

# WHY GOLFERS DON'T PLAY AS WELL AS THEY SHOULD

Stop the inconsistency and start realising your full potential.  
Discover why traditional instruction has let you down and learn the ancient secrets that make golf improvement no harder than riding a bike or driving a car.

by Cameron Strachan

[www.golfgooroo.com](http://www.golfgooroo.com)



## Table of Contents

Why Golfers Don't Play As Well As They Should	3
<i>Golf's Problem</i>	3
<i>Golf Skill</i>	4
<i>Making Golf Easier</i>	4
<i>A Golf Story</i>	5
<i>A Way Forward</i>	7
<i>The Next Step</i>	8
<i>Mastery</i>	10
<i>Further reading</i>	15
<i>What others are saying about Cameron</i>	16

# WHY GOLFERS DON'T PLAY AS WELL AS THEY SHOULD

A lot of golf instructors don't like what I've got to say. As a matter of fact, I often get accused of being a renegade or a rogue. You see I'm convinced that all golfers, of all standards, could be playing better golf, enjoying themselves more and playing to their potential if they simply understood one simple principle.

Yet, I'm also convinced that most will never reach the potential they're capable of because they are not being taught this "missing ingredient". Teachers refuse to let it enter their psyche and instead rely on *old-fashioned* tips and techniques that have been shown NOT to work. What am I talking about here? It's a natural given ability that I call **automatic learning**.

## Golf's Problem

The problem is this. Most golf pros and the golf industry as a whole do not understand it. They keep preaching the latest swing theories and outdated methods. And, because they don't understand automatic learning, their teaching is ineffective. And because their teaching fails they're forced to keep coming up with new theories, ideas and teaching methodologies. The result? Golf instruction has become a merry-go-round of conflicting and confusing advice. And the problem here? You the golfer have been let down because those in charge have missed the key fundamental.

Now please don't think I'm beating up on the poor old golf pro. For the most part they're all good guys. In fact, many of my mates are golf pros and we get along great (we do have some interesting debates from time to time).

My issue is with the system, the professional organizations that teach the teachers. More on that soon.

Onward.

## Golf Skill

So what's this "automatic learning" stuff and why has it been ignored? Let's first discuss how a skill is performed.

A concept that seems lost on most is that for all motor skills to be performed successfully we require our subconscious to take over. Sometimes this is referred to as unconscious competence. No matter what it is called, for a skill to be executed optimally it must be done without conscious control or thought. It's just the way it is. Humans have been doing this for 1000's of years and will continue to do so. Any break from subconscious learning will render your learning system useless.

Somehow, through the last 100 years, mainstream teachers incorrectly believe that the human system is capable of performing fine motor skills with conscious control. They think if they give enough instruction that the client will be able to figure out what it is that needs to be done. Some teachers take this too far and bombard the golfer with so many instructions that the student blows up! From this point good golf is impossible.

If you've ever tried to fix your golf swing you'll know what I'm talking about here. Something that may appear simple, like fixing your backswing, actually becomes hard. Where is the club going? Am I doing this correctly? Why is this so hard?

Arrrgh! Just thinking about this process makes me shudder.

And it gets worse. Poor golf is cured not by simplification but by delivering more content. The worse you play the more instruction you are fed. And this cycle repeats itself, week after week and year after year all around the golfing world. If you're not careful you can miss out on experiencing your best golf – despite feeling you're doing everything correctly. This ignorance of automatic learning is even more profound when we look at how we perform most other activities.

## Making Golf Easier

Riding a bike, driving a car or throwing a ball are all done with little thought about HOW. You are not actually thinking about how to do these skills - you are performing them automatically.

Have you ever stopped to think about HOW you perform these skills? When you do, it may become apparent that almost all of these daily skills are done with little or no thought. They are automatic.

And it's good they're automatic because if they weren't we'd never get through the day. We'd burn so much energy and be continually tripping over ourselves that we might not make it past lunchtime.

