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For immediate release

Pro Golf IQ marks card with world first – it's all in the mind **Australian-based golf program to feature on CNN's 'Living Golf' in early October**

Utilising brain training techniques developed less than 200 years after the game of golf first came into existence, two Australian-based business partners have applied 21st century know-how to deliver a new methodology guaranteed to change every golfer's game forever – **irrespective of their standard of play.**

The revolutionary new program is **Pro Golf IQ**, a highly modified technique of brainwave entrainment based on a process called Inter-hemispheric Synchronic Mediation (ISM) (patent pending).*

In layman's terms **Pro Golf IQ** is a mind training program designed to develop any golfer's psyche to the point where they can utilise the 'mind' to generate the skills a professional golfer employs in every game.

Marketed by Gold Coast-based businessmen Peter Nicholson and Chris Steffe, the beauty of the **Pro Golf IQ** program is the ease with which the technology can be applied.

Comprising a five-week course of complex audio tracks that 'teach' the mind the same skills used by the professionals, all golfers need to do is sit back and relax for between 25 to 30 minutes, three times per week for a five week period.

Each week the golfer will listen to a different dynamic session with each segment building into an encyclopaedia of guided imagery and relaxation.

According to Peter Nicholson, golf like so many things is all in the mind.

"You can have all the latest gear, take lessons from the most accomplished coach, practice until your hands blister and your shoulders burn – but getting your mind right is what will make the difference," he said.

"Research proves that the average golfer uses only the left side of the brain when contemplating a shot. This is the side that is preoccupied with half-remembered tips, advice and repetitive drills – the unwanted 'noise' that clutters the mind and hampers good golf.

"On the other hand, professional golfers use both sides of the brain when setting up. They successfully include the creative right side which deals with rhythm, balance, timing, co-ordination and imagery. And in doing so, they achieve perfect mental stability

"What's more, top golfers can 'switch off' the mind just before swinging the club – getting them into the 'zone'.

"This allows the body to do what it has practiced a thousand times before – without the mind interfering. And this is where **Pro Golf IQ**, by utilising ISM technology, comes into play.

"Brain entrainment has been around in one shape or form for a long time but typically has only ever been made available to professional athletes.

"But that's all changed and now for the very first time the technology is being made available to the general public on a global scale via the Pro Golf IQ program."

Pro Golf IQ is already attracting strong attention in the US and will be featured globally on CNN's 'Living Golf' program in early October.

Pro Golf IQ retails at US\$149.

*Inter-hemispheric Synchronic Mediation (ISM) (patent pending) is the brainchild of Dr. Jason Gregg, an authority in the world of psychological science and an acknowledged expert in the field of behavioural self-regulation.

For more information, visit the **Pro Golf IQ** website at www.progolfig.com.

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