

The Square to Square Swing

The Most Accurate Swing in Golf



Authored by Sam Goulden

2016 Updated Edition

Foreward

The average teacher explains complexity; the gifted teacher reveals simplicity. ~Robert Brault

Have you ever ended a round of golf using the same golf ball you started the round with? Me neither. That is, until I started taking lessons from Sam.

The best shot I have ever seen hit in my life was struck by Sam Goulden. We were playing our regular round and I was feeling pretty good about my game. Sam might not know this but I always desperately wanted to beat him. Not in the traditional sense mind you, where my score after 18 is lower; I knew that wasn't going to happen. I mean in a hole by hole kind of way, if I could beat him on just a couple of holes I knew I was doing well. Maybe I could squeeze out a par and he might bogey? Small victories are the hacker's majors. We were on a smaller par 4 with a slight dogleg right. We both hit good drives to the middle of the fairway and I was first to play the second shot, which I stuck in the middle of the green. I glanced over to see if Sam was ready to hit when I noticed him taking a real good look at his ball. I approached to get a look for myself and realized his dilemma. Sam's perfect drive had ended up nestled deep within the confines of the world's smallest pot bunker, a divot. This little hole was a nasty deep chasm where thoughts of par go to die. I could just see the very top of his ball, the red sharpie line marked on the ball smiling back at me, telling me that this is the day I win a hole. There was no way he was going to get to the green from that lie. After a smart-alecky remark "Good luck with that," I left Sam to his shot. Sam, being as resourceful as ever, pulled out a 5 iron and went into his pre-shot routine. He choked down on the club all the way to the grip end and laced a perfectly struck low slicing ball that hit the green and rolled within two feet of the hole. I have never beat Sam on a hole.

Sam is a great golfer and student of the game. There is not one person in a thousand that possesses the kind of work ethic, dedication, and skill it takes to play golf at the highest level like Sam. Yet, for all he is as a player, that all pales in

comparison to whom he is as a teacher and friend. His ability to translate complex ideas into the simple gives his students the greatest chance at success. I am living proof of that. What I said in the opening sentences above is no exaggeration. Before I met Sam I really had no chance of breaking 100 let alone 80. Sam, as a teacher, is best explained by revisiting a cold day at the hitting nets I shared with Sam in 2006.

It was too cold to play golf; the greens would be frozen all day. Sam invited me to hit balls with him in the comfort of the heated nets. I wasn't scheduled for a lesson, but if you are Sam's student that doesn't matter, he's going to help you anyway. After a few minutes of quietly banging shots off the nylon, Sam asked my opinion about keeping the club head square throughout the entirety of the swing. This is one of the greatest things about Sam's teaching style; he always wants your opinion when he has figured something out. Then he makes you feel like you were the one who came up with the idea. I think all great teachers do this to some respect and if Sam is anything, he's a great teacher. I admit that the concept was strange to me and executing this new swing felt...well...in the immortal words of Tin Cup...my swing felt like an unfolded lawn chair. Like anything that is new, this was going to take a bit of time to groove. Regardless, I was able to see my shots straighten out and felt the ball compressing like never before. Sam was on to something! I couldn't wait to get it on the course and really see the ball fly. If the feelings I was getting from hitting into a net translated to the course...there was no telling what I could score. I recorded a par 71 that summer using the concept discussed that cold day in the shed. It is the best round I have ever shot. I have slacked off on practice and don't get out on the course as much as I used to...but I can still get under 80. All thanks to Sam.

I am so happy that I was able to witness the infancy of a great swing design. What you are about to read is the coming together of simplicity and dedication. Sam has transformed that rough concept talked about at the nets that cold day in 2006 into a complete swing process. I have no doubt that the results I received will only be multiplied now that the finished product is clearly explained in this book. I can't wait to get it on the course. I think I have a real shot at taking a couple of holes from Sam this time!

Foreward written by Jeff Noud - Student and Lifelong Friend

Preface

I stumbled upon the Square to Square Swing after thousands of hours of teaching, playing, reading, and watching golf. I'd read over 100 books on golf instruction, taken over \$5000 worth of golf lessons from the game's top teachers, and taught over 10,000 hours of lessons to everyone from beginners to tour players. The idea of keeping the face square throughout the swing came to me in 2006 while working with a student and good friend one cold winter in Missouri.

I had read something in one of my instructional books and invited Jeff out to the heated pavilion to discuss the concept. He agreed that it made sense and we were both pretty pumped to start hitting and filming. We saw amazing results and were almost in disbelief. We thought we had found the holy grail of golf!

Well, it turns out that I had actually misread the book. The idea presented was that the face remained square to the swing arc for a short time in the backswing but then, as the arms moved across the body and up, the lead arm would roll and open the face 90 degrees. I guess I stopped reading when I saw the part about the face staying square to the arc and didn't get to the part when the club eventually rolled open. I didn't even know I had misread the book until I mentioned how amazed I was by the concept of a square club face throughout the swing to a fellow teacher and mentor. He pointed out that I had better go back and re-read it.

Even though I had made the mistake, it didn't stop me from exploring the concept further. Jeff and I spent hours experimenting with the new concept. We were having so much success that I almost couldn't believe it. I decided to implement the Square to Square Swing in my teaching. I began with a six month program I'd developed for teenagers hoping to earn college golf scholarships. A total of 38 kids ages 12 to 18 learned the swing with their drivers for the first month. After that month, all 38 students were able to hit five drives in a row into a narrow fairway. These were kids of all skill levels and talents! I knew I was on to something.

In 2009 I moved to Los Angeles, CA to pursue my playing career. For some reason (if you're a golfer you have experienced this) I started trying different swings. I had access to some great teachers and I really thought I had to change my swing to get better. When I asked them about the method I had been teaching, most remarked that "it worked" but that it "wasn't the way one *should*" swing.

It wasn't until two years later, in 2011, that I realized that the Square to Square Swing had great benefits in not just driving accuracy but in all shots, especially irons and wedges. In the search for the most accurate swing on tour, I began watching hours and hours of YouTube videos. I kept coming back to the swing of Steve Stricker. He was, at the time of my research, the most accurate wedge player by far. I went to see him play at the Chevron World Challenge and then later at the Northern Trust Open in Los Angeles. It was after seeing him play that I really started to understand how he was doing it.