Virtually no traditional instructor has picked up on this fact. The golf instruction world is stuck in first gear - too blind to see a better path. This outdated instruction is deeply ingrained, with many coaches reluctant to change.

## A Golf Story

Let me share a quick story that highlights this point.

A few years ago I got the job of my dreams. I was accepted as a Trainee Golf Professional and I had my chance to pursue my love of coaching. But it didn't turn out that way. My boss was a stickler to the traditional methods and wouldn't hear of my ideas. He threw the book at me and told me to adopt from the traditional golf bible or get out. This was despite him knowing that normal methods hadn't worked for me.

So here I was. A young golfer, with a deep passion for the game, who was told not to rock the boat. Now this would have been fine except the system was failing me. I was getting worse not better. I was frustrated and not sure what to do next but it was obvious to me these golf pros had been brainwashed into thinking there is only one way to coach and to discredit any challenges to that way. I think it's time for a reality check.

What needs to be hit home is this:

1. Even the most talented golfer in the world cannot perform under pressure unless he can automate his game. If this same golfer disrupts his learning system long enough he will get worse not better (if you're thinking Ian Baker-Finch and David Duval you're on the right page). The simple point is this: If the best players can't control their swing consciously (or find it extremely difficult to make swing changes) then what chance do you have? If you've been playing golf for more than a year, but you still experience frustration and poor golf then it's because you're getting in your own way. It's as simple as that.

By the way. You probably know deep down that you should be playing golf with less mental clutter. The problem is the concept is so simple that it's easy to ignore. So most gloss over it while they search for the next quick-tip or fix.

2. When teachers realise that the golf swing is not the most important thing, coaching will take a step forward. The golf swing is part of the big system, it's not the entire game.

This is so important but so different from traditional thinking that I sometimes feel I'm pushing uphill. Almost every golf book, DVD and magazine instructional article is about fixing some aspect of your technique. Technique rules the golfing world but is it really helping you?

Take a peek at the PGA Tour. These are the best players in the world and can hit just about any shot. Now look at the best players on the secondary tours from around the world. Do you see any difference in their technique?

It's hard to spot any difference. I'm just going to come out and say it...

... playing your best golf is not so much about your technique, but rather learning how to maximise your ability to play the game when it counts. When you learn to think less about your technique and really play the game, your technique takes care of itself.

3. And just maybe wouldn't it be great if all the golf coaches realised that golfers don't care how pretty their swing is or if their golf swing conforms to some new swing theory. What golfers really care about is playing golf somewhere near their potential and enjoying the game - not be continually let down and disappointed.

Many of my supporters think classical golf instruction has gone too far. The explosion of technology and information has rendered it useless - it's a brilliant business model because the poor golfer struggles to improve, while all the time thinking there is something wrong with him.

I agree. And this point needs to be made clear - **the system is broken**, not you.

## A Way Forward

Everyone has the ability to play better golf. While we're not born with a golf club in our hand, learning is a natural phenomenon that is instinctive to us all. If we understand this and allow automatic learning to take place, the game gets easier not harder.

By the way, I know what you're thinking. "This all sounds great Cameron but this stuff won't work on me". "My golf swing is wrong and I won't do any good until I fix it". Well this is the thinking I hear everyday. My only response to this is,

**"you're not special, you do not have enough talent to bypass your learning system".**

Nobody does. Not even the great champions.

And speaking of them, if you listen carefully to the champions they will give you an insight into how they perform. You've got to listen carefully because the media (or their coaches) claim it's because of a swing change or something news worthy (like a new putter). All great performances are performed automatically and are free from interruption. Period.

## Improvement

I don't know if I can tell you how wrong you've been in this short space but I'll try. Every golfer is a person. You're not a robot and you're made from the same skin and bones as everyone else. We've all got the same wiring and therefore the same potential to play golf to a higher standard. And here's the kicker. You can't find your real swing until you learn to automate. Conscious control gives you a mixed bag of results. You can't play consistently because you're getting in the way. And trying harder isn't the answer either. You need a better way.

Here's an example.

