GRAVITYGOLF ACADEMY

A PARADIGM SHIFT IN LEARNING



A PARADIGM SHIFT IN LEARNING

What is Gravity Golf?

Our founder David Lee was a former PGA Tour professional turned swing research scientist and teacher. David and his team have created a paradigm shift in golf instruction by utilizing neuroscience, physical awareness and cultivating the highest level of sports psychology. Golfers can develop techniques comparable to today's top professionals in a fraction of the time. These techniques trigger the brain's motor programs in the same way a child learns to walk or ride a bicycle. Gravity Golf is an evolution of traditional golf instruction and creates a fun, healthy and stimulating way to further your golf game.

"Gravity" Golf is a technique used by players who power their golf swings primarily with their body mass, and less with their muscle. When you see a powerful swing that appears to be using minimal effort, you're witnessing someone that is working in harmony with Gravity and the natural laws of motion. The physical benefits of the Gravity Golf swing are significant, whether you are a high level athlete, seasoned golfer, or total beginner. This technique provides a tremendous advantage by requiring far less muscle mass to develop a powerful golf swing than other methods.

A PARADIGM SHIFT IN LEARNING

What The Pros Say



"David Lee would be the only guy I trust to work on my swing" - **Lee Trevino**



"From what I have seen, I believe the teaching method you have developed could be applied with great benefits to all level of golfers, and I am happy to give my personal endorsement and full support" - Jack Nicklaus



"David Lee might be the greatest teacher that ever lived"
- Chi Chi Rodriguez

What Our Students Say



From Gravity Golf lessons to Club Champion in just three months! What I learned from taking the 3 day course transformed my game. The focus on balance and effortless golf through simple but effective drills resulted in a 6 point drop in my handicap with winning results. At 69 years old I beat a field of competitive golfers 20 years my junior. If I can do it, then you can too – take the challenge with Gravity Golf lessons it is worth it!

-Fionnuala Martin

I am delighted that you are going to continue teaching and promoting Gravity Golf. My game has never been better. Last week, I shot 66 with nine birdies. I owe it all to Gravity Golf.

-Fred Stone

I quit golf after 17 years of frustration! Then I met David Lee by accident, in 4 months I was back to shooting 75. Thanks for all the pleasure I have experienced.

-Rick Nolin

Read More Testimonials

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Gravity Golf Instruction

The magic of the Gravity Golf system lies in the unique drills and curriculums that David and his son Daniel have developed. These specialized techniques are designed to magnify improprieties in power application, which naturally develops a sense of "feel" for each individual student.



What We Offer

- Instructor Certifications
- Custom Programs & Curriculums
- Booking Engine for Instructors
- Increased Revenue Streams
- Membership Opportunities

Our Founder

- David Lee, the developer of the "Gravity" Golf teaching system, is a former PGA touring professional turned swing research scientist and teacher.
- David created a paradigm shift for learning the game whereby players develop much faster by training in a mode of weakness and instability, rather than from a mode of strength and stability.
- The "Gravity" swing creates the most distance and control, is easy on the body, works for men, women, and children, and will allow you to develop to your highest potential level – we guarantee it!



A PARADIGM SHIFT IN LEARNING

What is a Gravity Golf Instructor?

- A person that has the passion for adhering to the most holistic way of learning to work with the natural laws of motion and harnessing energy.
- We look for people that are willing to think outside the box and are always eager to learn something new.
- Fresh perspective and testing the methods of learning is something we encourage greatly for our instructors.
- A Gravity Golf Instructor should be open minded to continued self exploration, consulting with other instructors and using the technologies that are available to prove/quantify what they are studying.