I'd like to especially thank Jeff Noud, Pol Montano, and all my friends, students, and coaches for helping me continually learn the mechanics of the golf swing. Also, I've included a list of some of the members of the High School Golf Development Program. They trusted me with their swings and their futures. Many of the players on this list have gone on to do great things in golf. Many are just getting started!

David Lieber	Matthew Feldmann	Josh Kleekamp
Shane Harris	Jeremy Siebert	Andrew McClure
Tim Price	Alex Buschmann	Andrew Timpe
Jacob Cummings	Mark Stahlhouth	Nick Jacquin
James Kunkel	Bryce Dolan	Austin Neumann
Eldon Hopp	Nick Eggert	Daniel Coleman
Daniel King	Tyler Hart	Jacy Jackson
Mitch Brauer	Stephen Wand	Ian Carr
Daniel Reichmuth	Colin Maune	Alex Renick
Josh Baysinger	Brad Carpenter	David Shallenberg
Tom Carrico	Collin Mantle	Scott Sullivan
Larry Bauer	Noah Borgerding	Robbie Jackson
Tyler Schrader	Doug Eggers	

I sincerely hope you enjoy this description and wish you all the best in golf!

Sam

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Introduction

Before we get into the how, we must first explore the what. Simply, we are going to examine a golf swing that produces a club face which is square to the arc on which it is traveling. Imagine the face of the club as a calligraphy pen. When the tip of the pen is broad, it leaves a thick path on the paper. If the pen rotates, the path becomes a thin line. A square face would produce a broad path throughout the entire swing. Another way to visualize the square face is to picture a laser coming out of the face. This laser should always trace the path of the club head. As the club moves on the arc of the backswing, the laser will point in the opposite direction the club is traveling. On the through swing, the laser will point the same direction as the club.



Throughout this book I will explain the characteristics of the Square to Square Swing with iron shots and drivers. At the end of each chapter, you will see a page outlining the “feelings” of each swing position and a link to a video explaining that chapter. By the end of the book you will understand what it takes to produce a “Square to Square Swing”.

I do not suggest that this is the only way to swing a golf club nor am I suggesting that it is the best way to swing a golf club. The purpose of this book is to give the reader the opportunity to explore a method of swinging that produces consistent, repeatable way to move the golf ball that I personally have seen work for hundreds of golfers in a very short time.



The main reason the Square to Square Swing is so accurate is because the face of the club does not rotate drastically. THE CLUB IS SECURED BY A STRONG GRIP WITH A FORWARD SHAFT LEAN THAT LOCKS THE FACE IN ITS ADDRESS POSITION AND PRE-SETS IMPACT. The face position remains square throughout the swing due to the lack of wrist hinge or roll. We accomplish this by using the body turn to get the club to the top of the backswing. The chain of events reverses order on the through swing and we arrive at impact with a square club face and a forward shaft lean.

Another reason the Square to Square Swing works so well is because it helps to produce a forward low point with an iron. When we pre-set the handle with a forward shaft lean, we are setting ourselves up to succeed. It is an absolute must that the face strikes the ball before the club head passes the handle. With an iron we set up a downward strike that will make contact with the ball before striking the turf. With the driver, we set up a level to upward strike, still maintaining the pre-set condition.

I've received countless emails from golfers all over the world who have had success with this method. One player even sent me a PayPal donation after making a hole-in-one just two weeks after starting with the Square to Square Swing! I'm not surprised in the least by this. I made SIX HOLES-IN-ONE IN A YEAR using this swing!

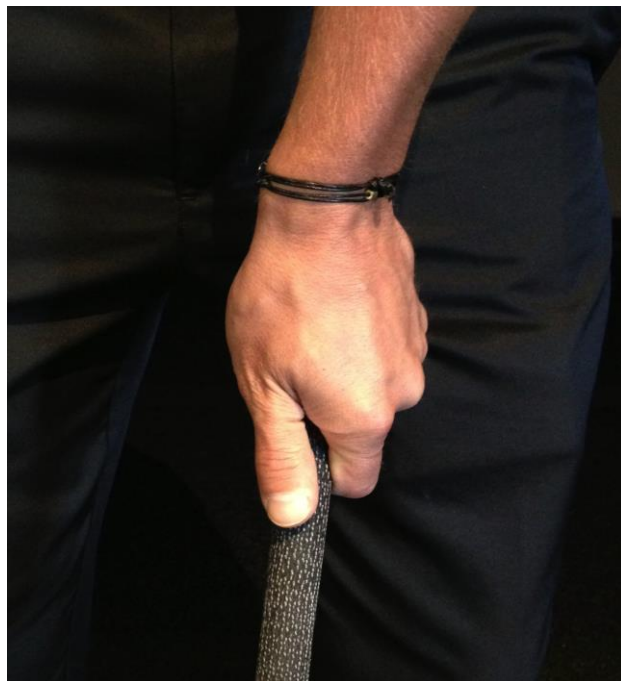
Chapter One

The Set-up

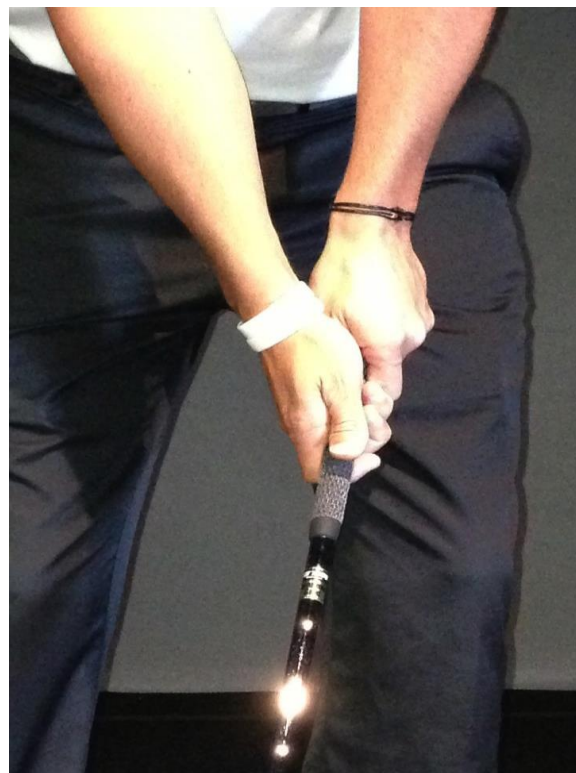
THE GRIP

The grip is extremely important in the Square to Square Swing. We are trying to create a consistent swing without many moving parts, therefore, we need a very secure grip. To create this secure grip, we must set the hands on the club in a position that resists and restricts any opening of the club. The type of grip we will incorporate has been called a “strong grip”. The left and right hand will work together to lock the club in place and give the player the best chance of maintaining a square face throughout the swing. Grip pressure is a variable but I suggest experimenting with medium to firm pressure.

