

**From:** [Peter\\_H\\_R](#)  
**To:** [billw@swingjacket.com](mailto:billw@swingjacket.com)  
**Subject:** Update after lesson  
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Hi Bill;

Not meaning to keep bugging you with my excitement, but there's a big lesson for you here.

Daniel, my highly recommended PGA Instructor and local Quebec PGA playing pro is attached to a local big-box GolfTown close to my office. He's the one who told me about Swing Jacket last Thursday and was supposed to bring me the one he's had at home for some time. He forgot that he'd said that and I researched your product online and ordered it. So today with 3 days since I got the Swing Jacket I went to my regular lesson.

I've settled in to a routine of 50 swings each morning with the Swing Jacket 20 x 6 Iron, 20 x 3 wood or hybrid and 10 or more Driver. By that time I'm sweating and frustrated from the Swing Jacket beating on me. Day 3 saw less fighting of the SwingJacket, but I'm still happy to take it off. So I'm probably 150 swings into a routine, hard to expect much from that.

I warm up while he's teaching the prior lesson and was making clean crisp contact with most shots, some of which cause him to turn and look. When my lesson started I didn't mention the Swing Jacket, but on swing 3 he started smiling and said that something had changed. A few more swings and he asked what I'd done and I didn't answer right away but asked him what he saw. He said: "You're much more on plane, you're finally connected and releasing the club, you're making great contact and you're finishing pretty well. I told him that I'd had 3 days with the Swing Jacket and he quickly apologized for forgetting to bring it.

As the lesson progressed he was amazed and figured I'd gotten quickly to a point he me expected to reach in early June if we were lucky. The changes have made other areas need work, my old swing had so many compensations and adjustments, some of which are still happening, but overall we've skipped a couple of months ahead, more than recouping the cost of the Swing Jacket.

So I asked how he came to have a Swing Jacket. Apparently Golf Town gave them to a bunch of their to instructors to evaluate whether they should sell the product or not. I bet most never got tested in a personal or teaching environment, the same story I got from him when I bought a 3Bays Swing analyzer and brought my range swings and some game swings to discuss what was going wrong.

I'm willing to bet that Swing Jacket gave the samples to Golf Town or significantly reduced the price and didn't make any money, and Golf Town doesn't currently sell your product and it probably never had a serious chance.

The golf world is so full of snake-oil and smoke and mirrors that getting your product to be seriously tested must be a challenge. Daniel's going to go home tonight and watch the video and I bet try the Swing Jacket. He's said he'll bring it to next week's lesson and I'll bring mine because he

wants to work with me on ways for me to practice with it.

Every new Golf training device or method must be like Rodney Dangerfield who “gets no respect”. I don’t know much, but I do have a suggestion for you and you may have already tried or thought of similar ideas.

One of my best online resources to learn more about golf has been RevolutionGolf.com, and within that site the instructor Martin Chuck (inventor of the Tour Striker club) stands out for simple advice and great teaching methods. He’s a fellow Canadian and I’ve never met him or attended one of his clinics or schools, but I do own Tour Strikers and know that Martin teaches out of the Raven in Phoenix, so he’s close to you. If you don’t see him as a competitor for training devices, get him on board to do a video on Revolution Golf and you’ll reach many thousands of golfers quickly, plus they do online promotions and sales of products they feature.

Anyway have a great week in Phoenix, we’re still buried in snow and cold here, it’s destined to be a late Spring and slow start to golf.

Best regards,

Peter H. R  
Quebec, Canada