Gravity Golf Instructor Benefits

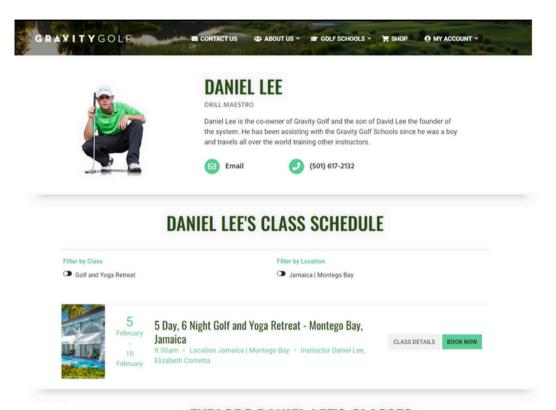
- A certified Gravity Golf Instructor will have the opportunity to teach specialized programs based on their level of certification and demographic needs.
- Each program will have a unique Gravity Golf curriculum to follow giving the instructor the step-by-step tools needed to create maximum benefit for their students
- Instructors will automatically be enrolled in our Brand Ambassador Program, creating the opportunity to share in profits from global instructional programs, signature Gravity Golf products, and online memberships.
- New instructors can enroll in in the GG Marketing Program to receive a custom landing page on the Gravity Golf website and access to students through the Gravity Golf global database.
- New instructors will also have access to branded apparel, customized marketing materials, and teaching manuals

DIPLOMA

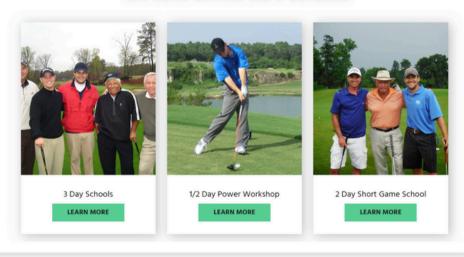
Upon completion of each level of achievement, each instructor will receive a diploma reflecting the level of certification.



CUSTOM WEBSITE AND BOOKING SYSTEM



EXPLORE DANIEL LEE'S CLASSES



WHERE IS DANIEL LEE TEACHING?



LEVEL 1 CERTIFICATION PROGRAMS

Instructional Materials

Gravity Golf has been creating instructional materials for decades, so that you and your students will have a plethora of content to pull from for every lesson that you would like to teach.

150+ Instructional Videos

■ VIDEO LIBRARY

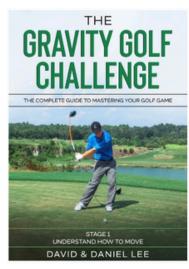




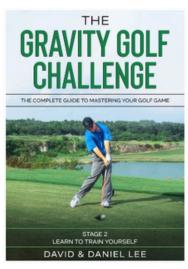


Master Classes to Transform Your Game

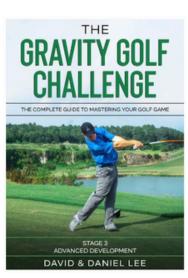
8 MASTER CLASSES



LEVEL 1



LEVEL 2

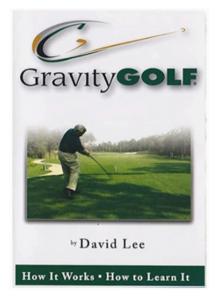


LEVEL 3

LEVEL 1 CERTIFICATION PROGRAMS

Instructional Materials

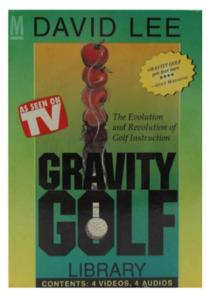
☐ DOCUMENTARIES



How It Works • How to Learn It



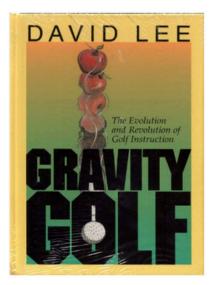
Putting on the Arc



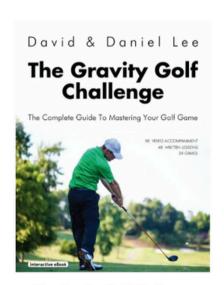
The Evolution and Revolution of Golf Instruction

Published E-books

■ EBOOKS



The Evolution and Revolution of Golf Instruction



The Gravity Golf Challenge



Feel the Freedom Roadmap

LEVEL 1 CERTIFICATION PROGRAMS

Certification Program

At Gravity Golf we want our certified instructors to be as knowledable about every facet of the game as possible. This is why we have broken down the training for certification in to 3 Levels, from Fundamentals, to Applied Sciences and Competative Engagement.

The journey to becoming a Certified Gravity Golf Instructor will take some time and commitment by proving that you are not only profitient as a player, but testing your apititude of working with various types of students from different backgrounds and abilities. Each Level of instruction will come with different proficiency standard before you will recieve your diploma.

