to a more supportive learning model. I'm hoping that my emphasis on the critical necessity of establishing effective foundations of grip and posture and the instinct-awakening exercises found in *Awaken Your Inner Golfer* will have an influence on traditional golf instruction training programs. I'm also planning future books to include an even greater variety of instinct awakening golf exercises. I'm hoping *Awaken Your Inner Golfer* potentiates a shift from empowering the instructor as an expert in teaching to empowering instructors as experts in facilitating golfers/customers in awakening and utilizing their innate
learning abilities.

5. *Awaken Your Inner Golfer* includes a variety of golf exercises, some seeming to have nothing to do with golf swing. What do these exercises do or accomplish?

ANSWER: After an exercise that produces a successful golf shot and the feeling of pure impact while coaching a golfer, I've often been asked with a tone of astonishment and surprise, “What does that exercise do?!?” With a soft knowing smile, my answer is always simply, “It awakens instinct!” Yes, I may choose an exercise that may help the golfer to unconsciously let go of an ineffective pattern in their golf swing, but it's not the power of the exercise or me as an instructor that produces the success. It’s the golfer’s willingness to let go of struggle and effort and open to self-discovery of the motor movements that produce pure impact. The emotions of joy and astonishment also facilitate the long-term effectiveness of the exercises as it helps the golfer store the *feeling* of pure impact in their neural/muscular system as “muscle memory” or “motor memory.” This process cultivates *trust* in their instinctive kinesthetic intelligence. The exercises have as much effectiveness as the golfer is open to self-discovery. So, I don’t consider myself an instructor, but a facilitator of self-discovery through the use of a variety of instinct-awakening golf exercises. I simply help golfers learn what they already know!

6. Your approach to teaching and coaching golf seems to take into consideration the way we, as children, learn motor skills. Has contemporary coaching and teaching the game of golf lost touch with individual innate knowing and capacity to learn in a more authentic way?

ANSWER: I think so. I think it began with the use of high-speed cameras able to show the positions of the golfer and the golf club during a swing. Then it proceeded to computer graphics, motion detection, and laser tracking of the golf club and golf ball, including extensive analytical statistics. These methods appeal to the left-brain analytical methods of instruction and
mechanical golf swing positions. But our conscious left-brain faculties cannot control the movements of our body. The subconscious, and right brain, are responsible for our motor movements. There are extensive studies and books about play, learning, and motor skills which support the natural process of learning and improving motor skills effectively at any age through the same natural process a child uses to learn all physical motor skills — through play, fun, exploration, and self-discovery. My hope is that *Awaken Your Inner Golfer* influences coaching, teaching, and educational conferences to integrate the playful instinct-awakening golf exercises to help golfers enjoy and improve their golf games.

7. Do you give private lessons?

**ANSWER:** Most golf facilities rely on the prominence of having a “PGA professional” on staff. Part of the reason I wrote and published this book is to provide credibility for myself as a golf professional based on my experience, knowledge, and the effectiveness of this unconventional approach. I presently coach golfers informally, as I do not “invade a PGA professional’s turf” to give lessons at their facility unless I am requested to do so.

My ultimate intent is to open a Holistic and Organic Golf Learning Center where golfers can learn and grow in a healthy, clean, and supportive environment nurtured through play, fun, exploration, and self-discovery to show that each person is an innately instinctive genius capable of overcoming any conditioned limitations — in golf, as well as in life.

8. How can someone purchase your book?

**ANSWER:** *Awaken Your Inner Golfer: Finding Your Flow* can be purchased from Amazon through my website: [http://www.keepitsimplegolf.com](http://www.keepitsimplegolf.com), directly from Amazon at [http://www.amazon.com](http://www.amazon.com). Wholesale distribution is through Baker & Taylor. E-books are available from Amazon (Kindle) and Barnes & Noble (Nook).
Awaken Your Inner Golfer: Finding Your Flow
by Jerry Brown

Why I Wrote This Book

Ever since my dad and a local golf professional encouraged me to “keep it simple” and learn through experience when I began playing golf at the age of ten, I have been cultivating my understanding of how we learn and improve golf skills by awakening instincts through trial and error, exploration and discovery — the natural way we learn physical motor skills. I’ve integrated my experiences into a new book, Awaken Your Inner Golfer.

It has been my desire to share this perspective to inspire golfers to expand their consciousness and enjoy and improve their golf game by ‘letting go’ of limiting physical and mental patterns to discover their innate abilities. I wanted to provide golfers with clear guidelines and illustrations to establish the necessary foundations of effective grip and posture to awaken instincts and natural abilities, which in my opinion, the golf instruction industry has conveniently ignored. Through a variety of playful instinct-awakening golf exercises, I hope to help people reclaim their child-like playfulness and experience once again the joy and permanence of learning through experience and self-discovery.