

# Finally, new advanced swing method enables weekend golfers to learn in 30 minutes to hit 230 to 270 yard drives, straight down the middle, nearly every time.

## And Dramatically improves wood and iron play, too.

By Jerry Heard  
PGA Golf Professional  
South Seas Plantation  
(Captiva Island, FL)

I am writing to notify golfers about a recent development here at The Heard Golf Academy that I believe is the biggest advancement in golf in the past 50 years. After years of intense research and experimentation, I have finally developed a golf swing that I believe not only produces the longest and most accurate driver, wood and iron hits ever but also is the quickest and easiest to master.

We have named this new advancement "The Heard Super Swing."

I am personally testifying to you today that this new advanced swing has dramatically improved my game, even though my old swing carried me to many PGA Tour championships. I have also personally witnessed that it has dramatically improved the game of many amateur golfers to whom we have taught it here at the Heard Golf Academy.

The Heard Super Swing was developed from a number of sources.

You are probably well aware of the new swing method used by Mo Norman that has been widely publicized in the golf magazines. There is also a major golf school that independently and scientifically developed the type of swing used by Mo Norman. This type of golf swing is based on the naturalization of the golf swing that better adapts to the human body.

But we found this more natural golf swing, although much easier to learn, still had its drawbacks with regard to distance and several other factors concerning the ability to work the ball left to right and up and down.

The Heard Golf Academy has also been working on our own new advanced golf swing over the past 5 years. We have also found major flaws in the standard golf swing which is generally referred to as the "Vardon Grip" golf swing.

The "Vardon Grip," as you know, has the club being held in the crease where the fingers meet the palm in the left hand. The right hand is then crossed extensively over the left hand and then the last finger of the right and first finger of the left are interlocked or overlapped. The problem with the "Vardon Grip" is that it causes unnatural swing motions with the human anatomy and causes the swing to come in on multiple planes, which unnecessarily over-complicates the swing making it difficult to master. Most amateurs never master the "Vardon Grip" swing and seldom improve their game no matter how many years they play.

But we found that the new natural swing also had major flaws. The stance, address and length of the backswing caused distance and control problems as mentioned.

For the past 2 years, we have modified the natural-type swing and we have added in new advancements to the golf swing that we had been experimenting with over the past 5 years.

What we came up with, we believe, is the ultimate golf swing, The Heard Super Swing. We have been able to teach many amateur golfers this swing in a matter of minutes. I have seen driver, wood and

iron shots improve almost instantly. They were able to master this swing in a matter of days and in some cases in a matter of hours.

With The Heard Super Swing, the distance and accuracy of the wood and iron shots of these amateur golfers improved so substantially that I was literally shocked. One amateur golfer I taught used to drive the ball only 150 to 180 yards with numerous far left or right shots and numerous ground balls. After being taught The Heard Super Swing, the same golfer started hitting the ball straight down the middle, 200 yards to 250 yards and over 250 yards in some cases. I have seen some amateur golfers drive the ball 270 yards using The Heard Super Swing.

I saw these same amateurs hit iron shots that were sprayed all over the place, with hits going sometimes low and sometimes high. After being taught The Heard Super Swing, they quickly started hitting the ball straight, high and holding the green with a backspin.

Although The Heard Super Swing is the most advanced and most effective ever developed, it is simple to use. You never think of more than one thing at a time. There is a certain thing you do to modify your grip, a certain thing you do to modify your stance and an easy change to the traditional swing. It's as easy as 1-2-3, and that's it.

Here are just a few testimonials:

This is going to be hard to believe, but it is the truth. I received your Video and instruction on Wednesday, played golf that day (Wednesday) with my old swing and shot 105, my handicap is 27. Then, after watching the video and reading the instruction Wednesday evening, I went to the driving range Thursday and hit a bag of balls, then played golf on Friday using the new swing and shot 89, also with my first hole in one in sixty years. The change was almost unbelievable if I wasn't doing it myself.

E.M.  
Portsmouth, VA

I would like to take this opportunity to thank you for the recent Golf lesson showing me the Jerry Heard Super Swing. I am 48 years old and have been struggling with the game of Golf for over 35 years.

As with most weekend golfers, I have tried just about every technique, gadget and golf tip on the market with minimal results. My handicap has varied from 10 to 15, but with no consistency or even confidence. The simplicity of this swing, as well as the method of explaining it in layman's terms, has enabled me to finally strike the golf ball with the accuracy and confidence that I have strived for all these years. In my first round of golf using this swing, I was able to hit every fairway off the tee and most greens in regulation.

I truly feel like a born-again golfer! Thank you very much once again.

