

# 2,200-year-old mathematical theory combines with space-age computer design and CNC manufacturing to produce **The Putting Arc®**.

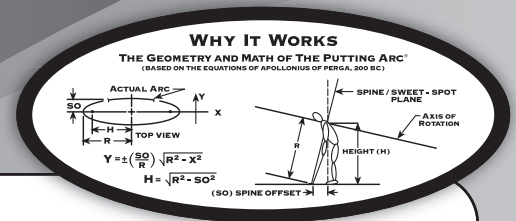
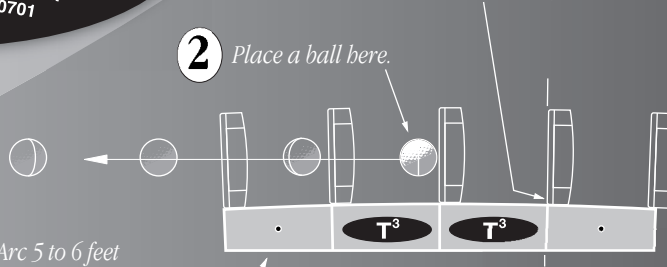
## Now you can feel, see, and learn the Perfect Putting Stroke.

### Three Easy Steps to the Perfect Putting Stroke



Learn the "arc type" stroke used by the vast majority of the modern-day touring pros.

- 1 Place Putting Arc 5 to 6 feet from golf hole with this edge aligned 2" left of hole and anchor to green with golf tees.
- 2 Place a ball here.
- 3 Make a smooth stroke keeping the clubface aligned with the lines on The Putting Arc and the heel always in contact.



### The Putting Arc works because...

1. It is based on a natural body movement which can be quickly learned and repeated. Results can be seen in several days; thousands of repetitions are not required.
2. The clubhead travels in a perfect circle of radius R, on an inclined plane. The projection (or shadow) of this circle on the ground is a curved line called an ellipse, and this is the curve found on **The Putting Arc**.
3. The putter is **always** on plane (the sweet spot/spinal pivot plane). The intersection of this plane with the ground is a straight line, the ball/target line.
4. The clubface is always square to the above plane. It is only square to the ball/target line at the center line on **The Putting Arc**. You are learning an inside to square to inside putting stroke.
5. The lines on the top of **The Putting Arc** show the correct clubface angle throughout the stroke, including a square initial alignment.  
**This concept is as important as the arc itself**, and it is a patented feature of **The Putting Arc**.
6. In this perfect putting stroke, there is only one moving part. The hands, arms, and shoulders rotate as a unit. No manipulation of the hands or arms is required to follow the correct path with a correct clubface. It happens automatically.
7. There are only 2 ways for the putter to travel straight back and straight through...
  - 1) The spinal axis of rotation must be horizontal.
  - 2) You have to manipulate the clubface and clubhead path during the stroke.

Both are unnatural, require many moving parts, and are difficult to repeat consistently. **The Putting Arc can cure the bad habits you have formed trying to make the putter go straight back and straight through down the line, and it will teach you the precision needed to be a consistently great putter.**

**Important Note:** Do not attempt to move the putter head in a curve! With a correct setup, the heel of the putter will perfectly track along the face of the Putting Arc, and this will happen automatically because the putter is moving on an inclined plane – just like in a full swing.

## What should I know about The Putting Arc?

If you ask 20 people how the putter should move back and through the ball, 18 would say “straight back and straight through.” Unfortunately this is incorrect for the majority of golfers. In order for the putter to move straight back and through, the golfer must swing the putter on a plane which is absolutely vertical or perpendicular to the ground. The spinal axis of rotation must be horizontal. Most golfers cannot do this, and their putting plane is at an angle which lies between horizontal and vertical. Therefore, the perfect putting path would not be “straight back and straight through.”

Instead, it would travel back and through on an arc. Apollonius of Perga, who lived between 262 BC and 190 BC, was the first to calculate the measurements of this arc, and **The Putting Arc** was created using his formulas.

Because the Putting Arc is based on an ellipse created from a very large circle, it fits most golfers from under five feet tall to well over six feet tall, if their stance and set-up are correct. It is also **non-adjustable**, so if it works today, it will work just as well five years from now. You will always have a benchmark for your putting stroke, something to come back to if your stroke ever gets off-track.