John "Steady" Stead came to me about four years ago. He was struggling and completely frustrated because he knew he had more potential. He lacked consistency despite trying really hard and spending a vast amount of time on his golf swing. But I introduced a new mindset to him. I told him about trying less, trusting his swing (and his natural learning system) and removing the straitjacket. Two years later he had halved his handicap. Golf was no longer a mystery for him and he plays better golf without fuss or fanfare.

Not that long ago he shot an amazing score of 51 stableford points. He did it without



worrying about his swing or trying any new swing tip. He turned up and played the game of his life.

This new approach offers more. Steady now hits the ball further with less effort and there is little chance of strain or injury. When you unleash your instincts it's almost like magic.

And don't think I'm talking about airy-fairy methods like visualisation or meditation. I don't prescribe or recommend you go down that path either. What I'm on about is playing golf like you do most other skills in life. Riding a bike and driving a car. It's real world learning based on how we do everything else.

And there are golfers like Steady the world over. They might not be playing on the PGA Tour, but they're sensational players. They get by, often with unorthodox technique, making the game look easy and getting more enjoyment and satisfaction than most. They play consistently and can make the game look ridiculously simple. These "natural" players are my heroes, and it has been my mission for over 20 years to uncover their secrets.

## The Next Step

Promise me you'll lose those preconceived ideas about golf learning. And please stop making the game harder than it needs to be. Stop thinking that your golf swing is the most important part. Stop thinking you have special powers that allow you to magically control your golf swing. You don't.

And most of all stop thinking that others have more of an idea than you do. Because, somewhere inside you there is a better golfer waiting to be let out. How can I say this? Because I'm willing to bet that you've already hit hundreds or maybe thousands of successful golf shots. Your problem is nobody has shown you how to tap into this talent regularly.

Do we have a deal? Are you ready to try something that has been proven to work?

To finish off: If you want your golf game to succeed on the golf course (where it truly matters) then you'd better:

- **Find your natural swing** – this is the fantastic swing that shows up every now and then (it goes missing because you keep getting in the way). Your natural swing is easier, more powerful and vastly more reliable than anything else you've been trying to do. This is the swing that hits all those wonderful shots when you're in the zone. I'm



certain that you've got a great golf swing inside, you've just got to let it out.

- **Let your subconscious do what it really wants and is designed to do** - do you really find it fun to go out to the golf course with a head full of swing tips? Are thoughts of grip, stance and swing holding you back? If you've been playing for any length of time and still not getting the results you know you're capable of, then just maybe it's time to try something different.
- **Learn to live with a lower handicap and consistent play** – this is the fun part. Because when you learn to get out of your own way the game really does become more enjoyable. And strange things start to happen,
  - You'll hit the ball further and with less effort. It might just be the simplest and easiest way to add metres/yards to your game.
  - The game seems *almost* too easy. Shots that would normally find the bunker now find the green. You spend less time in the rough and can admire the course from the centre of the fairway. Your improvement is almost insignificant to an outsider, but your progress is unmistakable.
  - Your scores will come down and you'll wonder why you ever used to think golf was so difficult.
  - Your golfing buddies will think you're blessed with some kind of special power.
  - You'll play better golf under pressure instead of choking and making a fool of yourself.
  - You can drive to the course knowing you're going to play well.
  - You'll minimise those disaster holes that ruin your score and sap your confidence.
  - You can start to play more consistently, lower your handicap and shoot better scores.
  - You'll have more fun/excitement/satisfaction.

In my time as a golfer, author and coach I've seen and heard all the theories (including being part of a major biomechanical study into the golf swing). And I've tried most things and most of them offered very little. I decided many years ago that I'd walk my own path, that I'd do what felt good to me and forget about what the so called experts wanted me to do. The result was nothing short of remarkable. Best of all it was far easier than everything else I'd tried. Automatic learning offered me consistent, powerful

and predictable golf. The hardest thing was realising I had the answers all along, not some swing coach or self-confessed guru.

It's a tough step. It seems like the right thing to do to put your trust with the "experts". But just maybe you're here because you haven't been playing as well as you know you should. And you're fed up because you've been listening to too many others and not yourself. If that's the case, then maybe it's time to play golf your way.