The Top Hand: The player starts by placing the handle of the club in the top hand. They will feel the butt end of the grip securely fastened under the heel pad of the hand and held by the last three fingers. A key checkpoint with the top hand grip is that the player can see all four knuckles of the top hand. This ensures the top hand is rotated enough at address to resist rotating any more in the backswing.



The Bottom Hand: The bottom hand rests on the grip in a slightly more neutral position. Using an interlock, overlap, or ten finger grip is fine. The key for the bottom hand is that it can support the unit of the top hand and the club throughout the swing. A key check-point for the bottom hand position is to have the palm of the hand face the same direction as the face of the club.



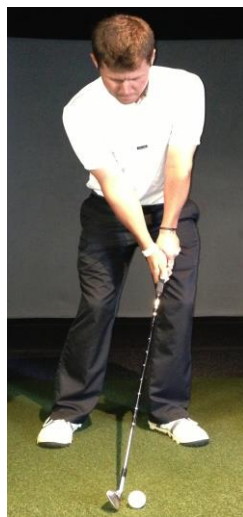
The role of the grip in the Square to Square Swing is to control the club-face throughout the swing. In the take-away, you will see that the left shoulder starts the move away from the ball. If the grip is not functioning properly, the hands will turn and hinge in a way that will make it very difficult to return to impact properly.

ALIGNMENTS

The Pre-Set: The pre-set at address does two things: (1) the handle is set in the same position we intend to be in at impact, (2) as we set the handle forward, our weight will tend to shift a slight bit toward the lead foot with irons and wedges. This is a good thing as we MUST have our weight on our lead foot at impact. With irons, minimum weight displacement is 50 percent on the lead foot and 50 percent on the trail foot. Maximum weight displacement is 70 percent on the lead foot. With a driver, weight distribution may feel a little lean toward the lead foot, but because of the spine tilt (discussed further along) the weight will end up very close to neutral.

Foot, Hip, and Shoulder Alignments: Of all the players who are most accurate, there is no consistent foot or hip alignment. The alignment of the shoulders, however, is VERY important! The direction the shoulders' aim helps to determine the path on which the club will swing. For a draw, use square or slightly closed shoulders. This will help ensure a slightly in-to-out path.

Ball Position: With irons, we would like the ball between the center of the stance and the lead foot. The more forward the ball position, the more weight must be shifted to the lead foot at address and impact to create a forward shaft at impact. With Driver, the ball MUST be located near the lead foot. This is because the driver is hit from a tee and the lowest point of the arc will occur either at the ball or very near to it. If the ball were in the center of the stance with the driver, we would create a downward angle of attack, add an extreme amount of spin, and need a very lofted driver to get the ball airborne.



Spine Tilts: With irons, our spine will feel as though it is set in a neutral position, but from a face on view, it will appear as if the spine has just a slight tilt away from the target. This is due to the bottom hand being lower at address. With a driver, to offset the forward hand position, the spine must tilt quite a bit away from the target. If there were no spine tilt with the driver, there would be little to no loft at impact.

Weight Loaded: To feel the weight loaded is the final key to the set-up. Once we are locked in with our square club-face, our strong grip, our pre-set, and our alignments and tilts, we are ready to dig in. This is similar to a baseball player digging the trail foot in as he prepares for the pitch and also the pitcher as he sets in against the rubber before firing home a fast-ball. Another feeling is that the back foot is in a runner's block leaning toward the target. The ball of the trail foot turns into the ground clockwise to load all the muscles in the trail leg and glute (butt muscle). If you don't feel the tension in your trail leg hamstring and glute, you haven't loaded the trail leg.



Set Up Feelings

Top Hand Grip:

The last three fingers in the top hand squeeze and secure the handle under the heel pad. The left thumb rests to the right side of the shaft also securing the pre-set in position.

Bottom Hand Grip:

The ring and middle finger are the main connection to the handle for the bottom hand. The palm wraps over the top hand thumb helping to secure the pre-set.

Pre-Set:

The pre-set feels as if the two hands become a strong but supple unit, securing the grip and helping to ensure the address alignments are maintained throughout the swing.

Spine Tilts:

With an iron, the spine will feel as if it is almost completely vertical. With the driver, the golfer should feel that his lead hip is pushed toward the target and that the spine is tilted away from the target quite considerably.

Shoulder Alignment:

Most players feel that the shoulders are aimed slightly to the right (right handed players). This is to offset the tendency to aim left of the target while pre-setting the impact position at address.

Weight Loaded:

The trail leg should feel as though it is digging into the ground on the inside part of the shoe. The golfer will feel the ball of his trail foot as the main contact point for the trail foot.

Weight Displacement:

With an iron, while the weight will tend to feel supported by the trail leg, the player will have the majority of his weight on his lead foot. With a driver, the weight

will still be supported by the trail foot and will feel more neutral between the two feet.

