



A Center for Golf & Personal Advancement

Inspiration - creation - manifestation - enlightenment

# ***Personally Plan Your Golf***

***A Free E Book from Alcero Golf***

***Breaking the Mold  
of Traditional Golf Instruction***

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Creator of the Alcero Method**

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# ***Introduction***

*There are over 6 million avid golfers in America and sadly today the game is not really growing. Golf is picking up new golfers all the time, but it is also losing the same amount it brings in each year. How can such a great game be losing players?*

*I'm sorry to say some give up because they don't see improvement in their game. They may give other reasons for it, but I suspect quite a few leave for that reason. They have been disillusioned to believe their golf games cannot improve, unless they continually practice, get the best club or find that quick fix to their game.*

*We all have different reasons why we love the game so much. However most golfers are settling for a game that is not near the level of what they could be producing because they are not approaching golf the right way.*

*As a teaching professional I have written scores of articles to hundreds of thousands of readers trying to assist and improve golfers' games. I have noticed many golfers struggle with their games because their shots don't go where they want them to. These poor shots create embarrassment for players because of their failures on the course.*

*For some it is a humiliation to see failed shot after shot and only a sprinkling of good shots added to a round. These occasional good shots reduce players' anxiety with their poor games a little, but still they are frustrated when they return to their cars and put their clubs in the trunk.*

*Through the many lessons I have given and players I have taught, I have discovered an awesome equation to producing good golf shots and having a good golf game. That equation is what I call the Alcerio Method.*

*The creation of a successful golf shot is an evolution that involves different thoughts, plans and energies in order to obtain the desired outcomes while on the course or practice range. The Alcerio Method introduces you to new ways to create the successful golf game you want, today! You are the creator of your game, never the victim and should take pleasure in the possibility of creating each and every shot you make just the way you desire.*

*This book introduces you to a four part equation that explains how each and every shot you make on the course or on the range is produced.*

*Those four parts work with each other; they are connected and evolve through one another. They culminate to reach the final part, and then the process begins all over again for you to step forward again and make your next successful shot.*

*There are over 26 million golfers over the age of 12, and this book will suggest some ways to find encouragement with your game and not panic about it, so you don't become one of the 1.5 million golfers that leave the game each year!*

*This book is my introductory gift to you and it encourages you to observe yourself as you play and determine, are there better ways for you to find improvement in your game?*

*You need to strip yourself to the bare essence of your current game and consider the great possibilities the game has for you. We are not going to hit every shot perfectly and the game will give all of us struggle from time to time. But life is all about opposites and the bad shots inspire you to create better ones.*

*With this free introductory book I am giving you, I will introduce some exciting and simple ways to look at your game to create new shots and outcomes for yourself.*

*You deserve a better game and I hope that the gift of this free book assists you and your friends. Golf is a fun game and should be taken as such. Don't get too serious with the game or yourself.*

*You are supposed to enjoy your time on the course, so remember....."Lighten Up, and Enjoy the Game!"*

**Al Owens**  
**Creator of the Alcerro Method**  
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# ***INSPIRATION***

***Inspiration is a voice in the universe calling us to desires that we welcome into our lives.***

***Our emotions are indications to us if we are on the right path when pursuing different events or items in our lives.***

***Inspiration should not be viewed with frustration based on the failure for you to create things in the time frame you want them to.***

***When we are in alignment with our inspiration, our energy reflects to us that alignment. Life becomes simple, all we need to do is watch circumstances and events unfold in front of ourselves.***

The beginning of change in your golf game comes from the direct result in you identifying a need for change, possibly based on poor results on the course or poor physical feeling when playing.

This identification of needed change is the inspiration by which your desire changes and so does your path for the outcome of a particular shot, swing mechanic or strategy while on the course.

With inspiration determined in your mind and soul, you then set the path for the beginning of creation of different results. Inspiration is the first step to creating what you want either in your golf game or your life!

Being able to discern the different messages you are getting from your mind helps golfers determine how they feel and then begin to decide to either stay the course, and keep things as is...or change paths and move in a different direction.

### **Emotions and Passion are Needed**

With our golf games many of us find that our emotions are always high because we want to succeed in so many areas of the game. With those high emotions, sometimes your mind kicks in a few thoughts like; "you could never play that good" or "who are you kidding, how will you ever break 80"? You are setting the stage for defeat before the process of manifesting your successful golf game has ever begun.

This passion for success is so large in golfers' games it turns into an alarming reaction if they hit poor shots or post high final scores.

### **Your Outlook**

You must be able to recognize the vision or outlook you have had with your golf game in order for you to change and succeed. You need to know how to enhance and re-direct your limiting beliefs you currently have in your golf game.

Circumstances are there for you to desire change and different outcomes in the game. You are faced with these circumstances every time you play. You need to grab on to those needs for change that you see and do something about it!

If you have had problems with your golf game, reflect on those areas and how you approached them. Did you really believe they could be changed, or did doubt and fear step in before the process ever got underway and sabotage your game?

**The Alcero Method** shows you how to open new paths to create better shots either on the range while you practice or at the course each weekend with your usual foursome.

A lot of practice, time, energy, and expense have gone into your golf games I'm sure. With the varied amounts of practice you have implemented from time to time, your confidence has been raised or fallen based on what you are producing. Those results you witness are like being on an emotional roller coaster.