The next step is to go deeper. Get out there and play the game in a way that satisfies you. Stop thinking so much and let your real game shine through. It's easy to read these words and think about what has been said. But this is not enough. You need to get off the couch and go play. This is the only way.

Do this and I can promise you'll experience something remarkable. Your best score. An amazing shot. Or just a more enjoyable round. It might take a round or two, but something will happen that may change the way you think about the game.

And that's my hope. Something significant will happen to convince you this is the right approach. Just maybe you'll realise that you've had the talent and skill inside you all along and most of what you've been told is a waste.

A waste of time and energy. Worse. Maybe it's a waste of golfing years you'll never get back. Don't delay any longer. Start playing your best golf today. There's no better time than to start now.

## Mastery

I've been writing about golf and the improvement process for over 10 years now. My blog ([www.GolfGooRoo.com](http://www.GolfGooRoo.com)) might just be the most comprehensive website on natural and instinctive learning for golf.

Using my ideas...

... I went from self-confessed hacker to a master golfer. Mastery for me isn't winning the US Open or beating the pros. It's being able to **own** my swing and play more consistently. It's about having more fun and feeling in control of my game. It's about replacing fun and disappointment with satisfaction. And you can do the same.

And the best bit? Your scores will come down as a natural side-effect. At the height of my frustration (prior to understanding Automatic Golf) I lost the plot - started hating golf and nearly walked away. When natural learning kicked in, I reduced my handicap to

below scratch (in weeks, not years) and unlocked my full scoring potential.

Automatic Golf is absolutely incredible. It's not a quick fix. It takes time. I really feel my game is seriously coming together. If I can just get rid of those 3 bad holes per round coupled with my love for putting I think I could get down to at least a 2/3 handicap.

It's sounds like a big ask but now its possible.

Maybe my dream of getting into the seniors tour is possible...

... I've now used it for the last 4 rounds. Jeez... My putting stats are out if this world. I'm now averaging 30 putts a round (used to be 35). I no longer panic when I get to the green and I honestly think this will get better.

I'm notorious when I got to a new course as my putting can almost be in the 38+ figures (2 of the above rounds where on new courses).

Sanj Kumar, UK

Hi Cameron,

I've been a fan of your simple methods for a good while but sometimes when you are in the heat of the moment on the course (you know the story – when you are up to your arse in crocodiles it is sometimes hard to remember you are there to just drain the swamp!!) you lose your focus.

I have been struggling with an elbow injury for a while and it has been really frustrating but last Saturday in the final round of our captains trophy stroke comp (and having re-looked at some of your stuff) I had my best round for about 2 months and walked away with the trophy plus a reduction in my handicap. So happy!!!  
Thanks again for for your insights.

Jeff Reuter

It's all way easier than you'd think and could be the simplest and easiest way to improve your play. There's no complicated swing theory or difficult things to remember. If you've

been playing golf for more than a year but are still frustrated and confused at your poor play, then let me show you how to re-ignite your A-game.

Golf instruction is a mess. It's falling apart and a lot of people who want to succeed (you) are frustrated because what you're being told to do isn't working. It's time to forget all of the conflicting theories and get on with playing the game you love.

It's time for a change. This doesn't require you to build a new swing, go to the gym or purchase new clubs. Success is about ignoring a system that has let you down and learning to play golf the way you want to.

Aim higher. If you can throw a ball, drive a car or ride a bike you have the talent to play better golf. The talent is inside you. Let's unleash it.

If you're keen to see Automatic Golf in action then check out the videos over at this page. They're important. Probably the most important lesson I can give.

The difference between great golf and mediocre play is subtle - and because it's so small almost nobody has been able to show you.

Most important part in the entire document: I'm certain that better and consistent play will come to you NOT from fixing your swing or some swing tip. Nope, better play will show up when you relax and let your natural learning system flow.

You'll play your best golf when you follow the advice in this very important video...