At Gravity Golf it is imperative to us to give not only our students the best tools to work with and to make that as easy to share with them from an instructors standpoint. One of the best ways we have found to do this, is to diversify the way we create our curriculums and programs. Every tool you have at your disposal will help you students get the most out of their investments and allow the instructor to create the type of teaching schedule/income that they desire.

Welcome to the evolution and revolution of golf instruction!

LEVEL 1 CERTIFICATION PROGRAMS

LEVEL 1 PROGRAM PORTFOLIO

At Gravity Golf we strive to give our certified instructors every available tool to get the most out of their time and a large part of that is having enough diversity in programs/curriculums to meet the needs of their local demographics. With each new level of certification reached, a new portfolio becomes available to the instructor.



LEVEL 1 CERTIFICATION PROGRAMS

Driver Drill Club

Class Duration
90 minutes/ twice weekly

30 minutes/ twice weekly

Class Size 6 students

Average Price per Student \$550/month

- Open, Women's, and Junior Divisions
- · Taught twice per week, 6 student maximum
- Designed to help golfers get the most out of their practice by doing drills in a supervised atmosphere.
- Each club meeting will begin with a 15 minute warm-up, designed to help stretch out muscles and reduce the chance of injury.
- Following the warm up is a 45 minute driver drill to build cardio-vascular endurance
- Following the driver drill is a one hour lesson

Short Game Club

Class Duration 90 minutes/week

Class Size 6 students

Average Price per Student \$400/month

- Taught once per week, 6 student maximum
- Teach the best techniques to employ around the greens. Make more putts, develop distance control in wedges, master bunkers shots and so much more
- Each club meeting will begin with a 15 minute warm-up, designed to help stretch out muscles and reduce the chance of injury.
- Following the warm up is a 45 minute short game drills designed to improve performance
- Following the short game drill is a one hour lesson



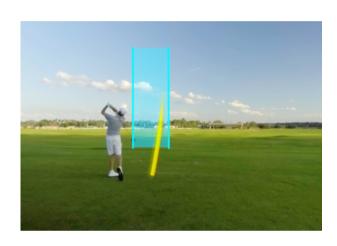
LEVEL 1 CERTIFICATION PROGRAMS

Power & Driving Workshop

Class Duration 1/2 day

Class Size 4 students

Average Price per Student \$500



Power & Driving Workshops are one half-day, from 8:30 am until 12:30 pm or 1:00 pm until 5:00 pm. We only take 4 students to make sure that there is ample 1-on-1 time for each player in the group. Working through a specially designed driver drill and progressive routine, this workshop provides each student with the "Gravity" Golf fundamentals of moving the ball with mass instead of muscle, and how to direct it. We treat you to lunch on the day of the workshop, allowing for some personal time with your instructor.

Short Game Workshop

Class Duration 1/2 day **Class Size**4 students

Average Price per Student \$500

Short Game Workshops are one half-day, from 8:30 am until 12:30 pm or 1:00 pm until 5:00 pm. We only take 4 students to make sure that there is ample 1-on-1 time for each player in the group. Working through a specially designed



LEVEL 1 CERTIFICATION PROGRAMS

4-Week Junior Bootcamp

Class Duration 2 hours/week

Class Size 10 students

Average Price per Student \$500



- 4-Week Junior Camps are created to introduce kids to the fundamentals of golf
- Designed for kids age 8-15
- One two-hour lesson per week
- 10 kid maximum per class

4-Week Short Game Bootcamp

Class Duration 2 hours/week

Class Size 6 students

Average Price per Student \$500

 This 4 week program is designed to touch all facets of the short game and putting. Gravity Golf's comprehensive approach will teach you to play the ball around the greens with soft hands and exceptional control. Joining this program is a guaranteed way to develop the best short game skills possible. This program is open to both men and women.



LEVEL 1 CERTIFICATION PROGRAMS

Player Development Program - Level 1

Class Duration
90 Min Sessions
8 weeks

Class Size 4 students

Average Price per Student \$1000



- Students learn to be their own instructor and feel the power of gravity work with them
- lessons may be online or in person
- The first 8 lessons will start you moving properly and diminish the "hit" impulse that plagues all golfers. The lessons are designed to drive home the fundamental concepts of proper movement, and build a foundation for all of your shots

Gravity Golf Power Clinics

Class Duration

2 hours

Class Size

30 students

Average Price per Student \$30

- Fundamentals of Power Through Gravity
- Examples of Driver Drills
- Rethinking Alignment Dynamics
- · How to Create Freedom of Motion
- Enjoying Your Practice and Finding Purpose
- Outside the box is the approach and an open mind is the requirement. You're going to see a visual demonstration of how gravity and momentum can be applied in a golf swing, that you may never have thought of before.



