



FREE PLAYBOOK FOR GOLF COACHES

Keep them swinging.

How to turn one-off lessons into golfers who stay for years. The 6 moments golfers drift away, 8 habits that keep them booking, and messages you can send today.

6

moments golfers are most likely to drift away

8

habits that keep golfers booking season after season

6

copy-and-send messages, plus a goal bank for every stage

• WHY THIS MATTERS

One regular golfer is worth years of lessons.

Golf coaches rarely struggle to sell a first lesson. The coaches who grow are the ones who turn that lesson into a golfer who keeps coming back, and keeps improving.

\$2,400

One golfer, two lessons a month, for a year

2 lessons a month at \$100

× 12 months

= **\$2,400 a year** from one golfer

\$7,200+

The same golfer over three years

Three years of lessons, before you count playing lessons, clinics, simulator time, club fitting or the partner and kids who start in your junior program. Lose them after their first pack and all of that walks away.

Replacing a golfer means ads, discounted first lessons and hoping they rebook. Keeping one means a clear plan, visible progress and a few well-timed messages.

Most dropouts are predictable. Golfers rarely quit out of nowhere. They drift away at a handful of moments every coach will recognise, and each one is a chance to step in. The next page shows you where they are.

Where a golfer's value really comes from

Lesson packs

The steady base: private lessons, booked in packs of five or ten, with a plan behind them.

Extras

Playing lessons, clinics, simulator sessions and short-game schools for golfers who already trust you.

Word of mouth

Golf is social. A golfer who drops five shots brings their playing partners, partner and kids.

Figures are examples. Swap in your own prices, weeks and currency.

The 6 moments golfers are most likely to drift away

Know when golfers drift and you know when to step in. Watch these six closely.

AFTER THE FIRST LESSON

1

“That was great. I’ll let you know.”

The lesson goes well, then nothing is booked. A week later they’re back on the range alone, practising the old swing.

Do this: book the next lesson before they leave the bay.

WEEKS 3–6

2

Worse before better

A swing change feels awkward and scores go up for a while. Without a reason to trust it, they go back to what they know.

Do this: warn them early and show the progress on video.

PACK RUNS OUT

3

The last lesson is used

The pack ends and nobody mentions the next one. Golfers don’t decide to stop. They just don’t rebook.

Do this: offer the next pack in the second-last lesson.

WINTER AND WET WEATHER

4

The season breaks

Rain, cold and short days cancel lessons. Each cancelled week makes the next one easier to skip.

Do this: move lessons indoors or to the simulator.

AFTER A BAD ROUND

5

“I’m just not improving”

One bad competition round and the golfer decides lessons aren’t working, even if their numbers say otherwise.

Do this: show their progress against the goals you set.

KIDS HIT THEIR TEENS

6

Juniors drift off

Junior golfers get busy with school, other sports and friends. Group sessions start to feel like they’re for little kids.

Do this: build a squad or a pathway they can grow into.

Quick exercise: think of the last five golfers who stopped booking. Which moment did each leave at? Most coaches find one or two moments explain most of their dropouts. Fix those first.

Habits that keep golfers booking season after season

1 Never let a first lesson end without the next one booked

The first lesson is where most golfers start, and where many stop. The fix is simple: book the second lesson before they pack up their clubs.

TRY THIS

- ✓ In the last five minutes, agree **one goal** and book the next lesson to work on it.
- ✓ Offer a **starter pack** of three or five lessons at a small saving over single lessons.
- ✓ Send a short **lesson summary** and their swing video the same day, while it's fresh.

2 Coach to a plan, not just a lesson

Golfers stay when they can see where they're going. A lesson that fixes today's slice is nice. A plan that gets them to break 90 keeps them booking.

TRY THIS

- ✓ Agree a **season goal** in plain words: "break 90", "get my handicap under 20".
- ✓ Break it into **three or four steps** you work on across the pack.
- ✓ Check progress against the plan every **fourth lesson**, so the golfer sees the path.