## **[Automatic Golf Important Video](#)**

## About Cameron Strachan



Cameron was not born with any special golf talent. In his first game (aged 14) he shot 156 - taking 18 strokes on the very first hole he played. It was a very long day.

But he's stubborn. And determined too. Over the next few months he played a lot. He hit thousands of golf balls in a horse paddock and started working things out.

He improved quickly, shooting a par round within 8 months and an incredible score of 64 within twelve months. The local golf club thought they had a natural and talented golfer on their hands.

Cameron knew the real story.

He won a golf scholarship and started taking his first golf lessons. These didn't turn out so well.

- He hit his first shank (even had an air swing)
- Struggled with a weak slice ball
- Lost all confidence with his game
- Went from winning consistently to not being able to break 85 (he shot 93 in a local competition that was the most embarrassing moment of his short golf career).
- Lost interest in the game

This was enough for Cam to want to walk away from the game. He was fed up because he was doing everything he was told to do. Lots of practice, taking lessons and generally working hard at his game.

And it made no sense. How can you get worse, not better, when doing things "right"?

He researched learning and performance. The short version is the coaching disrupted his natural game. He went against his instincts and caused an overload in his system. Many years of frustration were the result.

Learning to trust himself and applying proper learning ideas helped get his game back on track. He travelled the globe, working with golf professionals, learning experts and even scientists. Bit by bit he has been able to find his natural game. He now believes he has mastered golf for his talent and time constraints.

He'd like you to do the same. Since 2001 he has been writing about the game and sharing his story. He's on a mission to help other golfers avoid the pitfalls of poor coaching and too much technique. His work has been viewed from golfers from every golf playing nation on the planet. If you'd like to get the complete story and change your game for the better then please check out [Cameron's latest golf improvement product](#).



Cam's Golf Swing - yes he's left-handed

## **Automatic Golf Important Video**

## Further reading

If you're not quite ready to join my VIP list and get access to my premium writing and coaching, then you'll enjoy some of my most popular blog articles below.

[How to coach a beginner golfer](#)

[314 golf improvement and success tips](#)

[How to get back into the game after a bad round or two](#)

["how did you miss that putt?"](#)

[A natural swing](#)

[A killer putting strategy for making more putts](#)

[The Putting Yips](#)

[Imbecile golf coaching](#)

[How to play like a pro](#)

[2 powerful golf learning fundamentals](#)

[The perfect golf lesson](#)

[Bubba Watson leads the way](#)

[An alternative to better golf](#)

[Why you shouldn't copy Tiger's golf swing](#)

[What do you think he is thinking about?](#)

There are plenty more and all free. Check out the [golf blog](#) now for the full selection.

## **Automatic Golf Important Video**



## What others are saying about Cameron

**“The article is beautiful! ... this is a very good reminder that much of what goes wrong in regular sport play really is a matter of chance. Very nice.”**

*Jeff Simons, Professor of Sports Psychology, California State University, in response to content on Cameron's golf website.*

**“Cameron Strachan turned my putting from the weakest link into my strongest. Using Cameron's technique has helped me become a successful putter which in turn has enabled me to win professional golf tournaments... Cameron's Perfect Putting System will help you improve your putting and turn it into your greatest strength”.**

*Aaron Baddeley - USPGA Tour Star*

**“Cam, you are without doubt the best golf teacher/instructor/inspirer in the world!”**

*Terry, QLD, Australia*

**“Although I'm new to Cameron's philosophy, I have found that Automatic Golf really works. If I can disengage my brain from my body, the ball flies true and putts drop in from everywhere.”**

*T.R Sloan*

**“Gotta say my game has really took off the last few weeks since finding your blog...”**

*Luke Gamble, UK*

**“Cam I owe you a debt of gratitude so vast that I would love to meet you in person one day and shake your hand. Please continue on your path, you are going to help so many people with your teaching methods, and the respect I have for you to follow your convictions and ” buck the conventional way” is enormous. Thanks again Cam you're a bloody legend!!”**

*Richard Cabill, Melbourne, Australia*