LEVEL 1 CERTIFICATION PROGRAMS

Adaptive Golf Clinic

Class Duration
2 hours

Class Size 20 students

*Donation Based



- Donation Based
- The purpose of this program is to bring together adaptive athletes into a supportive environment, with benefits of mental/physical awareness.
- It provides a unique golfing experience that can be tailored towards physically challenged individuals with the goal of working with the natural laws of motion to create a swing that is easier on their bodies.

The Business Golf Enlightenment Program (Corporate Outings) - Entrepreneur Level

Class Duration6 hours

Class Size 4 students

Average Price per Student \$700

- Covers fundamentals & building foundations
- Addressing compensations
- Driver drill & power assessment
- Short game overview & drilling on chips and pitches
- Putting drills and developing touch around the greens



CERTIFICATION LEVEL OVERVIEW

LEVEL 1 CERTIFICATION

Class Duration: 10 days Certification Cost: \$5,000

The Gravity Golf swing has 4 distinct components that drive all swings regardless of size: the heave, the counterfall, the shoulder drop and the turn. Each aspect of the sequence will become clear through learning the progressive drill sequence laid out in this curriculum. Through learning these techniques and the fundamental drills used to teach them, you will have the tools to help your students create a solid foundation of mechanics that will last for a life time.

TEACHING SCHEDULE EXAMPLE FOR 1 MONTH:

Class Type	Class Size	Sessions	Avg. Cost Per Student	Time	Avg. Income
Driver Drill Club	6 Max	8	\$550	6 Hrs	\$1650 (3 Students)
Short Game Club	6 Max	8	\$400	6 Hrs	\$1200 (3 Students)
Power and Driving Workshop	4 Max	2	\$400	8 Hrs	\$2400 (3 Students)
Short Game Workshop	4 Max	2	\$400	8 Hrs	\$2400 (3 Students)
4 Week Junior Bootcamp	10 Max	8	\$500	16 Hrs	\$2500 (5 Students)
5 Class Types	30 Max	26 Sessions	Avg. Cost \$450	44 Hrs	Avg. Income \$10,150

LEVEL 2 CERTIFICATION PROGRAMS

LEVEL 2 PROGRAM PORTFOLIO

As our skills progress, we must learn how to work our edge and create the proper amount of challenge to enhance our abilities even futher. Learning how to apply the science of the drills is an art of creating ones own environment. This is done through club selection, shot selection, drill type, countour of the ground and much more. As you grow in your own abilities so will your teaching skills become further enhanced.



LEVEL 2 CERTIFICATION PROGRAMS

2 Day Short Game Schools

Class Duration 2 days **Class Size** 4 students

Average Price per Student \$1600



Many great athletes, and even some touring golf professionals, can look great making a full swing, but look like a fish out of water hitting putts and delicate shots around the greens. Why players get "yippy," on the greens, and why they chilly dip and blade chips and pitches, is because of mechanical issues in their power application. When you learn to apply power correctly, the fear of these shots goes away, and your scores will start to come down. Anyone can do this – it only requires a little knowhow and proper practice!

Player Development Program - Level 2

Class Duration 8 weeks/level Class Size 4 students

Average Price per Student \$800/level

As you continue this journey in your development, it is important to further sharpen your abilities and fine tune the dynamics of your entire game. In this stage of the curriculum, we will be helping you develop a highly trained sensitivity to controlling the distances in your short game; this will help bring your scores down tremendously.



LEVEL 2 CERTIFICATION PROGRAMS

Player Development Program - Level 3

Class Duration 8 weeks/level **Class Size** 4 students

Average Price per Student \$800/level

As you continue this journey in your development, it is important to further sharpen your abilities and fine tune the dynamics of your entire game. In this stage of the curriculum, we will be helping you develop a highly trained sensitivity to controlling the distances in your short game; this will help bring your scores down tremendously.