[CLICK HERE TO WATCH THE SETUP VIDEO](#)

Chapter Two

The Take-Away

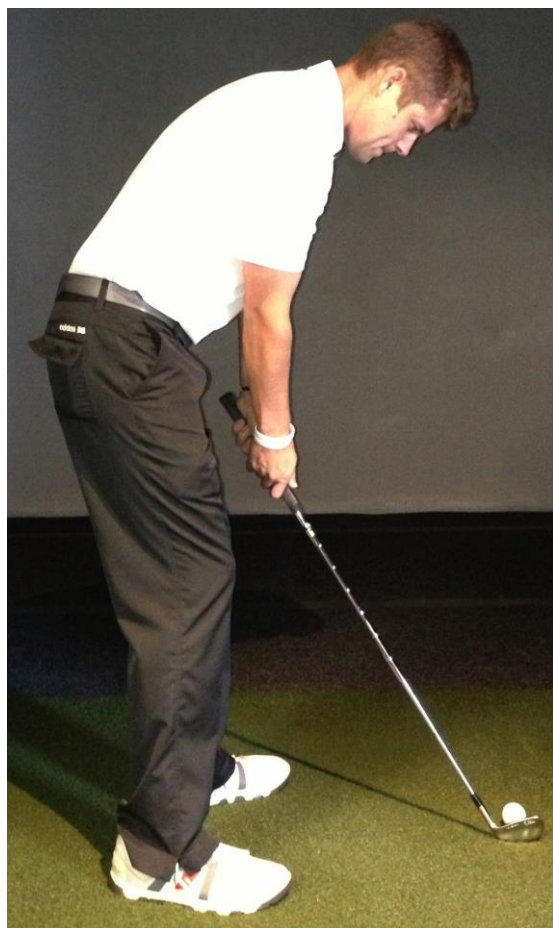
Trail Leg Load: The main thing contributing to the stability of the swing is the support from the trail leg. Many swing theories talk about the trail leg either straightening or staying flexed. Also, many great players have spoken of the trail leg feeling loaded. The main thought in the instruction community is that the trail leg must stay flexed to load properly. On the other hand, to reach a full shoulder turn (90 degrees or more) many players will need to allow their trail leg to straighten a bit.



As long as the trail leg is loaded, it does not matter if the leg stays flexed or straightens. THE MAIN THING TO BE AWARE OF IS THAT THE TRAIL LEG FEELS SOME POWER AND ENERGY. This is important to support the turning of the torso and maintain the centered axis of rotation.

Lead Shoulder Initiation: At address, we have created a loaded unit ready to fire. The grip is secure, the handle is pre-set and loaded, the back foot is in the runner's block, and now we are ready to start the take-away. The first move on the take-away is induced by a nudge of the lead shoulder. This nudge sets the pre-set unit created at address in motion. To understand the direction of the left shoulder movement, we need to explore the angle at which the shoulders are set at address.

Holding a wedge at the proper angle to the ground requires some spine tilt (from down the line the spine will be tilted toward the ball). Imagine your shoulders and spine as a T. The shoulders are set at a 90 degree angle to the spine. If the spine were vertical, the shoulders would appear to rotate at a perfectly horizontal angle. As we bend forward with the spine, the shoulders will now rotate perpendicular to the spine at the angle created at address. The shoulders will make an ellipse as they rotate on the backswing. The steepness of the ellipse will be determined by the length of the club; the longer the club, the less spine tilt needed to sole the club and so the more horizontal the shoulder turn.



Now to explain the shoulder nudge. From the pre-set position it will feel as if the take-away is started with a tilt of the lead shoulder down as this will set the shoulders in their path on the ellipse. The lead shoulder will travel slightly down and toward the ball as the trail shoulder moves up and away. THE SHOULDERS WILL CONTINUE TO TURN ON THIS PATH AS FAR AS THEY CAN WITH A STABLE TRAIL LEG.

Centered Axis of Rotation: In the take-away of the Square to Square Swing, the center of rotation and center of gravity must stay fairly consistent. With a loaded trail leg this centered axis of rotation is easy.

A centered axis of rotation promotes two things. The first is a greater turn of the torso on the take-away. The second, is a return to the ball in nearly the same condition as was pre-set at address.

Footwork in the Take-Away: The movement of the feet as the club travels back should be that of accommodation. As you make your turn away with the shoulders, your hips, knees, and feet will adjust. Some players may notice the lead heel lifting off the ground while other players keep the lead heel planted. THERE IS NO RELATIONSHIP BETWEEN THE FOOTWORK AND THE ACCURACY OF THE PLAYER.

Examples of excessive footwork in the backswing are Bobby Jones, Ben Hogan, Sam Snead, Jack Nicklaus, Bubba Watson, and Hale Irwin. All believed that footwork was important part of the swing. While I have no preference, I implore you to allow for whatever foot movement is necessary to create the proper take-away.

Wrist Movement: By pre-setting the impact position in our address, we guarantee that the face of the club is aimed at the target and the handle is set forward. By making a shoulder and torso turn on the take-away, we eliminate the need for extra movement in the wrists. THERE IS NO COCKING OR UNCOCKING OF THE WRISTS NEEDED IN THE BACKSWING. Consider the wrists “locked” in position from start to finish.

THE ENTIRE CONCEPT OF THE SQUARE TO SQUARE SWING IS THAT THE FACE OF THE CLUB DOES NOT ROTATE DURING THE BACKSWING. BY USING OUR BODY TURN TO CREATE THE BACKSWING, WE ELIMINATE THE NEED TO ADD WRIST MOVEMENT.

Take-Away Feelings

The Trail Leg:

As the take-away turns into and loads the trail leg, we should feel POWER AND ENERGY. The muscles of the right calf, quad, thigh, and glute should feel strong.

Lead Shoulder Initiation:

The player will feel the lead shoulder tilt down and toward the ball. The more lofted the club, the more down the lead shoulder will go. THE FEELING OF THE SHOULDER TILT STARTING THE ENTIRE TAKE-AWAY IS EXTREMELY IMPORTANT. It should feel like the lead shoulder is nudged or pushed down and that begins the swing.

Centered Axis of Rotation:

At address it should feel as if a hollow rod is wrapped around your spine and extending into the ground behind you. As your left shoulder tilts down and in, the spine feels as if it rotates around this fixed axis.

Wrist Movement:

The hands should feel locked in place. There is no need to actively hinge the wrists. The player will feel the trail hand hinge slightly as the take-away reaches the end of the backswing. THE ENTIRE CONCEPT OF THE SQUARE TO SQUARE SWING IS THAT THE FACE OF THE CLUB DOES NOT ROTATE DURING THE BACKSWING.