There are easier more calming ways to go about the game if you have the inspiration to do so. Finding those ways can be a challenge, but they are within each and every one of us who play the game. You just have to be shown where to find them.

The Alcerro Method and my new book [Manifest Your Golf Desires](#) introduce you to new ideas and methods to finally find steadfast improvement in your golf game. This new book is specifically designed to re-charge your game to create the desires you have when you play.

As you learn from the Alcerro Method new specific techniques, strategies and drills for improvement, your expectations will get higher and higher with your own golf game. You will reach new heights of happiness and belief in your game.

Your successful participation in the game of golf to this point has revolved around how you view the time you are playing. Do you view your rounds with dread before you take to the course? Are you scared of the embarrassment the upcoming round may bring to you? Are you always confident before you attempt each shot?

### **The Epiphany Moment**

After hours of practice on the range you probably have hit what I call the "Ah Hah" moment. You had that famous line in your mind, "I have it"!

That built-up confidence probably was not really there because in the back of your mind you wondered: "Will this good range game I now have follow me to the course today?"

Practicing on the range is important, and it allows you to build on the fundamentals of your swing. But when you get to the course it is very important to find the right techniques to separate your range game from your actual play on the course.

You need to recognize how to approach each shot that you face on the course. What emotions come over you? Do you accept the shots that face you or do you find horror in them when you are faced with a shot in the bunker? With the **Alcerro Method** you are introduced to ways to see that how you approach each of those shots is directly associated with the previous outcomes you have produced. The Alcerro Method shows you how to change those previous poor outcomes!

Golf is not a game of perfect shots. You will not have perfect lies, perfect conditions or circumstances each time. Golf is a game of multiple opportunities. You may fail sometimes. That is fine, everyone does. But how you approach each shot can affect your outcome of each hole and thus, other poor decisions you make with the next hole and next.

The time has come for you to see that how you look at your round has everything to do with what you create. It is not always about having that perfect swing for a certain shot. If you are finding trouble with certain situations on the course, you need to find better methods of approaching these shots. **The Alcerro Method** introduces you to those methods.

You can spend hour upon hour on the practice range working on certain swing mechanics. I have been teaching golf for nearly twenty years now and I am the first to tell you that you need to have sound fundamentals in your game to play well. But, more so than the fundamentals are the poor decisions golfers make while on the course. Those decisions golfers come to, cause them to "hope" the next shot they attempt will succeed and find the center of the green.

You can hope all you want, but hoping is not going to get that ball on the middle of the green from 180 yards out! You need to find a shot that will. You cannot afford to make poor decisions while on the course. The Alcero Method takes you step by step through simple ways to find those shots that will get to your desired locations.

You must take a good look at how you view the game. Do you really want to attempt shots? Maybe there is a better way for you to approach your rounds? If so, what are those better ways?

I encourage you to look at more than just where your arm is at the top of the swing or if you have the right pressure in your grip. I am not selling those points short whatsoever.

However, I am suggesting that how you approach your round and each shot you face, goes a long way towards your outcomes. You need to take a serious look and ask yourself, "Is there a better way for me to approach my game this year?"

In my new book, *Manifest Your Golf Desires*, I reveal to you how to determine the areas of weakness in your game and how to implement new, more effective ways to improve them. Simply put, there are better ways to approach certain situations and The Alcero Method shows you what they are!

With the help of the Alcero Method you will be introduced to new ways to look within yourself and identify what mistakes you are making.

### **The Alcero Method Gives You a Plan**

In a recent survey of thousands of golfers I found some obvious answers, such as the 76% of those surveyed like making tee times on-line because of the ease of the process. The survey also noted that 96% preferred knowing the green fee they were going to pay before they arrived at the course.

Seems sensible I thought. They wanted some indication as to whether they had made their tee time and what the price was right? Absolutely! That was a form of their plan for that round of golf.

Then I read on to find an enormously startling answer from golfers in the survey. 91% would want a **personalized game plan** for their golf game! That's right, a personalized plan, not a personalized hope, or personalized prayer, I mean they wanted a plan!

They are used to implementing a plan for their tee time and finding the better price for their round of golf. Any good business has a Business Plan or Business Model that they follow for success. But these golfers surveyed do not have a plan for their game.

Well if you ask me, if you don't have a plan then you don't have a clue! All good successful projects, whether they are business or personal, have some sort of plan associated with it.

Your golf game is no different, and I agree as "the survey says", 91% or nine in ten golfers want some sort of plan. That is:

- 91 of 100
- 910 of 1,000
- 9,100 of 10,000
- 910,000 of one million

**Or the final total please**

- 5,551,000 of the 6,100,000 avid golfers in America (those playing over 25 rounds a year) WANT A PERSONALIZED PLAN FOR THEIR GAME!

[The Alcero Method](#) introduces you to new ways to create and apply that plan for your golf game. Every time you tee it up others around you may have found ways to lower their scores or had more time to practice effectively and improve. The more successful golfers have found ways or plans to lower their final scores...and every day you wait to figure it out is another day that those golfers are passing you up on the course, your league or tournaments you play in!

Now the survey does not say if those 91% had a plan, but I bet you a dozen golf balls that most don't. So I encourage you to find that plan. The Alcero Method helps you to get started and look at the many areas of your game and see where you need to change.