Adaptive Golf Worshop

Class Duration

1 day

Class Size 5 students

A life without a limb, or any added challenge, is just as fulfilling and can promote even more awareness and creativity for the drive to succeed in any endeavor. People who choose to see their situation as merely another growth opportunity, are able to overcome one of the many curve balls that life throws at us all. The temerity to take up a sport like adaptive golf is a courageous endeavor to say the least. You might be interested to know, however, that these individuals have a unique sensitivity for learning the sport of golf correctly.

Average Price per Student \$750 or donation



LEVEL 2 CERTIFICATION PROGRAMS

The Business Golf Enlightenment Program (Corporate Outings) - Junior Executive Level

Class Duration 2 days

Class Size 4 students

Average Price per Student \$1,500

- · Nuances of shot shaping
- Self-awareness and correction techniques
- · Strength and mobility training
- Short game specialty shot and discipline control
- Understanding yips, chilly dips, and bladed shots; how to fix them



Your Golf Tournament Professionals

(Lead Generation Program)

Tournament Size 140 players

- Creating a fun and exciting golf tournament can be a great bonding experience and memorable time for charities, businesses, and organizations.
- This program is designed to add value to any golf tournament and help generate leads for your local instructional programs.
- Incorporate the FlightScope or TrackMan missile tracking system, redesigned especially for golf

Average Price per Student \$10



CERTIFICATION LEVEL OVERVIEW

LEVEL 2 CERTIFICATION

Class Duration: 10 Days Certification Cost: \$7,000

Perfecting the art of getting your body into motion, and learning how a proper sequence that allows for more freedom in your swing is the next part of this journey. Sharpen your abilities and fine tune the dynamics of your entire game. Learn new skills to teach yourself and others high levels of sensitivity towards controlling distances in your short game and bringing scores down tremendously. Discover nuances in becoming comfortable with all types of terrains and ball flight control as well as properly strategize your game for any golf course. These skills will prepare you for teach classes and working with students that are ready to push their games to the next level.

TEACHING SCHEDULE EXAMPLE FOR 1 MONTH:

Class Type	Class Size	Sessions	Avg. Cost Per Student	Time	Avg. Income
2 Day Short Game School	4 Max	1	\$900	8 Hrs	\$2700 (3 Students)
2 Day Corporate Outings	8 Max	1	\$1100	16 Hrs	\$5500 (5 Students)
Power and Driving Workshop	4 Max	2	\$400	8 Hrs	\$2400 (3 Students)
2 Day Golf School	4 Max	1	\$1400	16 Hrs	\$4200 (3 Students)
4 Class Types	20 Max	5 Sessions	Avg. Cost \$1075	48 Hrs	Avg. Income \$14,800

LEVEL 3 CERTIFICATION PROGRAMS

LEVEL 3 PROGRAM PORTFOLIO

Mastering the process of teaching golf is a life long endevor that will always continue to evolve. However learning how to be maliable in different situatuions with your teaching styles and your abilities to perform a large array of various drills will enable you to taylor towards your students of all different backgrounds and will truly be one of your greatest assets as a communicator. When preparing someone to compete whether it be as a beggining amateur or as the highest level of professional, it will come down to your ability to create a detailed and progressive plan for you students with the right amount of constructive feedback.



LEVEL 3 CERTIFICATION PROGRAMS

College Preparatory Academy

Class Duration
32 weeks

Class Size 8 students

Average Price per Student \$5.000



Gravity Golf is proud to offer the Collegiate Golf Preparatory Academy as an eight month after school program. Our efforts will be focused on developing young golfers in the local community, the intent being to prepare them for the possibility of acquiring college golf scholarships. The program will be conducted over a period of 32 weeks, beginning in September, and is designed to give junior golfers the best possible opportunity of achieving their top level of performance. Enrollment in the program is based on tryouts.

College Program

Class Duration

2 semesters

Class Size 8 students

- The teaching system "Gravity Golf," developed and named by David Lee, one of America's top teaching professionals, is now available as a fundamental golf curriculum for colleges and universities everywhere.
- Gravity Golf represents the best foundation for the training of any golfer. This program will get your students started in the right direction for a happy and fulfilling future in the game. It will also provide significant income for the school – with minimal financial risk.