[CLICK HERE TO WATCH THE TAKE AWAY VIDEO](#)

Chapter Three

The Transition

Weight Displacement: The weight displacement during the transition is a huge key to the sequence of events which will take place in the through swing. The trail leg will be loaded and positioned at a slight angle inward. Though we will feel a great amount of energy in our trail leg, the actual weight will still be in the center and possibly leaning slightly toward the lead foot.

Imagine a baseball pitcher leaning toward the plate with his lead leg off the ground. His energy is supported by his trail leg but as he begins to unwind, he is “falling” toward home plate. He doesn't take his arm back and release the ball from a standstill. There is a lean toward the plate and then an unwinding of the upper body and finally a release of the ball.

In this position of the swing, the player's weight displacement is dynamic. It has moved in a circle around a center and is ready to reverse direction.



Knee Position: The knee position in the transition will show a lead knee that is bent and pointed more toward the ball than at address. THE TRAIL KNEE WILL BE NEARLY STRAIGHT BUT WILL BE ALMOST IN THE SAME LOCATION AS ADDRESS. The trail knee will have shifted just slightly away from the ball. It will have not moved very much due to the support we created while digging in with the ball of our trail foot at address.

Hip Position: The hips in the transition will have moved in response to the shoulder turn. It is easier to imagine the hips by thinking about the femurs (large upper leg bones) of the lead and trail leg. As the lead knee bends on the take-away, the angle of the lead femur is increased. As the trail leg straightens, the angle decreases. The end result is that the trail leg has gotten taller and the lead leg has gotten shorter. The “hips” will have the appearance of a tilt. The trail side will be higher in the transition than it was at address.

Shoulder Position: Similar to the hips, the shoulders will have tilted. The lead shoulder will be at its lowest point while the trail shoulder will be at its highest point. We will feel that our back is facing the target at this point in the swing.

Head Position: In the transition, the head will be stable and will likely be turned away from the target just slightly. This is common among most great players. Trying to keep the head in exactly the same position as address can lead to a limited shoulder turn and decrease the amount of potential energy for the downswing. Imagine winding up the string on a top but stopping before the string has been fully wound.

The head may be higher, at the same height, or even lower than it was at address. It has been seen with many great players that the head height actually lowers as the backswing takes place and then lowers more on the downswing. Ben Hogan, Johnny Miller, and Tiger Woods are examples of this. But, it is not an absolute that the head move a certain way vertically.

THE PAUSE: MANY GREAT PLAYERS HAVE FELT WHAT THEY DESCRIBED AS A “PAUSE AT THE TOP”. A MOMENT WHEN THE MOMENTUM OF THE BACKSWING SETTLES AND THE BODY PREPARES TO UNLEASH ANOTHER CHAIN OF EVENTS THAT WILL LEAD TO IMPACT.

For the Square to Square Swing, players will feel the pause at the finish of the shoulder turn. There is no need to imagine yourself as a rubber band getting stretched. It is more like a top that has been wound. The backswing has simply been a series of events “winding the top” that will allow for the reverse series of events.

It has been proven that a player's backswing does not store energy. If the energy were stored, we would simply just let go, similar to a rubber band that has been stretched and then released. If we were to “let go” at the top of the backswing, absolutely nothing would happen. Just like if we were to let the string go after winding a top. In order for the chain reaction to take place, we have to start the pull of the string.

Footwork in Transition: If there has been any rolling or lifting of the lead foot in the take-away, during the transition is where that movement is reversed. This reversal can be attributed to the unwinding of the through swing. The replacement of the feet simply acts as an anchor to allow for the rotation of the body from a stable base.

If a player rolls his lead foot in the take-away and finds his lead heel has left the ground, he will need to replace that foot firmly on the ground in the transition in order to begin the throughswing.

Transition Feelings

Weight Displacement:

The player should feel as if he has loaded all of his mass into the trail leg. His weight, however, is not supported by the trail leg. If the lead leg were to lift off the ground entirely in the transition, he would fall down. The turning and torquing in the transition winds the body around the centered axis, which means that the weight will maintain its fixed position. With an iron the weight will feel very much toward the lead foot. With at driver, the weight will feel neutral.

Knee Position:

The trail knee will feel as if it has stayed in its pre-set position.

Hip Position:

The trail hip should feel higher than the lead hip. It will also feel as if it has moved back away from the ball.

Shoulder Position:

The lead shoulder should feel low and under the chin. The trail shoulder should feel high.

Head Position:

The player may or may not notice the slight turn of the head away from the target. It should feel as though it is not shifting laterally as we hope to maintain a fixed axis of rotation. It should also feel as if it is free to move up or down to allow for a fully loaded position in transition.

[CLICK HERE TO WATCH THE TRANSITION VIDEO](#)

Chapter Four

The Through Swing

Lead Shoulder Initiation: Just as the first move back is initiated by the nudge from the lead shoulder, the turn through is initiated with a nudge. From the settled position, the player will start to move the lead shoulder, retracing the path it took on the take-away. From the player's perspective, it will feel as though the lead shoulder travels toward the target and then up.

This is the first movement in the chain of events that will lead to impact and beyond. It is the “pulling on the string” of the wound-up top. THE LEAD SHOULDER'S MOVEMENT IS THE START OF THE THROUGH SWING AND MUST BE CONTINUED THROUGH AND PAST IMPACT.

A good visual for the lead shoulder in this movement is that of a person twirling a rock in a circle. The fingers hold the string while the wrist turns to move the rock and pull on the string. This allows the rock to move around in a circle. To make a bigger circle and thus create greater force, the whole arm can move to aid in the pull of the string. As the person pulls the string around in a circle the rock is moved faster and faster until the range of the arm is at its peak. At this point, the rock is spinning its fastest. If we were to let go of the string the rock would fly in the direction it was last traveling. This is the opposite direction the hand was last moving; an example of the result of centripetal force. The range of the arm is a large contributor to the speed of the rock, just as the turn of the shoulders is a large contributor to the speed of the club head. When the shoulder stops turning on the through swing, the club head will fly in the direction it was last traveling. This is often viewed as a “flip of the hands” when really it is just the momentum of the club head (centrifugal force) continuing while the pull on the club (centripetal acceleration) has stopped. THE FLIPPING OF THE CLUBHEAD IS UNAVOIDABLE AT A CERTAIN SPEED. THE FASTER THE CLUBHEAD MOVES, THE MORE MOMENTUM IT HAS AND THEREFORE WILL EVENTUALLY FLIP PAST THE LEADING HANDS.

