



ACTIVMOTION BAR™

Golf Fitness Training and Sales Manual

Overview of Content

- About the ActivMotion Bar
- Science and Methods of Use
- Using ActivMotion Bars
- Warm Up Vs. Training
- Selling ActivMotion Bars
- References



Why Golfers Need The ActivMotion Bar

Many golfers go to great lengths to improve their game, often spending thousands of dollars on equipment, taking a slew of lessons or looking for that “miracle cure” gimmick accessory. What most golfers don't understand is that even with the best equipment and lessons, they may never experience significant improvement if their bodies cannot move correctly due to weak and tight muscles. As an old saying in the golf community emphasizes, “it's not the arrow, but the Indian.” While technology has made tremendous improvements with equipment, the body is still the machine that creates the force and power in golf. The club is just an extension of the body. Body mechanics and athleticism play a massive role in the ability to make a sound, fluid swing that will provide distance and accuracy.

The Solution:

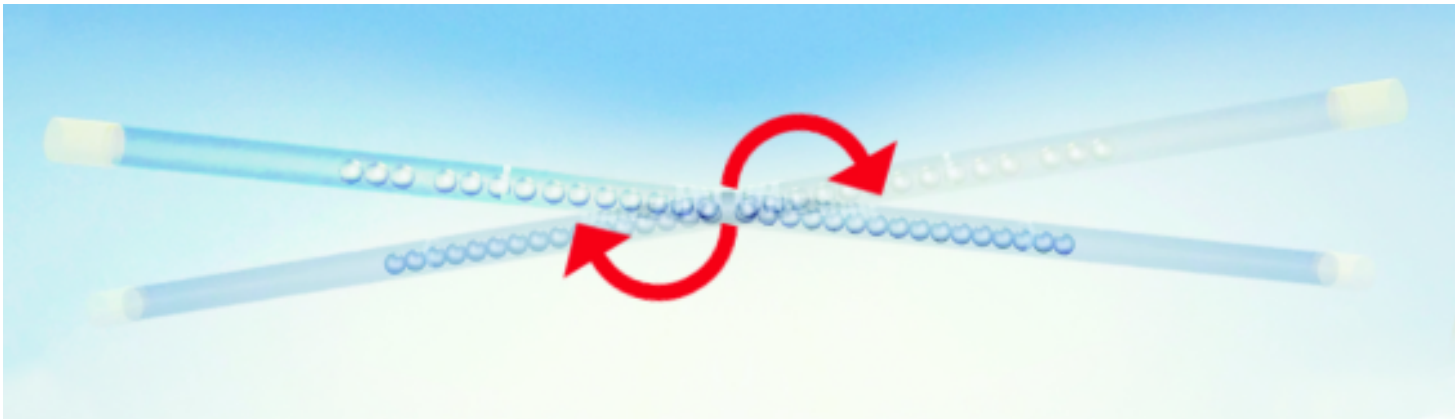
ActivMotion Bars provide golfers with a simple, effective means of activating, lengthening and strengthening the key muscles involved in the golf swing. The innovative features of the dynamic ActivMotion Bars make them uniquely effective in improving performance at the range and on the course.



What Are ActivMotion Bars?