Ready-made goals for every stage

Pick two or three goals per golfer and adjust them to suit them. These are examples to adapt, not official standards.

STAGE	FULL SWING	SHORT GAME	ON THE COURSE
Beginner First lessons	Make solid contact with a 7-iron 7 times out of 10	Chip onto the green from 10 metres	Play 9 holes with the group
Improver Handicap 36–25	Hit driver in play on 8 of 14 holes	Get up and down from a greenside bunker	Break 100 for 18 holes
Club golfer Handicap 24–13	Shape the ball both ways on the range	Two-putt from 10 metres, 9 times in 10	Break 90; play to handicap
Low handicap Single figures	Control distance with every wedge, within 5 metres	Up and down 50% from inside 30 metres	Compete in club and pennant events

Before you set a new goal, check three things

Consistency

They hit the current goal on most attempts, on the course, not just on the range.

Confidence

They trust the change under pressure, in a real round with a card in hand.

Practice

They practise between lessons. A golfer who never practises will struggle with the next step.

Write the goal where they'll see it. A goal that lives in the golfer's app, with their swing videos next to it, gets practised. A goal they heard once in a lesson gets forgotten.

3 Show them the swing, not just tell them

Golfers trust what they can see. A before-and-after video does more than ten minutes of explaining.

TRY THIS

- ✓ Film **one swing at the start and one at the end** of each lesson.
- ✓ Share the clips in the app with a **two-line note** on what changed.
- ✓ Keep a **swing library** per golfer so you can show them how far they've come.

4 Make the academy feel like a club

Golfers stay where they have people to play with. A golfer with no one to play with is the first to drift.

TRY THIS

- ✓ Run a monthly **academy nine holes** or scramble for your golfers.
- ✓ Pair new golfers with a **playing partner** at a similar level.
- ✓ Celebrate out loud: a first par, a handicap cut or a club championship result, shared the same day.

Keep it specific: "Your club face was square at impact on 8 out of 10 swings today" means more than a long, general summary. Specific beats long, every time.

5 Have a plan for bad weather

Rain doesn't end the season. Cancelled lessons with no plan do.

TRY THIS

- ✓ Set a clear **weather policy**: you call it by a set time, and lessons move or become credits.
- ✓ Move lessons to **simulator or indoor bays** where you can.
- ✓ Run **winter short-game and putting schools** to keep the habit going.

6 Give golfers practice between lessons

Golfers improve on the range, not just in the lesson. A golfer who practises the right drill comes back better, and stays.

TRY THIS

- ✓ Set **one drill** after each lesson, like "20 balls with the alignment stick, every range visit".
- ✓ Let golfers **tick off practice** in the app so you can see who's doing it.
- ✓ Praise the practice, not just the score. Scores follow practice.

Watch your diary: evenings and weekend mornings fill first. If they're always full, move beginners to quieter times and raise your peak-time price.

7 Act on three quiet weeks

Golfers rarely say they're stopping. Gaps in bookings come first. If a regular hasn't booked for three weeks, they're already drifting.

TRY THIS

- ✓ Check each week for golfers with **no lesson booked** in the last three weeks.
- ✓ Send a **personal message**, not a promotion: "How did the new grip go at the weekend?"
- ✓ Offer an **easy way back**: a 30-minute check-up, a playing lesson or a clinic.

8 Rebook before the pack runs out

The end of a pack is when golfers decide. Make carrying on the easy option, before the decision even comes up.

TRY THIS

- ✓ Offer the next pack in the **second-last lesson**, with the next goal already agreed.
- ✓ Offer a **monthly plan** so lessons roll on without a decision every few weeks.
- ✓ Ask anyone who stops **one question**: "What's the main reason?" Patterns tell you what to fix.

Make staying the default: when rebooking takes one tap and leaving takes a decision, more golfers stay. Monthly plans do this best.

6 messages you can use today

Swap in the words in teal and send by SMS, email or your app. Short and personal works best.