Kinematic Sequence: The kinematic sequence is the series of events that is set in motion from the left shoulder initiation and subsequent body turn, pivot, and eventual overtaking of the club head.

Our main goal in the through swing of the Square to Square Swing is to time the kinematic sequence to allow for contact with the ball prior to the overtaking of the club head. This will ensure all the alignments returning to the ball as they were pre-set in the address position. By leading the motion with the lead shoulder and continuing the movement through impact, we enable the pre-set unit to enter impact in a similar position to address.

Examples of the kinematic sequence in other sports exist everywhere you look. A pitcher leading the release of the ball with his body rotation and lean to the plate, his arm trailing everything until the eventual stopping of the body and release of the ball. The professional pitcher lets go of the ball at the wrists maximum velocity. The golfer will experience the greatest distance if his club head is pulled through the hitting zone just before the club head overtakes the leading hands. Imagine a batter in baseball as he hits a home run; his body is turned toward the field yet the barrel of the bat is square to the ball. He hasn't thrown the bat at the ball with his arms or hands. He leads the bat through the hitting area with the rotation of the body.



Footwork in the Through Swing: A lot has been said about the position and movement of the feet during the through swing. If you look at every golfer who has ever swung a club, you will see only a few similar characteristics. Mainly, the rotation of the body forces a certain amount of movement of the feet. Also, if the player uses extreme ground force to create power, his feet may leave the ground entirely. An example of excessive foot movement during the through swing is Bubba Watson.



Potential foot movement is similar to the club head wanting to overtake the leading hands; the faster the swing speed, the more potential movement. From a putt to a drive there will be an increasing amount of movement of the feet. From no movement with a putt to a possible lifting off the ground of the feet during the high speed driver swing.

Impact Alignments: The impact alignments are slightly different from the address alignments. While we have pre-set our handle position and grip from the start, once the kinematic sequence begins, the knees, hips, and shoulders will move dynamically to pull the club powerfully into the ball.

THE HIPS WILL BE OPEN AT IMPACT. THE SHOULDERS WILL BE SQUARE. THE WEIGHT WILL BE NEARLY 100 PERCENT ON THE LEAD FOOT.

Through Swing Feelings

Lead Shoulder Initiation:

It should feel as if the lead shoulder travels toward the target and then up in the initiation of the through swing. If the player is having trouble hitting a draw, it may help to feel as though the lead shoulder is moving out to the right (right handed players). This feeling helps to ensure an in-to-out swing path.

Kinematic Sequence:

The feeling of the sequence of events is similar to the feeling of throwing a baseball. You should feel the body unwind with the arms and club trailing. The pre-set position must be maintained and the handle must lead the club head to impact. You should feel connected through impact as if the body is driving the club through. The feeling of a slap or flip is due to a loss of the pre-set position.

Impact Alignments:

The impact will feel similar to the pre-set at address, however, you should feel 100 percent of your weight on your lead foot. Your shoulders may feel as if they are aiming to the right (right handed players). Hips may feel open.

[CLICK HERE TO WATCH THE THROUGH SWING VIDEO](#)

Chapter Five

Follow Through

Small Swings: The follow through is a function of the momentum of the body turn and the centrifugal force of the club head. AFTER IMPACT, THE FACE WILL REMAIN SQUARE TO THE PATH OF THE SWING FOR A LONG TIME. This means that the face of the club will point toward the sky. This is only possible because the shoulder movement continues to lead the club head and there is not enough momentum to overtake the leading hands.



Full Shots: In a full shot, the fixed hand position will break due to momentum and the club will continue to swing up and to the inside of the target line. The lead shoulder will reach a point where it can no longer travel up without the feet coming off the ground entirely. As this happens, the centrifugal force of the club head will pull the fixed condition of the hands and club out of their original pre-set position. This occurs after the ball has left the club head and will not effect the shot. The main thing we must try to avoid is a breakdown of the pre-set before impact.

Balanced Finish: If the body is in balance, the finish will leave the player standing primarily on the lead foot with their chest facing the target and the club high in the air. Holding this balanced finish should be easy if the golfer is using the body and shoulder turn to swing the club.

The completed swing can result in many different finishes. Depending on the swing speed, the length of the club, and the intention of the shot, there could be an infinite number of finish positions. What you need to remember is that as long as your intention through impact is sound, the finish and follow through will be the effect of the shot. In other words, the follow through is a result of many things leading to impact and beyond.

Follow Through Feelings

Small Swings:

The body will still feel as though it is leading the club head. The pre-set should still feel intact. The face, because it is still locked in position, will feel like it is pointing up along the path of the arc. You should feel balanced and centered over the middle of your lead foot.

Full Swings:

The full swing follow through will likely result in an overtaking of the club head. You must feel that the pre-set is intact through impact. It may help to feel as if you maintain the pre-set all the way to the finish, even though this may not be possible. If you feel like you make it well past impact, you will feel the compression of the golf ball against the face and the divot (for an iron shot) cleanly displaced from the ground.

[CLICK HERE TO WATCH THE FOLLOW THROUGH VIDEO](#)

Chapter Six

Learning the Square to Square Swing

Over the past few years I've researched nearly every swing style, method, and technique in the modern history of the game.

I have personally put these different techniques to the test in high level competition (tournaments) and I have experimented with these styles with my students.

I've found that, not only is the Square to Square Swing the simplest method to understand (conceptually), it is the easiest to learn and it delivers the most consistent results. But, there is a big difference between knowing the concepts of the swing and creating lasting, incremental improvement...

Think about how many times you've had a lesson, and for the next few days or rounds, you have measurable improvement.

Then, slowly, your old habits start to creep back in. After a week or so, you're back to square-one, or even worse off than when you started.