Get ahead of your competition and find a plan that works. Determine how you want to play and take action to get it accomplished. Improving your game is not all about taking lessons and hitting ball after ball on the range.

Improving your game involves the overall approach you take to improve it, and I encourage you to take a good look at how you can find those ways to make your game better.

My new book ***Manifest Your Golf Desires*** and my Alcero Method introduces you to finding that new plan and immediately implementing a new direction for your game this year. Whatever your previous methods have been, the simple fact is; "If it is not improving your score....then it is simply not working!" Make this current moment and current season the time you begin to find change with your golf game and lower your scores.

# **CREATION**

***The act of creation is an art, an innate ability we have to produce the desires and outcomes to situations that we either are or wish to experience.***

***The creative process unfolds continually with infinite possibilities. The difficulty with creation arises when the impetus for the hard work or drive for completion is associated with your desired outcome. Your rational mind wants to know where and when the creation will occur.***

***Creation springs forth from direct intention and choice. You assist creation by trusting it will occur and allow it to unfold in front of you.***

***You empower yourself to greater and greater creations by trusting your intuitions and believing that you are worthy of all of your desires and dreams.***

To create the desired results we wish to have on the course, we have all been taught that it takes a lot of hard work and dedication to the game in order to hit good shot after shot. I certainly lived by that theory in the past for the majority of my professional career.

Part of my PGA education has also been to precisely understand the mechanics of the swing and we even use part of the lettering of the PGA logo to stress three very important parts of the swing, Posture, Grip and Alignment.

The information I have learned and been exposed to has created a tremendous foundation for me to work off of with the video lessons I use with my students. It is very common for my lessons to be filmed and individual swings broken down to look at different positions the club is in at different stages of the swing.

### **The Creative Process**

The creative process for each individual shot is tremendously tied into the mechanics and balance an individual has in their swing that is for sure. But there are other areas you need to consider that are involved in the creation of shots as you try to find a better plan of action for improvement. [The Alcero Method](#) introduces you to those areas that you should consider, such as the thoughts you use as you approach each shot.

Many books have been written about the psychology of the swing and they make good points about thought processes golfers implement when they play. However in reading most golf psychology books I always seemed to come away with a common theme which was, "think positive to get positive results".

Now that is a little simplified from what others have wrote or taught, however I always have thought that some will take it in that simplest of ways. If someone took it that simple, would it really work? Do golfers really know what power or force is behind a simple picture or thought in their mind?

The Alcero Method introduces you to the principles of creative forces that assist you with each shot made. Those forces are affected if you are improperly thinking about the outcome of a particular shot, re-living the shots you just made too much, or consumed with thoughts of swing mechanics while on the course.

Where the focus for each of your shots is, and where your mind is leading you, are answers to questions you must begin to find in order to get your game un-stuck and take it to the next level.

The Alcero Method allows you to get your game to that next level and avoid hundreds of hours of needless frustrations and anxiety when you play. With my new book [Manifest Your Golf Desires](#), I introduce you to precise ways, procedures and methods to approach each shot you face, and I show you how to create clear and better pictures of what you want when you play.

The Alcero Method suggests to you that past varied thoughts you relied on must be examined and understood in order for you to move forward to create a better game for yourself. The Alcero Method helps you to identify those items that are poorly affecting your swing and shows you how to correct them.

You don't need to badger yourself or analyze every shot you make. But you do need to realize just where you have been leading yourself with your game in the past. If the path you have chosen in the past is riddled with bumps, then it is time for a change!

Assessing your current situation is critical to find solutions to your problems and improvement in your game. The Alcerio Method allows you to cut through the clutter of those problems, create a better plan or path, and use new techniques that will improve your game immediately.

Concentrating on your golf game can be a challenge in itself for golfers of every ability level. When you see golfers on TV they seem zeroed in, their face stern and steady with little emotion.

Television commentators state that the player is in the "zone". Are they really that wrapped up in the golf game? Do you have to be the same way in order to better your game while on the course?

Well let's hope not, after all we are supposed to "Lighten up...and enjoy the game" you know. So how do you accomplish this while on the course? How do you keep your mind focused on the best possible outcome for yourself with each shot? Well, *accomplish* is the key word here....what are you trying to accomplish each time you swing and play a shot?

### **Determine What You Want**

To find this you must know how to determine what you are trying to create each time you step up on the tee of a hole you are going to play. Next, is the shot in front of you. When you address the ball, do you really know where you want the ball to go or are you so wrapped up in swing thoughts that you have no idea of what your target is? You need a plan remember, not a hope!

Let's say you are playing with your usual foursome, have had a good front nine to this point and you stand on the 10<sup>th</sup> tee wanting to continue your round and finish strong. You have been playing well up to this point, so your confidence has been high; however you now begin to think about that low possible score you could post at the end of the round.

Many people in golf stand where you now are, facing that same situation. Some can proceed effectively all the time, some just part of the time, and unfortunately some can never finish strong at all.

To make that strong finish you need to have the right tools at your disposal to refer to and finish that back nine in a more rewarding manner.

You must have the knowledge to draw from when faced with these situations. How do you get that knowledge? If you have been playing golf for some time now and have not obtained this knowledge, then I would suggest it is time for a change!

It is time to find the ways to reduce your apprehensions to the situations or shots you face on the course, or in this instance, your back nine. Your past may have caused you to be limited in your successes. The Alcerio Method gives you the tools

and shows you how to open new doors of opportunities and bring better results to your game.

