

# The Beat Swing



## The Second Beat is “The Secret”

By

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# **The Three Beat Golf Swing**

## ***The Real Secret!***

**By three of Golf's Top Teachers  
Floyd Horgen, John Kinsey, and Jesse Blackwelder**

### **Authors**

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- PGA Tour Instructor who has worked with several PGA Tour players including Hal Sutton, Brad Fabel, and Dicky Pride, among others. He spent 13 years as a swing coach following the PGA Tour.
- College golf coach for 27 years
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### **Acknowledgements**

First, and foremost, we would like to thank all of the students who have taken lessons from us over the years. They are the backbone of our teaching careers and the validation of our teaching theories. Their collective success as golfers has given us the confidence to continue sharing our ideas, and the passion to continue our quest.

We also recognize and thank the golf teachers and coaches we have interacted with in our journey to discover the truth concerning the golf swing. It is these interactions that have formed the foundation for our instructional concepts and theories. We owe them all a great debt of gratitude for their input, ideas and suggestions over the years.

Lastly, a big thank you to the players and the teachers who have written books sharing their ideas on the golf swing. We have enjoyed reading their theories and ideas regarding the golf swing. They have also had a contributing effect on our instructional approach, ideas and theories presented in this program.

We have gained our understanding of how to teach the skills necessary for an effective golf swing from all of the above sources, and we thank them all.

## TOUR PLAYER ENDORSEMENTS



**Hal Sutton**  
**1983 PGA Champion**

*“Most golfers are trying to hit the ball with the clubhead. The world’s best players swing the whole club and allow the ball to get in the way of the clubhead. This program will teach you the fundamentals that will give you a chance to swing the whole club.”*



**Dickey Pride**  
**PGA Tour Player**

*“The Three Beat Swing is a simple, straightforward program that will help you develop an athletic golf swing. It gives you a step-by-step plan to learn and incorporate the feel of an athletic golf swing. Do the drills and learn the mechanics, it will not take long. The end result is exciting and fun. That is, if you would like to play outstanding golf!”*



**Kent Jones**  
**PGA Tour Player**

*“When I learned to play golf, I learned to control my hands by using specific drills. These modules include a number of the drills that are beneficial in this area.”*



**Shane Bertsch**  
**PGA Tour Player**

*“Drills are necessary for the development of the golf swing. Practice the drills every day and you will learn how to swing in an effective manner.”*



**Brad Fabel**  
**Former PGA Tour Player**  
**PGA Tour Rules Official**

*“Finally, someone has the horse in front of the cart! Everyone I have ever watched trying to learn the golf swing wants to hit the ball first and learn the swing later. By learning to move your body and swing the club first you will save yourself months, if not years, of frustration.”*

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# Introduction

This Introduction to ***The Three Beat Swing*** is being sent to you free of charge as our way of sharing with you the basic concepts found in our modular master program. In the Introduction you will learn about the importance of a consistent swing arc, club rotation, and centrifugal force.

We will also share with you the most important segments of the golf swing, as well as an ideal model of the perfect golf swing.

Lastly, we will preview the three modules that you will receive if you choose to purchase ***The Three Beat Swing***.

Now, to get started, we would like to share with you what all great players have in common: a three-beat swing.

**1<sup>st</sup> Beat:** They turn their chest in order to move their weight into their right hip joint on their backswing (sternum over the right knee).

**2<sup>nd</sup> Beat:** During the transition phase (between the backswing and through swing) there is a small lateral move of both hips towards the target as gravity pulls the arms down. This is the most important beat of the three beats, and in most golf swings, it doesn't even exist.

**3<sup>rd</sup> Beat:** They clear the left hip and bring the right hip to where the left hip was before it cleared.

In this program, we will share with you precisely how to make these three moves, and we will give you the drills that will accelerate the learning process and make you a better player.

Now, sit back and enjoy this complimentary introduction to ***The Three Beat Swing***. After reading the Introduction, we hope that you will agree with us that the remainder of the program has value to you and you will decide to purchase it.

We wish you all the best in your journey toward a more effective golf swing and an improved game!

## Foreword

by  
Floyd Horgen

Golf is a wonderful game played on a great many beautiful playgrounds. It is also a difficult game almost always played at a lower level than the player's natural ability.

Much of the difficulty is caused by THREE urges that make it impossible to swing like the world's best players. They are:

- 1) The urge to lift the ball
- 2) The urge to overuse the arms and hands to create clubhead speed
- 3) The urge to make the *clubhead* go where we want the *ball* to go

The world's best players are, for the most part, not affected by these three urges because:

- 1) They trust that the club will get the ball in the air
- 2) They have learned to use the pull of gravity and their body turn to swing their arms, hands and clubhead
- 3) They have learned to swing the clubhead in an arc to the target line while the clubface is rotating from open to closed in the forward swing
- 4) They have a **second beat** in their motion that allows their body to get in position to properly swing their arms, hands, and the whole club.