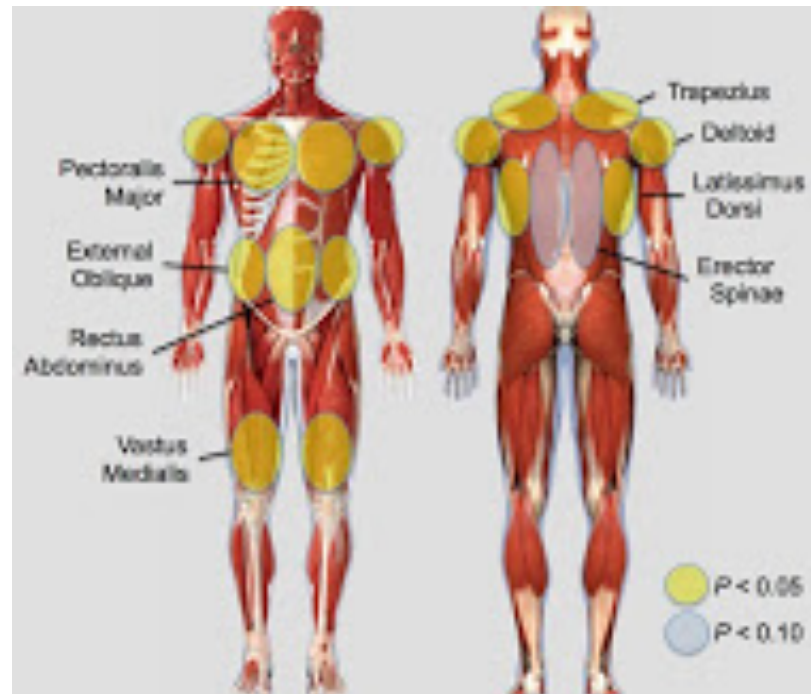
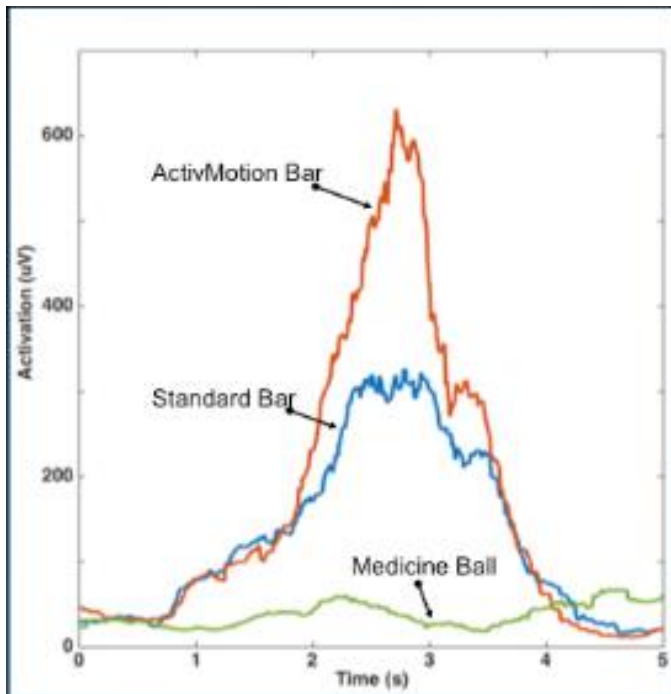
ActivMotion Bars are hollow and partially filled with rolling steel weights that glide smoothly, gently and quietly within. As golfers use ActivMotion Bars in their warm up and/or training routines, the dynamic shifting resistance inside the bars helps golfers activate, lengthen and strengthen their core golf muscles for better performance.

ActivMotion Bars are available in two different lengths. For golfers only interested in warming up pre-practice or pre-round, we recommend our 4.5 pound bar which measures 4 feet in length and fits easily into a golf bag. For golfers focusing on golf fitness training, we offer our 6, 8, 10, 15 and 18 pound bars that measure 5- feet in length.



Science Behind ActivMotion Bars

The University of Michigan Human Movement Innovation Lab conducted a study that compared the muscle activation results from using a variety of training tools. The study found that the shifting resistance inside ActivMotion Bars caused every tested muscle to be activated up to 173% more than standard fitness tools. The core muscles (muscles located from the ribs to hips around the body) were especially “turned on” by ActivMotion Bars.





Using the ActivMotion Bar for Warming Up

Lots of golfers don't like to work out. That's why the 4.5 pound ActivMotion Bar exists. This shorter 4 foot ActivMotion Bar easily fits into a golf bag for a dynamic warm up prior to play or practice. Because core muscle activation can be increased up to 173% more with the ActivMotion Bar, that activation will produce looser, stronger core muscles for longer drives and greater accuracy. All from only 5 minutes of preparation. Dynamic warm ups have been shown in clinical studies to help golfers achieve up to 30 yards more on their drives as opposed to not warming up at all. Keeping an ActivMotion Bar in the golf bag and using it for just 5 minutes with four simple drills will significantly help improve performance and also reduce the risk of injury.

Using ActivMotion Bars in Golf Fitness Training

Golfers who choose to commit to a resistance training program for health and golf improvement benefits will opt to use heavier, longer ActivMotion Bars. In this training mode (versus warm up mode), golfers use their ActivMotion Bar in various exercises shown in the ActivMotion Bar Golf Fitness Training DVD to build core strength, stability and balance.