Remember you must have a clear picture of what you want to create and put that picture and plan in your mind before each shot. With my new book, ***Manifest Your Golf Desires***, I enlighten golfers to some of the best methods to use in order to create the best possible pictures and thoughts in your mind in order to assist you when you play.

Properly identifying in your mind at the beginning of each hole what it is you are trying to accomplish is what needs to be examined here. With The Alcerro Method I will show you how to properly commit to each shot that is in front of you and show you how to place the right thoughts in your mind to produce better outcomes when making those shots.

Alcerro Golf is a unique and specific way for you to see that previous golf lessons have not worked because they did not offer you a real plan of how to fix your whole game. Most golf lessons offer advice. With the Alcerro Method™, [Alcerro Golf](#) gives **you a plan!**

# **MANIFESTATION**

***Manifestation is the process of creating what you want by bringing forth your ideas and desires into physical form.***

***The more you focus on a subject or outcome and the more you are in line with and believe in the essence of your desire, the greater the chance you will see it physically present itself to you.***

***You are the creator of your environment, never the victim. Intentionally manifesting is an art, we can be inherently great at if we allow ourselves to be.***

***This enlightenment in our being will then pave the way for us to experience new destinations and outcomes in our lives.***

All too often I see golfers on the practice range banging away at ball after ball with no idea of what they are trying to accomplish.

Many golfers leave the practice range frustrated because they were not able to fix the problems they had wanted to when they went to the range. They even ventured to the range with a friend with the hope that he or she could help their game or swing.

It could be that you are one of the many golfers that have consulted a local golf professional and have taken lessons from one for hours at a time and at a significant investment to your game also. But did that investment pay off?

It may have for a while, but when your teaching guru or friend is not around, what do you do then? If you are like most other golfers you find times of lapse in your improvement with your game. Frustration then sets in and the anxiety about your game hits new negative levels as you dread the upcoming weekend round with your usual foursome.

It seems like there is nobody there to help you when you need it the most doesn't it? What if you could find that person to help you when you need the help? What if you could be enlightened with new senses and inspirations with your game? What if you had a solid source to improve your game and rely on that source no matter where you were, the practice range or the course?

The person you can rely on the most is YOU! That's right, the place to start to search for answers in your game is within you because one of the most reliable sources for your game is **YOU!**

That may surprise you a little, but you know your body more than anyone else, and you know how things feel within you when you play. What a great instructor, it is built inside you though you probably have not taken the time to notice how smart your body actually is with your golf game.

The natural knowledge you need to play better golf is intuitively planted in you. You just have to know what you are looking for in order for you to find improvement in your game. The Alcerio Method introduces you to new, simple ways to use your natural abilities and intuitions to get improvement into your game quickly and easily.

### **Poor Balance Sets You Up For Poor Results**

If your posture or balance is off at address and you start the swing, your body knows it will have to adjust to accommodate these poor positions you started with. It does so instinctively as the swing moves through its motion.

That balance can come to you in different ways, and some you don't like to see. If at the top of your swing you have too much weight still on your left side (for right handed golfers) the body will instinctively adjust and move the weight to the right side during the follow through to prevent you from falling over. This is a classic reverse pivot in golf, and a result of not using or having balance in your swing.

To be balanced within your swing you must know what areas or points in your body to rely on to find the proper balance you seek. [The Alcerio Method](#) introduces you to eye-opening ways to find balance within your swing and reveals to you new ways to identify just exactly where your weight should be as you produce each shot.

I'm sure that if you were to go to the practice range tomorrow and take a look at the entire line of people hitting balls, you would see that many of them are either falling back after they hit or cannot hold the club at the end of their swing for three seconds, like you would see with any touring pro on TV. You know the pose I'm speaking about; the touring pros hold their finish until the ball lands precisely where they want the ball to go to.

### **Learn to Create Better Balance**

Because you are the creator of all of your shots it stands to reason that you need to rely on yourself more and more for balance. When I give lessons to individuals it is easy for me to see the lack of balance a player has, and I can point this out to them when they are hitting balls.

But are you able to recognize balance problems when you swing? Are you able to fix those problems in an easy and efficient way? Though you may mentally seem to understand that your balance is off, you may not seem to feel, sense and know how to go about fixing your problem.

There are easier ways to find the balance in your swing that you desire. These ways are pointed out in my book [Manifest Your Golf Desires](#).

I have developed easy to understand ways to get the golfer to feel and sense all areas of their feet, legs, torso and arms. Finding balance in the swing is one of the major areas that all good golfers have in common.

The processes I have created immediately give each student a whole new feedback and sensation they had not noticed before when they were playing.

Better golfers intuitively know what balance is needed and when they are in-tune more precisely, they are able to make changes more rapidly on their own. With the Alcerio Method, you too can make tremendous progress in the balance of your swing. In just a short period of time you can begin to rely on yourself for better balance and once you do...you will instinctively swing better!

It is important for me to show golfers that they have the tools to rely on **themselves** to assist their games. This is inherently possible with everyone who attempts to play this great game. With your introduction to The Alcerio Method you will learn how to sense more through your body, and be introduced to see that you intuitively know what direction to take in order to find balance and improve quickly and effortlessly.