D.W.  
Captiva Island, Florida

I feel like I owe you an apology for having just reluctantly ordered your new book and tape, having said to myself, "don't bother, it will just be more of the same, etc." — after having received the packet

yesterday and having played one round of golf after reading the book, I must say that you have me convinced that your new concepts are totally valid!

With no practice prior to the round, owing to the press of time on the first day of daylight savings time, I shot a round at just three over par on a course that usually has my number and on which I seldom break 80.

Contact with the ball was "on-center" on almost all shots from the driver down to chip shots, and, except for not making a putt of consequence all day long, the round was like a dream come true! My tendency for a long time has been to come down over and outside the ball with a series of weak hits on the heel of most all clubs — not so today, for almost all shots were solid with a beautiful draw action which seemed under control consistently.

Keep up the good work and thanks a million!

J.M.  
Montgomery, AL

In 1995, I injured my back which required corrective surgery. I thought my golfing days were over.

In the fall of 1996, one of Jerry Heard's instructors told me he could teach me to play golf without reinjuring my back. He said I would need to develop better golf techniques. Jerry and his staff took the time and patience to teach me a better technique — and an easy method of developing a consistent golf swing.

The Super Swing was easy to understand. I am once again enjoying my retirement years playing golf.

R.O.  
Fort Myers, FL

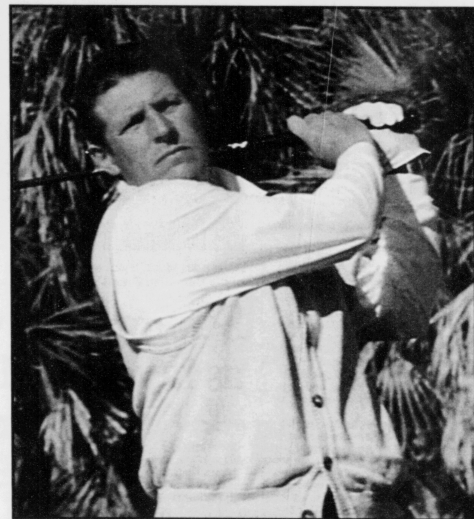
I met one of Jerry Heard's instructors in November, 1996. I was a beginner who had never hit a golf ball. To my amazement, this instructor had me hitting the ball and, more importantly, thoroughly enjoying myself. I am now playing with seasoned players who are impressed with my progress.

The visualization and "Super Swing" techniques are easy to understand.

T.S.  
Sanibel, FL

What a magnificent swing system!

I received your playing instruction on Friday and put it to the golf course test on Saturday and Sunday. Incredible, absolutely incredible! In my 40+ years of golfing I have never hit my driver (and other clubs) so long, so straight, and so consistently



**Jerry Heard, former PGA Tour player, best-selling golf instruction book author, and head of The Heard Golf Academy at South Seas Plantation on Captiva Island, Florida, has now developed "The Heard Super Swing" which enables average golfers to hit long, straight drives after only 30 minutes of instruction. This new advanced swing also improves wood and iron play and can cut 10 to 17 strokes off a weekend golfer's score.**

well. If you need testimony about my "revolutionized" swing let me know. Above all, your Jerry Heard Super Swing Method has immediately enriched my game beyond my wildest hopes...

W.P.  
Ridgewood, NJ

Today the choice is yours: you can continue to play golf the old, outdated way, or you can easily move your game many levels higher, toward pro status. Imagine the look on your partners' faces when you slam that 250-yard drive straight down the fairway.

To thank you for helping me get the word out, I have authorized readers of this newspaper to receive a Special Reader's Discount on The Heard Super Swing instructional program. This exclusive program includes a videotape and illustrated report. It is not available in stores or

at pro shops. The comparable price of the program is \$49, but your Special Reader's Discount price is only \$20.

I hope to be able to provide you with the great ego-pleasing benefits of great golf that I have been able to give my many pleased clients.

The Heard Super Swing instructional program carries a 100% satisfaction guarantee. Try the program for 30 days and, if not fully satisfied, return it and get every cent of your money back.

To receive your program at your Special Reader's Discount, all you have to do is follow the instructions on the coupon below.

PS: I have established a school at beautiful South Sea's Plantation in Florida and I am creating schools in other parts of the country. If you would like information on school dates, locations and availability, advise the operator or check the box on the coupon below.

### SPECIAL READER'S DISCOUNT COUPON

To order The Heard Super Swing Instructional Program with Video and Illustrated Report (comparable price is \$49) for only \$20 + \$3 shipping and handling:

- By phone, call TOLL FREE 1-800-644-9876 Ext. SPS342. Operators are on duty 24 hours, 7 days. Please have your credit card ready.
- By mail, to order by check or credit card, fill out and mail in this coupon.

This product carries a 30-day, unconditional, no-risk guarantee. If you are not totally satisfied, every cent of your money will be refunded, no questions asked.

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