Using the Bar's White Grip Lines



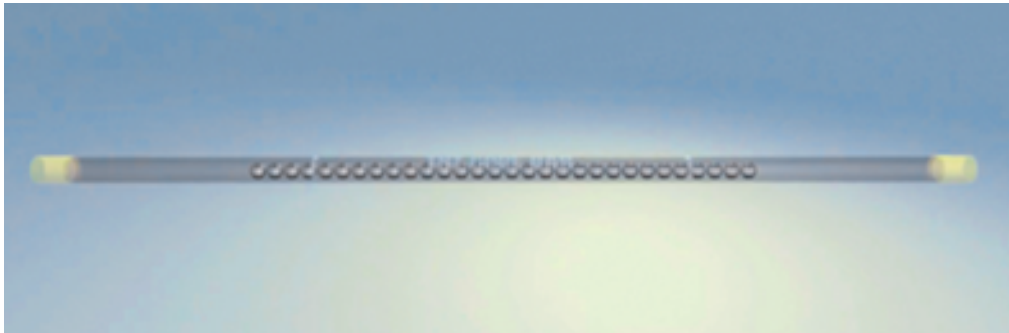
When demonstrating or teaching how to use ActivMotion Bars for warm up or golf fitness training, first instruct your client to locate the white grip lines marked on the bar.

During most movements, users should have their hands on these grip lines in order to maintain a balanced grip and symmetry.



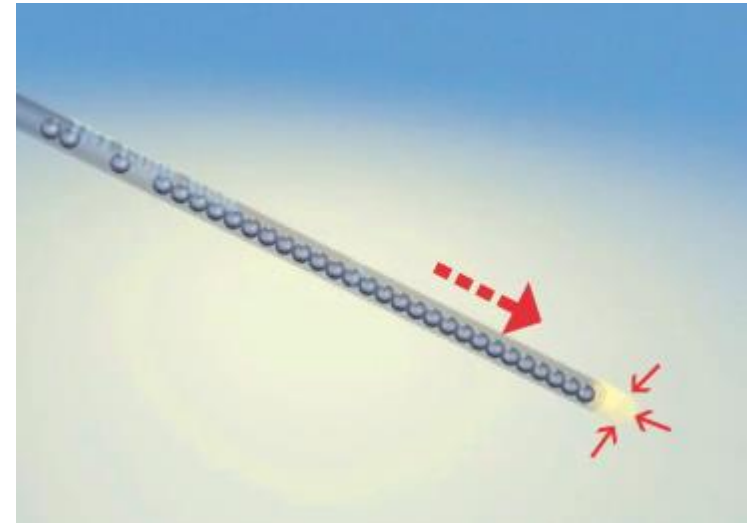
2 Modes of Use Based on Bar Position

There are 2 primary ways of using ActivMotion Bars within both the warm up and fitness workout protocols:

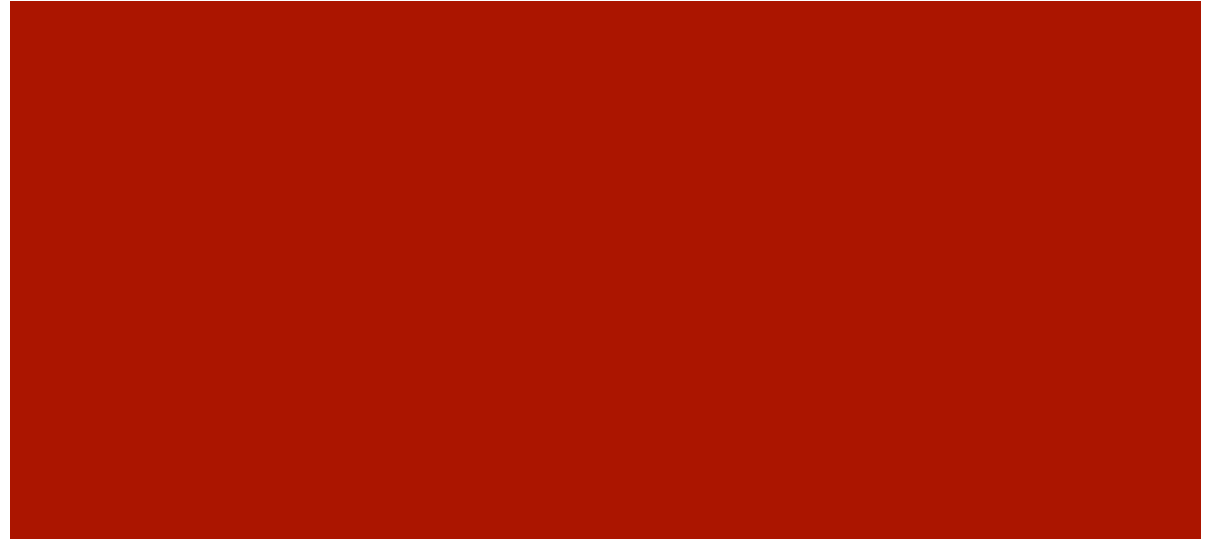


1. Balance and core stability movements where the client is striving to keep the bar parallel to the floor and the internal weights centered and quiet.

In both the Warm Up and Golf Fitness Training modes, clients will use their ActivMotion Bar in both of these modes of use.



2. Dynamic bending and twisting movements where the bar is purposely tilted and tipped so that the internal weights all shift to one end.



1. Balance and Core Stability Movements

In Balance and Core Stability movements, the goal is simply to try to keep the weights inside the bar centered and the bar parallel to the floor as you engage in the exercise. This is challenging to do, and at no time will the weights inside the bar completely rest in the center. The weights will always be moving slightly, causing your core to engage and your balance to be challenged! Just do your best to keep the internal weights as centered as possible. And never let the weights inside the bar rest at one end.



2. Dynamic Bending and Twisting Movements

During more Dynamic movements in the warm up or golf fitness training mode, golfers purposely tip and tilt the ActivMotion Bar as they bend and rotate their body (very similar to how they would move when warming up with a golf club).

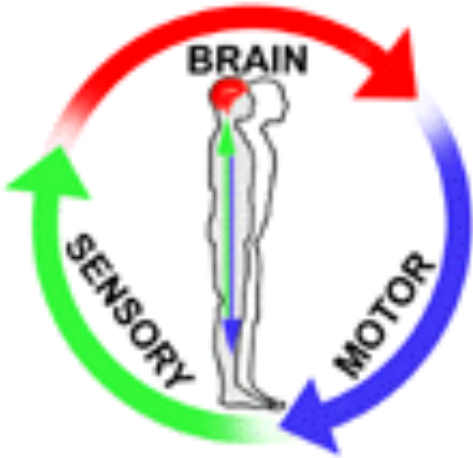
During the bend or rotation, momentum generated by the weights inside the bar shifting to one end gently causes the core muscles to engage, lengthen and strengthen.

During these movements, “rhythm” must be found so that the internal weights move in sync with the body as it bends and/or rotates. Timing the movement right is key to getting into a smooth rhythm.

Be sure to instruct golfers that as they engage in a bending or twisting movement, the tip of the bar on the side they are bending or twisting towards must be pointed down to the ground in order for the internal weights to shift to the end of the bar. This will provide the necessary audible and physical feedback to maintain proper sequence through the motion.



Feedback



The ActivMotion Bar provides an audible and physical feedback to let clients know if they are performing the movement correctly. This occurs by listening and feeling the weights move within the bar as they shift from one end to the other.

During exercises where the bar is kept parallel to the floor, clients should try to keep the bar “quiet” as they attempt to “feel” the weights in the center of the bar.

During the bending and twisting movements, audible feedback will be louder as the internal weights fluidly shift from one end of the bar to other and clients load and unload their bodyweight.

All of this training builds mind-muscle awareness and coordination, which many golfers lack.



Using ActivMotion Bars

The primary uses of the ActivMotion Bar are:

Golf Warm Up



Golf Fitness Workouts



Warm Up

When utilizing the ActivMotion bar in warm up mode, the goal is to warm up the muscles in a proper kinematic sequence; first, the lower body, then the upper body and then the arms. This sequence will allow the body to utilize ground up force and will activate key muscles that are utilized in the golf swing.