After the first lesson

HABIT 1

Hi **name**, great first lesson today! I've held **day, time** for your next one so we can work on **goal**. Confirm here: **link**.

Weather call

HABIT 5

Hi **name**, it's too wet for today's **time** lesson. I've moved you to the **simulator** at the same time, or book another slot here: **link**.

Swing video

HABIT 3

Hi **name**, here's your swing from today. Look at the **club face at the top**. That's the change. Drill this week: **drill**.

Quiet weeks

HABIT 7

Hi **name**, how did the **new grip** go at the weekend? Happy to do a quick 30-minute check-up. Grab a time here: **link**.

Goal reached

HABIT 2

Hi **name**, you broke **90**! That was the goal we set in **month**. Next step: **new goal**. Let's plan it at your next lesson.

Pack running out

HABIT 8

Hi **name**, you've got **one lesson** left in your pack. Your next **5-lesson pack** is ready here, same time each week: **link**.

Send them from one place. When messages live in one app instead of your personal phone, any coach at your academy can pick up a conversation and nothing gets lost.

Know your retention rate

Golf lessons don't run in neat terms, so measure it monthly. It takes two minutes and tells you whether your new habits are working.

$$\frac{\text{Golfers who booked last month and this month}}{\text{Golfers who booked last month}} \times 100 = \text{Retention rate}$$

Example: 120 golfers had a lesson in March. 96 of them had a lesson in April too. That's $96 \div 120 \times 100 = 80\%$ retention. You kept 96 of last month's 120 golfers.

Your monthly scorecard

Fill it in at the start of each month. Splitting by stage shows you exactly where golfers are leaking out.

MEASURE	HOW TO WORK IT OUT	MONTH 1	MONTH 2
Retention rate	Use the formula above		
First lessons that rebooked	First lessons that turned into a second		
Lessons per golfer	Total lessons ÷ active golfers		
Packs renewed	Packs that ran out and were bought again		
Quiet golfers	Regulars with no booking for 3 weeks		
Weather credits used	Rained-out lessons that were made up		
Top reason for leaving	From your one-question exit check		

Watch the trend, not one number. If most of your losses happen when packs run out, that's where to put your effort next month.

A simple plan to get started

You don't need to do everything at once. Pick up one or two habits a week and they'll soon be part of how you coach.

WEEK 1

See where you stand

- ☐ Work out last month's retention rate
- ☐ List the last five golfers who stopped, and at which moment
- ☐ Write your weather policy

WEEK 2

Fix the first lesson

- ☐ Book the next lesson at every first lesson
- ☐ Build a starter pack
- ☐ Send a summary and video after each first lesson

WEEK 3

Coach to a plan

- ☐ Set a season goal for every regular
- ☐ Film start and end swings
- ☐ Set one practice drill per lesson

WEEK 4

Lock in the next pack

- ☐ Offer the next pack in the second-last lesson
- ☐ Message every golfer with three quiet weeks
- ☐ Book your first academy nine holes

Tip: put a reminder in your calendar for the first day of every month to fill in the scorecard on page 10. Small, steady improvements add up fast.

Run all 8 habits without the extra admin

Every habit here works with a spreadsheet and a phone. They're far easier to keep up when your software does the remembering. That's why we built Outcoach.

Lesson packs that track themselves

See lessons left on every pack, and offer the next one before it runs out.

Goals every golfer can see

Set goals from golf templates and update progress after each lesson.

Swing videos in one place

Share clips and notes in the golfer's app, next to their goals.

Weather moves in one go

Move a day's lessons to the simulator and tell every golfer at once.

Quiet golfers flagged

See who hasn't booked for three weeks before they drift away.

Practice drills at home

Set drills golfers tick off between lessons.

Turn one-off lessons into regulars

Outcoach brings private lessons, packs, clinics, junior programs, simulator bookings and payments into one app, with AI that does the admin for you.

Start your free trial at outcoach.io

Questions? Email support@outcoach.io and a real person will get back to you.