

**Name:** XXXXX

**Topic:** Buying golf clubs

**General Purpose:** To Persuade

**Specific Purpose:** To convince the audience that fitted clubs are better than standard clubs.

**Thesis:** By utilizing variables to the club heads and club shafts, you can buy a set of golf clubs that is optimized for your specific golf swing.

**Pattern of Arrangement:** Comparative Advantage

### Fitted Clubs vs. Standard Clubs

#### **Introduction**

- I. How many of us look just like the person sitting beside us?
- II. That's because everyone is different.
- III. People come in all different heights, widths, shapes and sizes.
- IV. Would we be satisfied if we went to the store to buy shoes and every pair on the shelf was the same size?
- V. How would you feel if all shirts were "one size fits all" based on someone's generic model of what the average person looks like?
- VI. We wouldn't accept it.
- VII. So why should we settle for a "one size fits all" mindset when buying golf clubs?
- VIII. By utilizing variables to the club heads and club shafts, you can buy a set of clubs that is optimized for your specific golf swing.
- IX. This gives you a greater chance to succeed in golf than buying a generic standard set from the store.

**Transition:** Now what do I mean by fitted?

#### **Body**

- I. There are a number of variables that can be changed on golf clubs so that they match a golfer's exact swing.
  - A. A few of these variables are shaft length, shaft flex, lie angle and swing weight.
    1. These are options that you cant get when you buy a set at Wal-Mart.
  - B. According to Matt Flenniken, the Director of Instruction and Club Fitting at Los Lagos Golf Club in San Jose, California, "Having the proper lie angles on a set of clubs is essential in order to maximize that golfer's consistency and confidence."
    1. The lie angle on a golf club is the angle between the shaft and the bottom of the club head.