Your body knows balance if it is let to do its job. Your mind wants to jump in from time to time and remind you of all those tips you have heard or read about, so don't allow it to. You are a very strong intuitive person, and you need to know how to rely on your senses to assist your swing.

If you are having trouble with your swing and don't know how to fix it, don't sell yourself short. The Alcerio Method is a great way for you to utilize the senses and tools you have to create good swings. You just have to allow those tools (touch, sight, balance, etc) in and trust yourself. Remember you are the creator of your shots, and as the creator you have the tools to fix it.

## **A Winning Formula to Improve Your Game**

The manifestation of the game you desire is the culmination of different inspirations, feelings, sensations, and swing methods or techniques that allow you to swing freely, effortlessly and in balance. Your swing is an extension of you, and if you are not in tune with yourself or your game the day you play, the chances you have of playing well are dramatically reduced.

The zenith of your being “tapped in and turned on” to yourself in your golf swing comes when you can zero yourself in on each of three distinct areas of your swing. These three areas will greatly increase the chances you have for success in your game.

These three items are the ball, your target and you. These three areas work in association with each other to produce the ultimate formula for triumph in your golf swing. They are the key to delivering your shots to the areas you intend for them to go while on the course.

Having one without the other will cause your performance to drop by one third of what the potential is for you. All aspects of these three lead to the next, and they continue to travel back to you as the center.

### **The ball is the First Section**

The first section of the triangle is **the ball**. You need to learn how to be comfortable with the ball that lies in front of you before each shot. You are the individual holding the club that will strike the ball, so the feelings and sensations you have are very important as you approach the shot. You need to know how to achieve total awareness of the club that you hold and find a connection between the ball and you.

This is an area where anxiety and fear can creep in and disrupt your swing process and instigate poor results. In order to avoid that, a certain feeling needs to be present in order for you to ready yourself to hit the ball as you are looking down on it.

There are specific ways to work with yourself and the ball in order for you to improve your striking of the ball. Discovering those ways will greatly improve your game and enhance your chances of lowering your scores.

Drawing upon these specific ways is like extracting an “emotional wave” from your heart that you know you are about to succeed. You have always been able to rely upon your heart for support and now this heartfelt support is bonded with the golf ball.

### **The target is the Second Section**

As you take your address and ready yourself to hit your desired shot you need to find complete comfort with not only the ball that is in front of you but also the **target** you wish to hit.

After you have found the way for the ball to connect with you, next you need to connect to the target. To find improvement in your game you must be able to associate proper thoughts and techniques with the target that you are attempting to reach with each shot you attempt.

While looking at your intended target it is important that you know how to approach your target, what ideas and thoughts you should be producing in order for you to create the shots which you desire. To create more consistent results, you need to know how to identify the best part of each target you seek and the best way to do it.

How many times have you played with someone that just steps up and hits it and wonders why it is not going where they wanted it to go? Did they ever know where that was?

### **You are the Third Section**

The third part of the triangle of success is the connection with the target and **you!** You have to believe that the target and shot you have in your mind is possible.

That sounds simple, but how many times has your ego told you to try a certain shot because someone of your age or size should be able to do it? Did you think it possible?

If not, you have dramatically reduced any possibility of obtaining the outcome you desire because you did not believe in it, you do not resonate with the desired outcome. You were not committed to it.

The full feeling of belief of each and every shot is the critical factor in your success on the course. This third connection in the triangle of success is so vital; you must grasp it and hold on to it with every stroke you take on the course.

You must commit to the shot, so if another shot feels better, change clubs or strategy to increase the chances for your desired outcome.

The situation where you are faced with a longer shot and more different possibilities is one that possibly best describes the third connection in the triangle, the target and you.

### **The Triangle of Success**

Three important parts to your successful golf swing involve you, the ball and the target. Each of these works intrinsically with each other as the **Triangle of Success** for your golf game.

The Triangle of Success is very dynamic, and yet so simple. These three areas must come together in order for your full potential to be able to come out. Additional information about this winning formula for your golf game can be obtained through my new book *Manifest Your Golf Desires*.

There is a powerful connection with The Triangle of Success and it can really launch you to a different level in your golf game. Alcerio Golf and the Alcerio Method is an avenue for you to pursue to find improvement in your game. Remember though, it is a game, if you hit a bad shot, let it go and move on to your next possible great shot.

### **Find the Sweet Spot**

Technology is allowing all golfers to hit the ball farther now than 10 or 15 years ago, thanks to better golf balls that allow the ball to stay in the air longer and of course better golf clubs.

Golf clubs consist of basically two types of irons today, a classic forged blade or a perimeter weighted iron. The woods used today are no longer made of persimmon wood; metal woods are now very forgiving, larger in size, and using all sorts of different metals to produce greater club head speed and longer distances.

Another part of your winning formula is finding the sweet spot on the club with each of your shots. This should be the goal for golfers when they play most of their shots. This sweet spot can be elusive for some golfers, especially if their swing is suffering and they really are just trying to get a good strike on the ball.

I have asked many golfers if they recognize the sweet spot when they hit the ball with their clubs, and most have said yes, but they have also added that finding the sweet spot happens too few of times.

When they have felt the sweet spot struck I have asked them to describe the feeling to me, the answers I get are varied and funny. They range from "it felt like I was in heaven" to "it's like having an orgasm when I hit it just right". I agree, finding the sweet spot on the club can be very invigorating and rewarding both to your body and soul.