Why is this? Without a system to methodically in-grain the new positions, techniques, or swing thoughts, your brain will automatically start to return to what's "natural". So, you go back to what you have stored in "long-term muscle memory", and you regress.

For the rest of this chapter, you'll discover how to fix this, and ensure that you can build lasting improvement in your game while utilizing the Square-to-Square swing that you've learned in this e-book.

Because this approach is drill-based and very visual, I've put together a 3-part exclusive video series to assist / expedite your learning.

It's called the "Groove Course" and you can access it by joining as a free member to Sam Goulden Golf here:

[Click here to go to the Free Membership Join Form](#)

Here's the link if you want to copy / paste it:

<https://samgouldengolf.com/checkout/?rid=mCPV9H>

A great way to think about the process of learning the golf swing is to imagine the action of cutting a large tree in half. Imagine that you go out into the woods and find a huge fallen tree and your task is to cut it in half as quickly as possible.

Now, one approach would be to start taking huge cuts at it with a large axe. You would be exerting a ton of energy, and after some time, you'd probably have a big section of shallow, choppy cuts in the bark... not much progress for a lot of hard work!

However, instead, what if you start with a small saw and short, finite strokes to get a "groove" going? Once the groove is there, you grab a bigger saw and start making larger passes. Finally, when the channel is well-defined and grooved, you can make long passes with the biggest saw you can handle.

Efficient and focused!

This process takes diligence and patience but is clearly the best way to get the job done.

We'll use the same approach to "groove in" our golf swing. We'll start with smaller swings with a few simple objectives, and then gradually build-up to full swings.

This is the same process I use when I have the opportunity to work with a player in-person over the course of one to three days. I'll start by helping the student understand a very clear picture of the mechanics of the Square to Square swing. This process usually takes less than a half-hour.

The next step, the most crucial step, is to build a framework to groove these ideal mechanics into a consistent, repeatable, and reliable swing that produces pure contact and accurate ball flight.... A framework that the student can continue to use, even without me there.

Let's get started with the drills you need to "Groove It In".

Step 1: The Forward Divot Drill (See Video 1 of the Groove-Course)

The goal of this first drill is to utilize the Square-to-Square set-up and a short swing to generate the proper low-point of our swing.

I usually recommend a PW, 9 or an 8-iron for this drill

Start by ensuring the set-up keys that you learned in the earlier chapters of this book are in place:

Weight centered over the ball

Back foot (right foot for right-handed golfers) feels like it's on a "runners block", with pressure on the inside of the foot

Forward-press of the handle of the club to pre-set the impact position by pushing the hands forward

Note: Don't use a ball for this drill, but make a mental note of where the ball would be upon address.

From there, we want to use our square-to-square takeaway (shoulder-initiated) to take the club back until the club shaft is parallel to the ground or a little more (about a quarter to a half turn).

Then swing through by rotating back through while maintaining our preset impact alignments (Don't flip the club, and keep the clubface square to the path).

In my mind, I usually think the following while performing the drill:

Brace, Set, Turn, Turn:

- **Brace:** brace the back leg
- **Set:** preset the impact alignment by pushing the hands towards the target
- **Turn:** turn / backswing
- **Turn:** turn / throughswing

You want to try to take a divot with this swing. The goal is to have the beginning of the divot in-front of (relative to the target), or at least even with, where the ball would have been.

Don't be afraid to take some bigger divots here.

Remember that we want to encourage a "downward strike" on the ball, while ensuring we maintain our pre-set impact alignment (handle forward, hands in-front of the ball at impact) through-out our shortened swing.

Repeat this drill as many times as necessary until you can generate the desired

“forward divot” 3 – 5 times in a row.

Optionally, you can then progress to a longer club and repeat the same process, especially if you struggle with accuracy with your mid-long irons.

Again, go check out video 1 that [you can access after registering as a free member to my website here](#) to see the video that walks you through this process.

On to Drill #2.

Step #2 – The Go-To Drill (See Video #2 of the Groove Course)

After completing drill #1, we are confident that we can consistently create the desired low-point of the swing (in front of the ball).

Now, we’ll want to utilize the “Go-To-Drill” to ensure that we can generate the desired trajectory and accuracy from our short swing.

Again, go with a PW, 9 or an 8 iron for this drill.

We’ll use the same process that we did for the Forward Divot Drill, except this time, we are going to put a ball down.

Before you address the ball, pick out a target on the range (a bunker or pin about 60-130 yards out).

Our goal with this drill is to mimic the shortened swing we used in the Forward Divot Drill (take the club back to around parallel or just beyond) to strike the ball with a compressing blow, while maintaining our impact alignments that will lead to a square clubface at impact.

Because of the forward shaft-lean, the ball may come out with a lower trajectory than you’re used to.

That’s good. That’s what we’re looking for here.

The best ball strikers in the world (i.e. PGA Tour players) have much lower launch trajectories than the average amateur players because of this downward strike with the hands “in-front-of” the ball at impact.

If you strike the ball correctly, this small shot should feel / sound extremely “pure”. This means you’re compressing the golf ball properly... a result that great ball strikers experience on nearly every shot!

We’ll also want to be mindful of the accuracy of our shot relative to the target we picked out, especially in terms of directional accuracy (distance is secondary here because we’re using a shortened swing).

Usually when I’m performing this drill, I’ll take 3 “off-the-ball” practice swings to ensure I can create that forward divot, and then address the ball and hit a shot.

That means, for a bucket of 50 balls, I actually take 200 swings (3 practice + 1 on-ball shot)... that’s how you get those much needed reps!

I would encourage you to use this (3 Practice + 1 Live) formula for several reasons... but perhaps most importantly to burn this swing in to muscle memory.

Once you can hit 3 – 5 shots in a row with proper compression and accuracy, you can start to increase the length of the swing slowly until you reach a full swing. Also see drill #3 below, which will also help you with the process of progressing from shorter to longer swings.

If, at any point (while lengthening the swing), you lose the accuracy, forward divot or feeling of compression, shorten the swing back down until you re-achieve those goals.

Remember to maintain your pre-set impact alignments and keep your weight centered over the ball in the backswing. Be careful that you don’t start hinging your wrists and flipping the club as you increase the length of the swing.

