

# Two men, one dream

How a small idea has grown into one of the *most powerful coaching devices in world golf*

AN UNFORGETTABLE feeling of hypnosis became the catalyst for the most innovative mind training program to hit world golf.

Gold Coast businessman Pete Nicholson still recalls the day he was called up on stage and put under the powers of a world-renowned hypnotist in the UK.

Aware of what he was doing yet having no control, Pete was asked to balance his whole body across two chairs like a plank – one chair supporting his neck, the other his legs – a position that was physically impossible for six-foot plus Nicholson, or so it seemed.

Following the show, Nicholson left the theatre that day a changed man, a man wondering just how powerful the human mind can be if trained properly.

Along with close friend Chris Steffe, Nicholson is a devoted soccer player and it wasn't long before the pair wanted to see if they could gain a competitive edge by using the power of the mind.

But rather than using hypnotism, the pair decided to focus on finding techniques that would simply train the mind to better control the body.

Using techniques developed in the UK, both Pete

and Chris witnessed incredible improvements by getting into the right mental frame of mind.

"I was just your average soccer player who battled hard without possessing any fancy skills," Chris said.

"But suddenly I was able to kick with both feet and run around the opposition with an amazing level of confidence – it was a remarkable change that stunned everyone."

It was here that the penny dropped – the pair realised they were on to a winning formula that could perhaps change the face of sport.

Both having an entrepreneur spirit and with Pete being the ultimate frustrated golfer, they sought out the services of Cairns-based psychologist Dr Jason Gregg.

Gregg had spent years developing mind training programs for professional sporting clubs, while he has helped thousands of people world-wide to quit smoking and lose weight

Pete and Chris used his 40 years of experience and ISM techniques to help build the ultimate golf program for the mind. And so Pro Golf IQ was born.

Many months of development later and the boys launched Pro Golf IQ to Australia.



△ LEADING THE WAY: Gold Coast businessmen Chris Steffe (left) and Pete Nicholson are ready to take aim at the US and South Africa with their revolutionary Pro Golf IQ program.

Such has been the popularity and success of the program, which has sliced thousands of handicaps and even produced an Australian junior champion, Pro Golf IQ is now taking aim at the United States of America, United Kingdom and South Africa.

And while word has spread all over the globe about its effectiveness in producing dramatic improvements in everyday golfers, it hasn't been an easy journey for its creators.

"The hardest thing has been the fact that we very early on could see just how good this program was and it has been a long, frustrating 12 months knowing that if people just tried it they would understand how powerful it could be to their game," Pete said.

"It's not like selling a new club or ball – it's something that deals with the mental aspect of the game and we have understood that a large percentage of our market would be skeptical.

"We needed the word to spread and that is now occurring rapidly, which is really pleasing to know that so many golfers now have Pro Golf IQ as an important part of their game."

While the program is cleverly put together to produce such amazing results, the outcome leaves golfers thinking the change to their game is so simple.

"All golfers – amateur, social and professional – have hit the shot that sounds so sweet you know it's going exactly where you pictured it and we all know that physically if we get everything right we can do it," Chris said.

"Pro Golf IQ will allow you to relax at the moment you take the shot and subconsciously remember the mechanics and physical skills you have learned. It's as if you are on auto-pilot."

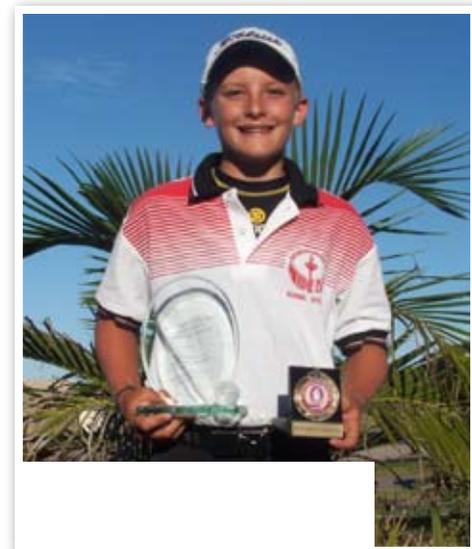
While the results have been astounding, Pete said it was important for the program's users to stay committed to the five-week audio training course for optimum results.

"Pro Golf IQ won't teach you how to physically play golf. Our job is to get you mentally right," he said.

"The bottom line for our program is that it will work for every golfer if the golfer commits and completes the course as directed.

"The results will vary from golfer to golfer – some will notice immediate changes to their game and behaviour, while others may need to repeat the course.

"As we only have the golfer's interests at heart, if the course is completed and there is no tangible result then we are more than happy to refund the program cost.



"We even have email support to help people with any questions they may have regarding the use of the program."

The boys say the greatest pleasure they get are the hundreds of testimonials ranging from golfers being more relaxed and enjoying their golf so much more, to outstanding handicap reductions like Bangkok businessman Mark Siegel, who shaved nine shots off his game while still completing course.

Pro Golf IQ has even featured on popular Network Ten golf show, The Pro Shop, not to mention the worldwide acclaim it received on CNN in America.

"We have been blown away by Dr Gregg's work and to be honest Pro Golf IQ has turned out way better than we ever thought," Chris said.