This program will give you the insights and teach you the skills that will make it possible for you to eliminate these natural urges and teach you a **second beat** so that you can move like the world's finest players.

## Preface

This modular learning program is intended for anyone who would like to build a solid, reliable golf swing that allows you to perform under pressure. All of the world's best players have similar fundamentals. The minor differences are merely the result of different body structures. This program will teach you the fundamentals that the world's best players adhere to, and will do so in a sequence learnable by all serious golfers.

The foundation upon which we are going to help you learn (or re-learn) the golf swing is two-fold: We want you to swing **SLOW** until you learn to swing faster, and we want you to learn **SMALL** swings before progressing to larger swings. If you will remember to do these **TWO** things as you go through our program, you will learn the proper golf swing faster than you ever thought possible!

*The Three Beat Swing* is a three module learning system that has been developed, tested, and validated over 100 years of combined experience with thousands of golfers of all skill levels. Whether you are a rank beginner or an experienced low-handicapper, *The Three Beat Swing* will have you making the proper golf swing faster than any other golf learning program available anywhere. We guarantee it.

In the **Introduction** you will learn about several key elements of a world-class swing.

In **Module One** you will learn the feel of how your body, arms, and hands move in an effective golf swing.

In **Module Two** you will learn the feel of swinging the golf club, without manipulating the clubhead.

In **Module Three** you will learn the feel of solid contact between the club and the ball.

The key to our learning system is the modules. Please read the **Introduction** before you begin the drills. Further, it is imperative that you acquire the skills described in **Module One** before moving to **Module Two**; and the same before moving to **Module Three**.

If you will do this, you will quickly build a solid foundation that will last a lifetime!

The total cost of the program is \$14.95. This Introduction is free; Modules One, Two and Three are a combined cost of only \$14.95 for all three modules. We will show you how to order the full program at the end of this **Introduction**.

## How to Use This Program

Study the introduction carefully. The basic mechanics used by the best players to strike the ball are not difficult to learn. They are just different than how the vast majority of golfers try to swing. We will teach you the correct way, the swing used by the best players in the world.

**Module One** is the key to learning an effective golf swing. Repeat the drills until the movements feel natural. The drills in this module can be done anywhere – in your living room, at the practice range, or on the golf course. Do NOT move on to **Module Two** until you have mastered the exercises in **Module One**.

Success with the drills in **Module Two** is dependent upon your awareness of the motions of your body, arms, and hands, learned in **Module One**.

The game of golf too often causes players to place all of their focus on the clubhead and the ball. This results in golf swings which are neither pleasing to the eye, nor very effective. By practicing the drills without the club and ball in **Module One** you will learn to blend together GRAVITY and CENTRIFUGAL FORCE, the twin forces of great golf.

When you add the club to the drills in **Module Two**, you will continue the journey that will give you an effective golf swing. When you do the drills in **Module One** and **Module Two**, you are PRACTICING GOLF. When you put a ball in front of the club you are taking a TEST. If you do not pass the test, there is a very strong drive to manipulate the club on the next swing. This is the root cause of the majority of poor or mediocre golf motions.

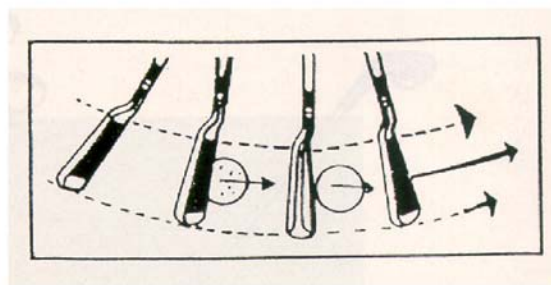
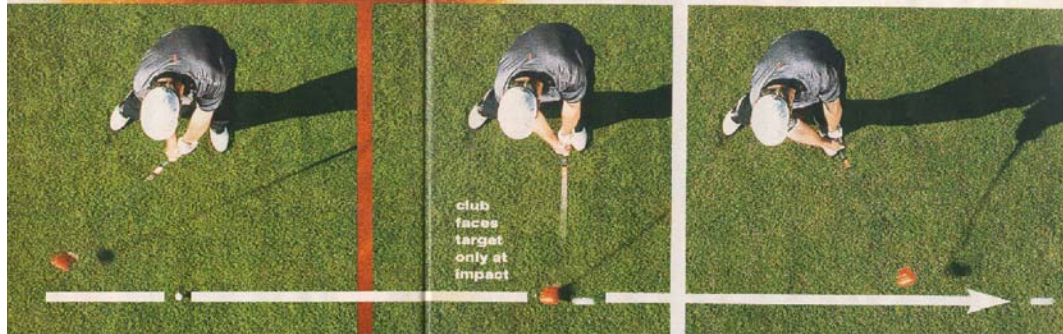
If, after using our program, you find that you are still failing the “TEST”, go back to **Module One** and practice the drills found in that module, then once again practice the drills in **Module Two**. In Module One, you’re actually learning how to do what is on page 13, so resist the urge to run to the driving range and hit a large bucket of balls in a desperate attempt to discover “The Secret.”

