

Golf Tip of the Month – April 2020
“Centeredness of Contact” and its effect on driver distance.

Have you ever swung harder at a golf ball and somehow the shot went shorter than expected? I usually see this problem with my own game coming out of winter. It could be that I’ve been swinging too hard at the simulators or I’m just not as flexible as I was last August. Or maybe I’m just not hitting the center of the clubface...

Take a look at the picture below. This image shows the loss of ball speed in MPH if your ball impacts on certain areas of the driver face (metrics measured for a 100mph swing speed).

-2 MPH from too high and center... -7 MPH from a low toe. But what does this mean Kyle?

Well, every mile per hour in ball speed equals about 2 yards in carry distance. So, if you swing your hardest but hit the ball off the bottom center of the clubface you are actually losing around 12 yards of carry distance JUST from the centeredness of contact. You could lose around 18 yards carry distance from a ball striking the low heel of your driver.

The red 0+ represents a possible gain in yards from my personal favorite driver shot, “The Power Toe.” This is not always the most accurate golf shot, but because the toe of your driver is rotating faster than the heel it is possible to gain speed from the rolling clubface. But only if struck closer to the face’s center.



With all that taken into consideration here is my tip and a drill:

If you want to get off to a great start this spring, try to practice hitting the golf ball off the dead center of the clubface. Always start with a slower, 50% speed swing and work your way up to full speed. Here’s a drill to try into the net.

- 3 swings off dead center 50% swing speed/tempo
- 3 swings off dead center 70% swing speed/tempo
- 3 swings off dead center 90% swing speed/tempo
- 1 swing as hard as you can off the dead center

Once you’ve completed this the first time around, try again but don’t move onto the next swing speed before you hit 3 in a row of the current speed. If you are an elite ball striker, you can even penalize yourself by starting over from the beginning if you miss the center of the clubface at any speed. Let me know if you complete the drill (in a row for each speed? In a row for the whole drill?). We can test your distance on the launch monitor when we get back outside.