**The Putting Arc** will enable you to create a pure putting stroke in which the putterhead moves back (and slightly upward and inward at the same time) while the face of the putter stays square to the “putter path” instead of the “target line.” This enables the proper closure on the ball and the proper release of the putterhead.

**The Putting Arc** uses geometric dimensions to make certain the player obtains the correct stroke path, proper putterface closure, and proper putterface release during the stroke. **The Putting Arc** ensures the proper stroke path and face angle, which leads to a lot of “made” putts.

**The Putting Arc** is built from the golf swing and putting concepts of Homer Kelley, Mark Evershed, Ben Doyle, Mike Shannon, and VJ Trolio; the Conic Section formulas of Apollonius; and the applied mathematics of Joey Hamilton. Without the information these men gave to the game of golf, **The Putting Arc** could never have been created.

## Tournament Results:

**The Putting Arc** has now been used by over 850 touring pros since it was introduced in 2003. These pros have recorded 852 wins worldwide, with 151 wins in 2009 alone. In 2010, known **Putting Arc** users won 8 majors on the four main pro tours (PGA, Champions, LPGA, & European). Not one of these pros is being paid to use **The Putting Arc**!

The tournament and award winners listed below have one thing in common, **The Putting Arc**:

2006 Indiana Open, 2006 Mississippi Women's Amateur, 2006 Texas Women's Amateur, 2006 USGA Women's Mid-Amateur, 2006 USGA Women's Senior Amateur, 2006 Mississippi Women's Senior Amateur, 2007 USGA Junior Girls Championship, 2006, 2007, 2008 NCAA Women's College Player of the Year, 2007 and 2008 Mississippi Open, 2007 USGA Women's Mid-Amateur, 2008 NCAA Women's Championship, 2008 South Carolina Women's Match Play Championship, 2007 and 2008 Mississippi High School Individual State Championships (6 out of 12), 2009 US Open, 2010 US Open, 2010 PGA, 2010 USGA Men's Amateur, 2010 Women's Open, 2010 Mississippi Men's Amateur, 2010 Mississippi Women's Amateur, 2009 and 2010 Mississippi Boys' Junior Amateur, 2010 PGA Professional National Champion and Illinois PGA State Champion.

14 of the 24 2010 Ryder Cup contestants now use or have used **The Putting Arc**.

## Most golfers have some very logical questions about the “arc-type” stroke...

*How far, if at all, should the putter move inside the target line on the backstroke? How far, if at all, should the putter move inside the line on the through stroke? Should the putterface remain square to the target line or the putter path?*

*These are questions which affect your mind's ability to decide how you will putt.*

## The answers to these questions lie in The Putting Arc.

The frustrations golfers feel on the golf course come from their lack of knowledge concerning the details involved in golf. Sure the putterhead works back inside the target line, but how much? Sure the putterface opens and closes, but how much? When is a putt straight back and through? When does a putterhead begin to move to the inside a little?

Consider Tiger Woods' comment in his book, *How I Play Golf* (2001): “The straight-back-and-through path is especially important on putts of five feet or less, where I'm not hitting the ball very hard. On longer putts, where I'm forced to turn my shoulders more in order to take the putter back further, the putterhead tends to move to the inside a little.”

***This quote demonstrates that the player has two options:***

1. Learn a stroke which moves along **The Putting Arc**.
2. Learn two strokes (one which is straight back and through and a second which moves to the inside a little on the way back and through).

Learning a single, pure putting stroke is complex enough; it is not advisable to learn two. If it were, why not learn five or six different swings for draws, cuts, straight shots, hooks, etc.?

Does the putter ever move straight back and straight through? It may be just a matter of how precise your measuring device is. The putting stroke which appears to be straight back and through on a four-foot putt is the same as the putting stroke which appears to move inside back and inside through on a twenty-foot putt. **These are not two separate putting strokes; they are the same putting stroke which can be learned by using The Putting Arc.**

## An Important Note:

Your **Putting Arc** should give you many years of service if the heel of your putter is smooth. Before using your **Putting Arc**, check your putter for nicks or scratches on the heel and file or sand them smooth if you find any.

For Instructional CD-ROM go to <http://www.theputtingarc.com/puttingarc/pages/mediacenter/videos.htm>

For full 12-page color brochure go to [http://www.theputtingarc.com/images/PuttingArc\\_UserManual.pdf](http://www.theputtingarc.com/images/PuttingArc_UserManual.pdf)