



SCPGA FACILITY PATHWAY CHECKLIST



WEBSITE OR PGA.COM PROFILE WITH SCHEDULING TOOL

RESOURCES:

PGA.COACH - CONTACT ANTHONY LEONE TO ADD A SCHEDULING COMPONENT TO YOUR PROFILE - THIS IS A COMPLIMENTARY SERVICE AS PART OF YOUR PGA MEMBERSHIP. YOUR PGA.COM PROFILE NOW SERVES AS A SCHEDULING AND REGISTRATION TOOL.

[PGA.COACH](#)

[USCHEDULE](#)

HAVING AN EASY WAY FOR PARENTS TO FIND OUT MORE INFORMATION ABOUT YOU AND YOUR PROGRAMS AND SERVICES IS A GUARANTEED WAY TO SAVE TIME AND INCREASE REVENUE. PROGRAM OPTIONS SHOULD BE LISTED AT LEAST 6 WEEKS IN ADVANCE WITH CLEAR DESCRIPTIONS, PRICING, AND REGISTRATION OPTIONS.



DATA CAPTURE TOOL OR METHOD

IF YOU CURRENTLY UTILIZE A REGISTRATION TOOL YOU ALREADY HAVE A DATABASE CREATED. IF YOU DO NOT CURRENTLY UTILIZE A REGISTRATION SYSTEM, YOU CAN EASILY CREATE A SPREADSHEET OR GOOGLE FORM THAT YOUR STUDENTS CAN FILL OUT BEFORE A FIRST LESSON.

DATABASE MANAGEMENT IS CRITICAL TO KEEP YOUR CUSTOMERS AWARE OF THE DIFFERENT PROGRAM OPTIONS AVAILABLE TO THEM. IT ALSO OFFERS AN OPPORTUNITY TO ENGAGE AND RETAIN YOUR CLIENTELE. CONSISTENCY IS KEY, WHETHER A BI-WEEKLY OR MONTHLY EMAIL MAKE SURE YOU ARE CONSISTENT IN THE AMOUNT

OF COMMUNICATION YOU SEND (BONUS POINTS FOR SENDING AN EMAIL OUT ON THE SAME DAY EACH MONTH). IF YOU DON'T HAVE TIME TO CREATE AND SEND CONSISTENT EMAILS I HIGHLY RECOMMEND RETAIL TRIBE IN WHICH THE PROCESS IS COMPLETELY AUTOMATED. THE SCPGA ALSO RECEIVES A SUBSTANTIAL DISCOUNT ON BEHALF OF ITS MEMBERS.

[RETAIL TRIBE](#)



MARKETING RESOURCE

WHETHER ONLINE OR IN-PERSON - HOW DO VISITORS TO YOUR GOLF COURSE OR CLUB KNOW WHO YOU ARE OR WHAT YOU DO? HOW ARE YOU REACHING POTENTIAL NEW CUSTOMERS OUTSIDE YOUR FACILITY? FOR HELP WITH A CUSTOMIZED MARKETING PLAN CONTACT ANTHONY LEONE.

LEARN HOW TO MARKET FROM CHRIS LOHMAN [HERE](#)



COACHING TOOLS AND AIDS

TO BE UPDATED SOON!



CURRICULUM AND GAMES

[DISCOVERY GOLF](#)

[OP 36](#)

[US KIDS COACHES FORUM](#)



SOCIAL MEDIA

SOCIAL MEDIA CAN BE A USEFUL TOOL OFFERING POTENTIAL CLIENTS INSIGHT INTO WHO YOU ARE AND WHAT YOU DO. ONCE AGAIN CONSISTENCY IS KEY! IF YOU AREN'T TECHNICALLY SAVVY PAY A PERSON WORKING AT YOUR CLUB TO HELP YOU POST.



REVENUE TRACKING

A COACH OR PLAYER DEVELOPMENT PROFESSIONAL IS ONE OF THE MOST VALUABLE ASSETS A CLUB HAS. TRACKING REVENUE/SPEND IS THE KEY TO LEVERAGING YOUR VALUE. WHETHER IT'S MORE COURSE OR RANGE ACCESS OR A LOWER SPLIT HAVING QUANTIFIABLE DATA IS CRITICAL IN SHOWING YOUR VALUE AND HELPING TO CREATE WIN/WIN SCENARIOS FOR BOTH YOU AND YOUR FACILITY.