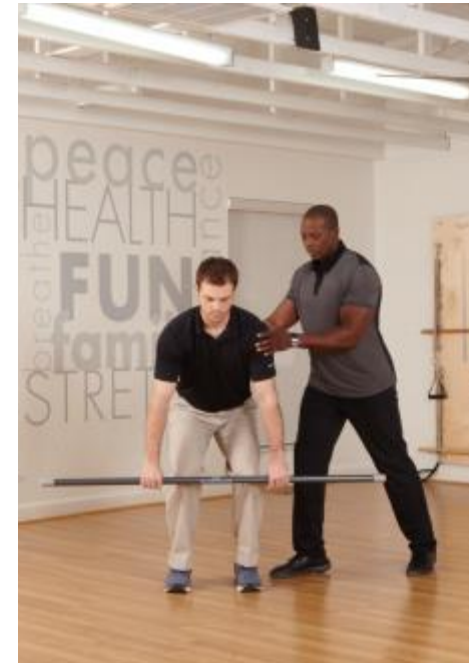
- In the warm up mode, we utilize the 4.5 pound ActivMotion Bar that is 4 feet in length.
- You will first focus on mobilizing the lower body, core, chest, back, and arms through 4 simple drills.
- From there, you should have the client engage in the fifth and final drill - the full swing motion - to engage lower body and upper body as one unit. This will train the proper kinematic sequence, creating a proper neuromuscular sequence as well (mind-body movement creating a consistent proper movement).



Golf Fitness Training Workout

In the golf fitness training or workout mode, have a client utilize the 6, 8 or 10 pound bar to provide more engagement of the key muscles utilized within the golf swing.

The “sell” here is that ActivMotion Bars and its golf fitness program contained on our Golf Fitness DVD will improve rotational strength, stability and athleticism for long term health and golf performance benefits.



Teaching Cues

During movements that simulate a golf swing, the load shifting inside ActivMotion Bars from backswing to downswing allows golfers to find rhythm and teaches them how to load and unload, increasing Kinematic Sequence of their swing: lower body, upper body, then club coming from the top of the swing.

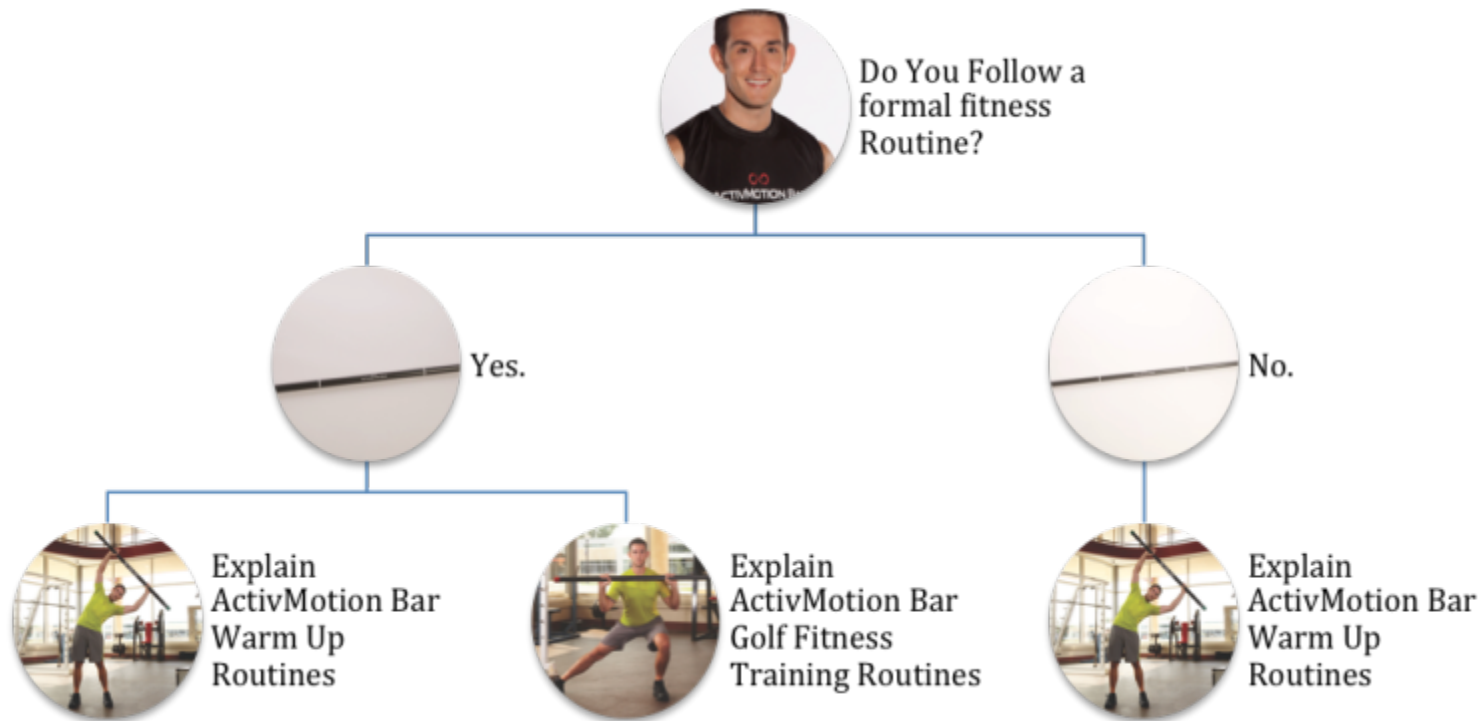
When training with the bars during golf specific movements, the golfer should be able to maintain stability at the end of the movement that confirms that the kinematic sequence is correct. If the golfer loses stability either during or at the end of the movement, then the sequence is incorrect.