Most golfers, when asked, said they did not actually think they could hit the sweet spot. In fact they added that they really only were aware of the sweet spot if they thought they did hit it with a particular swing. But they did not know how to find the sweet spot shot after shot....it was elusive to them.

The desire to find the sweet spot with each swing and your sense of feel of that spot throughout your body is what I assist golfers in finding through my Alcero Method of golf instruction. Rather than the sweet spot being obscure to you, with your new gained knowledge from The Alcero Method, the sweet spot will become a great new part of your swing to identify with when you play.

It may seem like a large goal to obtain and it would take a perfect swing to find that perfectly square area on the club head, but that is not the case at all! To increase your chances of finding the sweet spot, you just need to become more aware of it, and The Alcero Method shows you how.

The successful creation of desired shots you have will always be associated with the proper thought you put with those shots. Along with the thought, you need to use the proper tools to also assist you in finding your sweet spot. Locating the sweet spot is not an exact science and it does not take a picture perfect swing every time to hit it.

Finding the sweet spot is something you can learn to create, and the book *Manifest Your Golf Desires* shows you new ways to go about hitting the sweet spot time after time. With the new knowledge from this book you will learn how to repeat good shots over and over. You will see that when your mind and body resonate with the sweet spot, your game cannot help but to improve itself.

Finding a better game is the goal of all golfers. The new Alcero book reveals to you exciting new and easy to understand ideas for you to change your current game and create the shots you desire. *Manifest Your Golf Desires* shows you how to create a more successful attitude about your game and it reduces the mistrust within you when you play your shots.

# **ENLIGHTENMENT**

***Enlightenment occurs when an illumination takes place with all events, occurrences or situations taking place in ones life. As we react to the events of our every day lives we invite new views, beliefs and concepts to ourselves and make adjustments to our previous perceptions and actions we had.***

***We are enlightened to see new possibilities and new outcomes. We then are given the freedom to deliberately create new circumstances and events in our lives.***

***Every occurrence of our daily lives allows us to step back and view our creations. As we reflect on these, we become open to new inspirations, creations and manifestations to appear in our life.***

***Opportunity for change with our lives encounters us every day. We assess our selves with every creation we see manifest in front of us. New desires and aspirations are born with each new episode of our life we encounter.***

With enlightenment from your past creations, you stand at the door of success and wait for it to open so you may step through to bring your golf game to new levels of success. The only problem is **you** have to open it.

That's right, you have to open that door, not your playing partner or other friends. You have to open it because it's not going to open itself. Sounds simple I know, but in order for you to go through the door you have to drop all fear, doubt and worries about how long improvement may take and commit to creating a better game!

That means you need the conviction to take the necessary steps to find improvement in your golf game. Along with your conviction you will need the tools to assist you to improve your game.

Up to this point you should have noticed that your outlook on your game goes a long way towards what you are trying to create. Also you may have noticed a correlation with you and 91% of other golfers who wish they had a personalized plan to help improve their game. Finding that plan is not that difficult if you can identify what are the certain areas that you can address the fastest to help to start to find improvement with your game.

Most golfers want to improve, however they don't think they have the time, skills, ability or mental capacity to handle successful change without struggle. I am not going to say it is going to occur overnight and be easy for you. I am suggesting that if you really want to play, and perform better, then it is not such a difficult process to begin and succeed with.

There are certain methods, routines, exercises and what I call formulas that are available to every golfer to bring immediate improvement to their game. I have suggested just a few here to show you that they are available to you if you know how to look for them.

Imagine golf like playing in heaven rather than hell. Imagine the love you have for the game increasing twice as much because your successes are doubling. Imagine playing golf without fear and having great expectations for your shots.

Everything you can imagine is what can come to you whether it is your golf game or your life. With a new perspective on golf your results can improve if you have the vision and imagination to see them improving.

### **You Create Your Fruit**

The saying goes, "the fruit does not fall far from the tree". Your fruit of your golf tree has fallen close to you and your thoughts, images and inspiration you put towards any of your items of attention before. But a lot of your "fruit" was created by old ways of thinking.

You have been programmed to see lack in your golf game from your past experiences, however all this time the possibility of abundance has been there with you. You just have not known how to produce new fruit for better results.

It is now time for you to take some new seeds you have for your golf game and create a new tree, a tree that has higher goals and better beliefs. Your senses, thoughts, vision, feelings and imagination can now be the new roots for your tree. These roots can be healthier and more vibrant than before.

Use your new recipe for your tree of inspiration, creation, manifestation and enlightenment as seeds for your new success. You have to trust and believe that if you plant these seeds your tree will bare prosperous fruit for you. Do you eat of your new fruit or do you let that possible new fruit just sit there and rot? The decision is yours.

### **Quick Fixes Don't Work**

As golfers we have all been exposed to various new techniques that we have either read about, seen on TV or heard from our friends. These techniques or rather "quick fixes" are hopefully the simple solution to our troubled games right? If one does not work, we hear of another and try that one, or we will still try another.

If you continue to look for quick fixes in your game you are inviting new thoughts, methods and suggestions into your mind. Some of these have not been tried and you do not know if they are safe or not. Chances are some are not, in fact some will be like a virus that infects your swing and then you will have to find some way to fix it and get rid of this new virus or bad habit you have obtained.