Check out video 2 of the “Groove Course” to see me demonstrating the drill and hitting some live shots.

What you’ll discover is that, to generate penetrating, accurate ball-flight, you don’t HAVE to swing that “long” or that hard.

Each golfer is different, but look at Ernie Els. The guy kills the ball but his swing looks effortless. That’s called “Letting the Club Do the Work”.

Many of my students find that they can improve their distance and accuracy using

what they would have previously considered a “75%” swing, where, at the top of the backswing, the front arm is just above parallel to the ground.

On to Drill #3, the “Scoring Zone Drill”. In this drill we’ll talk about dialing in your wedges so that you can score from 120 yards and closer.

Step 3: The Scoring Zone Drill (See Video #3 of the Groove Course)

Definitely check out the video for this particular drill, but the idea is we want to take the consistent, pure contact that we created with a shortened swing in Drills #1 and #2 and convert it into a powerhouse wedge game.

If you’ve ever wondered how professional players are such good “feel” players... the answer is most them **aren’t. Here’s the real truth...**

When the tournament is on the line and your nerves are racing, you don’t rely on “feel” when you’re in the fairway, 110 out.

Professional golfers are human, just like you...they have nerves, emotions, and adrenaline that could turn “feel” into a disaster.

Instead, they have a tried-and-true, reliable table of position-based distances they know they’ll hit.

Here’s how you build that advantage into your game:

When a professional player is in the “scoring zone” (a distance that’s attackable with a wedge), they have a number of preset backswing positions that they know will go certain distances. They probably have 3-4 “positions” (based on length of backswing) per wedge, and that gives them pretty extensive coverage of any yardage within the “scoring zone”.

So, to start, let’s create 3 positions for each wedge in your bag.

Position 1 would be the position we established in the “Forward Divot” and the “Go To Drill” ...where the **your hands are waist-high at the “top” of your backswing.**

Position 2 would be the position where our **“front” (left arm for right handed golfers) arm is parallel to the ground at the end of the backswing.**

Position 3 would be a “75%” back swing, if a full back swing is a 90° turn, relative to your target line.

You’ll want to use the same swing thoughts as the forward divot drill and the Go-To drill (Brace, Set, Turn, Turn), ensuring that you’re maintaining the impact alignment throughout the swing, creating a downward (compressing) strike on the ball by ensuring the low point of the swing is on the target side of the ball, and accurately hitting your target line.

With each wedge, start at position 1 and hit at least 10-20 balls. Make a note of your “range” (longest shot – shortest shot) and “dispersion” (biggest miss left (# of yards) + biggest miss right (# of yards)). Put those two data points into your phone or write them down (believe me, you’ll forget if you don’t). Then progress to position 2 and repeat, then to position 3 and so on.

Do this with all 3 of your wedges, and you should have a chart that looks like this: (where negative (-) dispersion is a pull relative to target and positive (+) dispersion is a push relative to target):

Wedge	Position	Range	Dispersion
PW	1	50 – 59 yds (9)	10 (-7 to +3)
PW	2	70 – 85 yds (15)	12 (-9 to +3)
PW	3	99 – 110 yds (11)	9 (-5 to +4)
SW	1	40 – 48 yds (8)	6 (-5 to +1)
SW	2	62 – 75 yds (13)	8 (-4 to +4)

Etc....

Note: You’ll be able to download a printable version of this worksheet sent to you [in the Membership Area](#)

Every time you go out to practice, try to go through this process with your wedges. Not only will you get much more in-tune with your yardages, but the number of repetitions at different backswing lengths will benefit all of the other clubs in your bag as well.

Then, when you go out to play, take your latest / greatest “Scoring Zone Yardage Table” with you. Keep it in your scorebook and reference it when you’re in the scoring zone. If you have overlap between two wedges @ different positions, keep in mind the pin position and your dispersion when choosing your shot.

For example, let's say we're 72 yards from the pin and the pin is +12 from the center of the green (so center of green is 60 yards away). Using the example "Scoring Zone Table" from above, we **could** hit the position 2 pitching wedge or the position 2 sand wedge... but we'll take the SW because of the pin position and the lower dispersion.

Check out video 3 of the mini-course to see this drill in action.

Extending To Full Game Coverage

If you're looking for "Full Game Coverage" ... to learn how to build a consistent, accurate swing across all areas of your game, I have several free and paid courses available in the Member Area on [my website](#)

I truly hope this book and the training course has a profound impact on your game. I have seen the transformations of so many players' games through the exact process you'll get from the videos.

I would love to see you experience the feeling of knowing your swing, trusting it, and playing your absolute best for the rest of your golfing career. You know as well as I do that playing golf is a lot more enjoyable when you're setting personal bests every time out.

I really appreciate you taking the time to learn, what I feel is, the best way to play golf available, and I hope you'll reach out with any success stories, challenges or questions.

Conclusion

The Square to Square Swing has helped hundreds of golfers begin to play the game as it was intended to be played. So many players struggle with controlling the golf ball. They spend years trying to build a swing that can consistently move the ball in a similar direction. Many give up the game out of frustration.

I have seen the Square to Square Swing save golfers from utter distress. The reason the swing makes so much sense is that it is simple, repeatable, and produces consistent results. The ball control is incredible and the authority with which the ball is struck is euphoric!

Moreover, the Square to Square Swing can be learned very quickly. I have spent just a few hours with golfers and seen a complete transformation of not only their swing, but their attitude as well. Countless others have seen the videos or read the book and have had the same type of success. After seeing a consistent result in such a short period of time, they can't wait to get out on the golf course and perfect the newswing.

Now that you know what it means to swing with a square club face, reach the bottom of the arc after striking the ball, and maintain the pre-set alignments through impact, what are you waiting for? Get out there and try it!

[Click here to visit the Sam Goulden Golf Website](#)

Good Luck and Happy Golfing,

Sam

Video Links

[Set Up](#)

[Take-Away](#)

[Transition](#)

[Through Swing](#)

[Follow Through](#)

[Original Square to Square Swing Video](#)

[Free Membership to Sam Goulden Golf](#)