- Kinematic sequence creates efficiency and transfer of weight.
- Transfer of weight in correct sequence and compression creates power.
- Power = Distance



Best Practices for Sales

- When selling ActivMotion Bars, first seek to understand your potential customer's goals in terms of golf performance and fitness. Follow this flow chart to determine how to explain which ActivMotion Bars and programs are best to meet the client's needs and goals:



Best Practices for Sales Continued

Warm up

Have a demo bar to use before lessons. Put the 4 foot, 4.5 pound bar in their hands and take them through the simple 5 minute warm up routine. Immediately after the clients use the ActivMotion Bar in the dynamic warm up, have them hit 2 or 3 balls and they will feel the difference immediately since their muscles are warm, loose and prepared. Clients will perform better and feel like they are making more progress (because they are!)

Workout

If your potential customer exercises, then explain both the ActivMotion Bar warm up and training routines, because they will likely see value in both methods of use (these customers may want to buy the 4 foot bar for warm ups and the longer bars for fitness training).

Sales Ideas

- Put ActivMotion Bars on the driving range or first tee along with the dynamic warm up chart so that people can experience the tremendous warm up benefits they provide.
- Stock ActivMotion Bars in the pro shop and market to anyone looking to improve their game. The Golf Fitness DVD (seen to your right) comes with the purchase of any ActivMotion Bar far added customer value.
- Utilize ActivMotion Bars in your training sessions and sell them to clients for use on days where they are not training with you.
- Obtain a unique discount code from ActivMotion Bar and direct people to purchase on the AMB website using your code. You will receive a referral stipend for each sale.



Selling Cues

- ActivMotion Bars activate, lengthen, strengthen and condition the primary core muscles that are needed for consistency, accuracy and distance better than any other training aid. This is because the dynamic shifting resistance inside the bars works to engage the areas of the body that golfers are typically the most weak or tight in, conditions which hinder performance improvement.
- Using the ActivMotion Bar, clients will condition their core muscles (primarily the internal and external obliques) to strengthen and engage through a functional range that will allow them to maintain proper spine angle throughout the golf swing. This will allow golfers to maintain their club on plane as well as staying down on the ball and increasing the compression rate at impact.
- Maintaining spine angle creates consistency (repeatable movement)
- Consistency creates accuracy (ball is going in the same direction)
- Staying down at impact creates compression (trapping the ball)



References

- www.activmotionbar.com
- [Golf Fitness Movement Library \(20 exercises\)](#)
- [2015 PGA Merchandise Show](#)
- [Golf Fitness Workout](#)
- [Golf Fitness Warm Up](#)





ACTIVMOTION BAR™