You may think you need to locate a swing guru to re-program you and get you back on the right track. But this was not necessary because you were standing at a new door with great new possibilities earlier. Had you walked through it and ate of the new fruit on your tree you could have taken off into a whole new exciting direction.

Eating of your prosperous fruit of your tree takes courage and commitment. However inside you should be the feeling that you can get it done.

So commit today to begin to find a personalized plan that will assist you in creating a better game for you. That plan is not that difficult to locate and if you need help finding it I invite you to read my book *Manifest Your Golf Desires*. At very least, begin to accept that a different vision for yourself can create a better game for you.

### **Wanting to Improve**

To move your game to your next level takes courage and conviction. Simply stating "I want to improve my golf game" is not enough.

Those straightforward words have probably been uttered by you dozens, if not hundreds of times during your life. You are throwing out to the universe a statement of hope. For most there is not enough emotion accompanying those words to make a difference and change your game, let alone the plan so many have said they wish they had.

Determining where you really want to go with your golf swing takes deep reflection on your part each time you wish to improve. I mention deep thought towards this because you have to determine exactly what it is you need to change. With The Alcerio Method you will be introduced to ways that will easily help you identify what areas you should address first.

Your mind is always chattering at you trying to put the blame of your swing upon you and make you feel like the victim of your circumstances. You are never the victim, you are always the creator of your swing, and in order to find freedom within yourself to improve you must release your victimizing thoughts.

### **Do Not Compromise**

These new feelings can be a little startling at times because it may show you a larger path than you had previously entertained about what you could possibly create. Determining what you want to create next in your game is sometimes difficult because you limit yourself to the possibilities you may be able to create based on past experiences.

I would suggest and recommend that you do not compromise or hold back in any way what you want. What you seek and choose so you will have. So why not set your goals higher to find greater results?

You may have found yourself in the position before of wanting to find more in your game but talked yourself out of it. How much longer will you allow yourself to place these limiting thoughts in your mind? How much longer will you prevent your evolution to continue to rise in your golf game? If it is a matter of allowing, why don't you simply allow for more to come to you?

The time has come for you to let go of your ego and its controlling thoughts and allow for your new creations to manifest themselves in front of you. The time has come for you to believe in your desires and observe them develop in front of your eyes.

By placing thoughts of time specifics to your creations, you place a limiting energy on it. This is almost a resisting energy that you can place on something that can prevent it from happening for you.

My new book, *Manifest Your Golf Desires*, reveals to you how to get rid of those time restrictions and energy restraints. Your job is to find a way of how to be an active participant in the now and allow your events to unfold in front of you as easily as possible.

### **Expectations of Others**

In the process of locating your desires for new creations you will encounter doubt and resistance to your aspirations. Some will come from you, and the rest will come from others. Your friends, playing partners, etc. will hear of your new vision and probably look at you with great skepticism towards it. Upon reflection you will notice that in other areas of your life people have met you with the same skepticism towards your other desires.

Belief comes from you and you are the one that will have to stand tall in the midst of the onslaught of doubt that will flow towards you. The doubt and disbelief others have is really a reflection of your ego again trying to show you its control. Do not let it! Stand firm in your vision and let that vision unfold in front of you. Invite its natural evolution to occur and welcome it as it transpires.

Your friends and colleagues have expectations of your golf game and beliefs of what **they** think you can do. Leave those beliefs to others and hold true to **your** visions.

Take control of your physical game, put yourself in the drivers' seat, and release the feelings and expectations others have for you. Feel their judgments of your game rolling off of you like water running off of a ducks back!

## **BREAKING THROUGH**

Your rational mind is wrapped around the idea that has you in the limited circumstances of your current golf game. As you begin to retrain yourself through my new book, [Manifest Your Golf Desires](#), your circumstances will change and your outcomes will be better and better with your golf game.

[The Alcerio Method](#) and my new book suggest to you ways to retrain yourself and open new doors for more positive results. By learning to retrain yourself the game becomes easier and improvement happens at a much faster pace than normal.

The great revelation here is that you will begin to notice that what you are experiencing with your new training is in direct correlation to what your desires and beliefs have been. You will not find discrepancy in this revelation. It is very enlightening and fun to discover!

The path is yours and you are the creator. If you choose a new path, find the proper tools to assist you and bring more enjoyment to yourself and your game.

Achieving your desires is one of the most exhilarating feelings you can ever experience here on this earth. Being able to repeat that feeling over and over is what your soul seeks to do when you play.

The tenacity and hard work you have put forth towards your creations shows itself by producing desired outcomes or shots. The glitter in your eye is reflected when it views your resulting successes. Whether it is on particular shot, or a series of shots, a new low score or tournament win. These are all seen as a breakthrough and a reward for all of your efforts.

## **A New Plan of Action**

To start to find your improvement and receive that breakthrough with your game I have suggested a few ways here for you to discover that change. Those ways revolve around four simple principles that can take your game to the next level.

### **Inspiration**

Inspiration is the foundation for your golf game. It sets the groundwork through emotional inspiration using the power of perception propelling your beliefs and eagerness that sustains what I call your emotional barometer.

### **Creation**

Creation is established by your thoughts by rendering a clear picture of your intentions and a resonating belief that you can navigate your desired shots.