Average Price per Student

\$2,750 per semester



LEVEL 3 CERTIFICATION PROGRAMS

3 Day Golf Schools

Class Duration
3 days

Class Size 4 students

Average Price per Student \$2,200



 Gravity Golf 3 Day Golf Schools offer the most comprehensive in Gravity Golf Instruction. Each day offers 6.5 hours of instruction with a certified Gravity Golf instructor and classes are limited to 4 students to ensure that everyone gets a great deal of personal time.

Player Development Program - Level 4

Class Duration 8 weeks/level **Class Size** 4 students

Average Price per Student \$800/level

These levels of the Player Development Program deal with golf course management, advanced drills and how to deal with the tricks your own brain plays on you. As any player develops in the game of golf, his/her awareness of nuances in the swing, in the golf course, and even in the brain itself, need to develop simultaneously. We will cover issues that all players encounter. Due to restraints of time and space, none of these issues can be examined in totality.



LEVEL 3 CERTIFICATION PROGRAMS

Player Development Program - Level 5

Class Duration

Class Size

8 weeks/level

4 students

Average Price per Student \$800/level

These levels of the Player Development Program deal with golf course management, advanced drills and how to deal with the tricks your own brain plays on you. As any player develops in the game of golf, his/her awareness of nuances in the swing, in the golf course, and even in the brain itself, need to develop simultaneously. We will cover issues that all players encounter. Due to restraints of time and space, none of these issues can be examined in totality.



Player Development Program - Level 6

Class Duration

Class Size

8 weeks/level

4 students

Average Price per Student \$800/level

These levels of the Player Development Program deal with golf course management, advanced drills and how to deal with the tricks your own brain plays on you. As any player develops in the game of golf, his/her awareness of nuances in the swing, in the golf course, and even in the brain itself, need to develop simultaneously. We will cover issues that all players encounter. Due to restraints of time and space, none of these issues can be examined in totality.



LEVEL 3 CERTIFICATION PROGRAMS

3 Day Adaptive Golf School

Class Duration
3 days

Class Size 5 students

A deeper dive on how to adapt in an on-course environment. People who choose to see their situation as merely another growth opportunity, are able to overcome one of the many curve balls that life throws at us all. The temerity to take up a sport like adaptive golf is a courageous endeavor to say the least. You might be interested to know, however, that these individuals have a unique sensitivity for learning the sport of golf correctly.

Average Price per Student \$1,400 or donation



The Business Golf Enlightenment Program (Corporate Outings) - Executive Level

Class Duration

3 days

Class Size

4 students

- · On-course club and shot selection
- · Mental game and pre-shot routine
- Functional motion and kinetic awareness
- Sensitivity intention and contour awareness
- how to convert and close in competition

Average Price per Student \$2,100



LEVEL 3 CERTIFICATION PROGRAMS

Golf and Yoga Retreat

Class Duration 5 Day, 6 Night

Class Size 12 students Average Price per Student \$5,500 per

- Gravity Golf has a long history of giving people
 the tools needed to work past certain
 ideologies and physical limitations to create a
 new perspective on how the golf swing can
 work in harmony with the body and mind.
- As firm believers in maintaining an open minded approach that allows us to learn and become more aware of how to keep our bodies in balance, on and off the golf course, we are proud to introduce this immersive Yoga & Golf experience.



CERTIFICATION LEVEL OVERVIEW

LEVEL 3 CERTIFICATION

Class Duration: 10 Days Certification Cost: \$10,000

This section of the curriculum deals with golf course management, advanced drills and how to to properly prepare yourself for being competative at every level. As any player develops in the game of golf, his/her awareness of nuances in the swing, a deep dive into course/game management, and even in the brain itself, need to develop simultaneously. We will cover issues that all players encounter.

TEACHING SCHEDULE EXAMPLE FOR 1 MONTH:

Class Type	Class Size	Sessions	Avg. Cost Per Student	Time	Avg. Income
3 Day Golf School	4 Max	1	\$1975	24 Hrs	\$5925 (3 Students)
2 Day Short Game School	6 Max	1	\$900	8 Hrs	\$2700 (3 Students)
Power and Driving Workshop	4 Max	2	\$400	8 Hrs	\$2400 (3 Students)
3 Day Corporate Outings	8 Max	1	\$1500	24 Hrs	\$7500 (5 Students)
5 Class Types	30 Max	5 Sessions	Avg. Cost \$1368	64 Hrs	Avg. Income \$21,825