We know that “The Secret” is the second beat that can be found in any exceptional golf swing. However, if there is another secret, it is PRACTICE. Practice the drills until you master the moves that create the foundation for a world-class swing.

The objective in a practice swing is to swing the club. When the vast majority of golfers place a club behind a golf ball the objective becomes to *hit* the ball.

The objective should be to *swing the club* and let the ball get in the way. If you can master Modules One and Two, this is what you will be able to do with ease.

# ARC



Most golfers are too focused on hitting the ball with the clubhead, rather than swinging the whole club. As a result, they attempt to guide the clubhead down the target line on the follow through, thus violating one of the key fundamentals of great ball striking.

By comparison, the best players allow the clubhead to swing on an *arc* to the target line, with the clubhead traveling on the target line for only a fraction of a second. As the club swings on this arc to the target line, the clubface rotates from open to closed. It is this understanding of the arc that separates great ball strikers from average ball strikers.

## Arc With Club Rotation



-0.03 Seconds

Contact

+0.03 Seconds

# Centrifugal Force



The key fundamental of our teaching philosophy is that power and consistency come from “inside out.” A discus player, a shot-putter, a figure skater, a martial artist, a golfer: they all generate power by moving their body first, which in turn moves their arms, which in turn moves the club.

Once you have learned and experienced this key fundamental, you will never again want to “hit” the ball with your arms and hands. You will be hooked on the *feel* of true power and consistency: centrifugal force and the pull of gravity working together.

- *Body turn* creates centrifugal force
- *Centrifugal force* produces clubhead speed and consistency

# The start and finish of the swing

HAL SUTTON



Have you ever played with a golfer who has a good practice swing, but a real swing that can only be described as a lurch? What happened?

Answer: He decided to “hit” the ball rather than “swing” the club. Too many golf swings start at the BALL and end at the BALL. The only thing we need to do with the ball is place it in the correct position. From then on the ball should be completely incidental to the swing.

If you haven’t learned to *swing* the whole club, you will have no alternative but to try to *hit* the ball.

The best golf swings START at the top of the backswing and FINISH at the end of the follow through. The secret to a great golf swing is connecting these two positions. If the top of the backswing and the finish are right, everything in between has a good chance of being right. The very best golfers swing the club whether they are making a practice swing or hitting a ball.

# The Model Golf Swing

HAL SUTTON



## YOU CAN LEARN TO MOVE LIKE A WORLD-CLASS PLAYER

1983 PGA Champion, Hal Sutton, is one of the greatest ball strikers in the world. His PGA Tour statistics bear this out. Floyd Horgen, one of the co-authors of this instruction program, spent several years working with Hal Sutton. The ideas, concepts and fundamentals that helped Hal become one of the greatest golfers in the world can also be yours.

The ideal golf motion can be learned by *anyone* in the following three steps...

- **MODULE ONE:** How to Move Your Body, Arms, and Hands
- **MODULE TWO:** How to Swing the Club on Plane
- **MODULE THREE:** How to Create Solid Contact

# How to Order!

## *The Three Beat Swing*

The total cost of our program is \$14.95. You have received our Introduction for free as a way of introducing our concepts to you. For your one-time payment of \$14.95, you will receive the entire program, including the Introduction, Module One, Module Two, and Module Three, and you will be on your way toward building a real golf swing one step at a time, based on the tried and true secrets of the world's greatest golfers!

*The Three Beat Swing* is a proven program that is a departure from typical golf instruction books. It will take you well beyond merely giving you a list of golf fundamentals and swing positions. It is a modular learning system that will *teach you* how to *learn* those fundamentals in a proven, building block approach to learning that has been refined through thousands of hours of golf instruction by our three authors.

For less than the cost of a round of golf you can own the secrets of the world's greatest golfers.

And we make it easy to order!

Just click here [www.threebeatswing.com](http://www.threebeatswing.com) and order today! Only \$14.95!

If you would prefer to order by check or money order and receive a printed copy, please send check or money order for \$44.90 (\$39.95 +\$4.95 shipping & handling) to:

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Bozeman, MT 59715