### **Manifestation**

Manifestation allows you to embrace the numerous shot possibilities by stepping aside using The Triangle of Success for directing your shots. Learn to feel the present and feel the sweet spot in your mind and body.

**Enlightenment**

Enlightenment occurs when you learn to free yourself without forcing your intents and commit your mind and soul with benign affects from others who may induce judgment on your strategy or swing. Enlightenment allows you to seize your new energy and ripen your game success with a new found vision.

**A Great Game!**

Golf is a great game, one that someone told me many years ago I should take part in. I have found that connecting to my desires and recognizing them is what life is all about. Each new desire has a great journey accompanying it, one that should be embraced with anxious anticipation.

Connecting with desires is believing, feeling, knowing and resonating with what is possible. Anything is possible and finding happiness in your golf game is certainly within your reach and possible.

If you are interested in changing your golf game and bringing it to a new level, then [Manifest Your Golf Desires](#) is one of the most exciting and important golf instruction books you will ever read!

The love of golf is felt by all who play this great game. The love of the game you should feel for yourself and for everyone around you. Set out to enjoy the game and all of the circumstances that surround your life.

## From the Author

I hope you have enjoyed this book; it certainly was enjoyable for me to write. I have been writing golf instruction articles and books for nearly 15 years now. As I look back on those first newspaper articles I wrote for a northwest Indiana newspaper I enjoyed taking questions from other golfers and giving them tips and techniques to use to improve their games.

I can remember doing the photo shots for each weekly article I did to my circulation of almost 100,000 people back then. They were fun, placing different students in the oddest of places on the course encouraging them to find ways to get them out of the trouble they were in.

As my teaching has expanded over the years I must say that I approach golf instruction now from a whole new direction. I still believe in the fundamentals of the swing. As I stated earlier, those are a must!

However as I have evolved in golf I have learned that how you approach the game goes a long way towards what you create when on the golf course. Thus I have developed what I call the Alcerro Method to help assist golfers with their golf games.

My inspiration for the **Alcerro Method** was derived from the principles of intent of an individual golfer. Knowing the basics of the swing are a must, I work diligently with my students to improve their "fundamentals" of their swing. However I have discovered through a natural evolution of unfolding that the perspective of intentions a player has while on the course reflects the direction the player will precede within their golf game.

When a golfer has a clear intent of what they are trying to accomplish, it sets a path for attainment of that goal which greatly increases the chance of accomplishing their goals. Thus, intention is not necessarily something you do, but rather a force that is available to everyone when they are inspired to create something, such as a particular shot on the golf course.

The development of my Alcerro Method was designed specifically to enhance my students' chances of connecting with the right forces which assist intent when they play. When a golfer believes in the possible successful outcome of the shot they have, the chances of manifesting that shot are greatly increased!

The inspiration for **Alcerro Golf – A Center for Golf and Personal Advancement** has been to show individuals that they are on the cutting edge of creating what they want in their golf game and their life. The creation of shots in their game or events in their lives is a direct reflection of the belief they have with the possible outcome of what they are trying to manifest. The Alcerro Method is designed to enlighten individuals about their tremendous creative power they have in attaining what they want.

To find out more about the Alcerro Method and Alcerro Golf and my new book, *Manifest Your Golf Desires*, I invite you to my website [www.alcerrogolf.net](http://www.alcerrogolf.net).

At my website you will discover ways to find improvement in your game. And I invite you to sign up for our FREE monthly newsletter introducing and instructing you on specific ways to lower your scores.

The Alcero Newsletter also will inform you of new product release dates this year from Alcero Golf such as the release date of the new bound book [Manifest Your Golf Desires](#) and the special release dates of this exciting new Alcero book on CD!

Also on my website you will find out information about my latest special book coming this spring - *Transform Your Golf Game*. This newest book I have developed is a 30 day home study program implementing The Alcero Method into your game.

*Transform Your Golf Game* is not for the faint at golf, it is loaded with daily Creative and Visualization Techniques and daily Alcero Method Activities specifically designed to bring immediate improvement to your golf game. Separated into a 30 day format, it gives each golfer specific items to work on each day either from the comfort of their home, on a practice range or at the golf course.

The methods and techniques I use in this workbook are the same methods I have used with my students for the last 20 years in my teaching and include other inspiring exercises to enhance not only your golf game but your personal life. Alcero - A Center for Golf and Personal Advancement is committed to finding higher levels of achievement for everyone's lives. This new workbook home study program is like having a personal lesson with me every day for 30 straight days!

Also on my website you will find out information about our Alcero Academy which is designed to bring the Alcero Method to you in a personal golf instruction format with 3 and 5 day golf schools. Shorter 1 and 2 day sessions will also be available.

Plus, coming this summer is our Gold Membership of Alcero Golf introducing you to very special programs, seminars and tele-classes that are designed for you to have personal interaction with myself and other golfers from around the US.

Our Gold Membership will provide the ultimate in methods, techniques and tools to lower your scores this year. As a BONUS, the Gold Membership will also offer you special discounts to our Alcero Academy, Alcero Seminars and other special Alcero products. You will not want to miss out on all that our Gold Membership has to offer!

Playing better golf is what all golfers are searching for, and I wish you the best of luck in your pursuit of your desired game! Have fun with your friends and family when you play and remember....."Lighten Up, and Enjoy the Game!"

**Al Owens**  
**Creator of the Alcero Method**

