



User Guide

Make sure the club face is clean and dry before attaching the Impact Label. Align the label so that the center of the target covers the center of the club face. Each Impact Label should last for 6-8 shots and should be changed when you can no longer discern which impact was made by your last swing. To remove the Impact Label, start by lifting a corner. The Impact Label will remove easily and leave no residue.

Our goal at Direct Impact Golf is to help you gain distance, accuracy and consistency by striking the ball in center of the club face. Many golfers struggle with a lack of “consistency” in their game. This is a result of making inconsistent contact. Shots struck away from the center of the club face cause losses in distance and directional control. With Direct Impact Golf’s Impact Labels, you’ll see where you are making contact. You can then make the necessary corrections to start consistently making centered contact to hit the ball longer and straighter with more control.

Our Impact Labels are designed to help you self-diagnose and self-correct. This User Guide addresses common faults and fixes related to impact. If you’re still struggling after practicing with the Impact Labels, following the recommendations below, and trying different swing ideas on your own, contact a local golf professional in your area.

In addition to the specific swing fixes below, always check that you have the proper setup. Often, a correction can be made before you even swing the club. In general, if you are hitting near the toe of the club, try moving an inch closer to the ball at set up. If you are hitting near the heel, try moving an inch further away at set up. And if you are hitting too high or low on the face, try adjusting your tee height.

HIGH TOE CONTACT



High toe contact results in a ball flight that starts high and to the right and usually doesn't come back.

Hitting high on and near the toe is usually the result of a coming down with too steep an angle of attack into the ball. A steep angle of attack usually results from a weight shift towards the target during the backswing (instead of properly shifting weight away from the target during the backswing and toward the target at impact).

THE FIX

1. Focus on proper weight shift during the swing: shift your weight away from the target during the backswing and towards the target through impact.
2. Focus on flattening your swing plane by feeling the club working more around your body than up and down. Make a full turn with your shoulders rather than lifting the club with your arms.
3. Finally, maintain your posture and spine angle at address (the line from your hips to your head) throughout the swing.

HIGH CENTER CONTACT



Congratulations! You are making centered contact (heel to toe) but just need to bring your impact point down closer to the vertical center of the clubface. Directional control should be fairly good with this strike, but you are losing distance. Hitting high on the face usually results from having too steep an angle of attack into the ball.

THE FIX

1. Make sure you have the ball teed up properly. The rule of thumb is to have the top half of the ball visible above the top of the driver at address. This should allow you to strike the ball slightly on the upswing 1 to 2 degrees.
2. Focus on trying to hit the ball slightly on the upswing instead of swinging down steeply at the ball.
3. Get the feel of a flatter angle of attack by taking some slow-motion practice swings where you bring the club head into the ball level to the ground about a foot behind the ball.

HIGH HEEL CONTACT



High heel contact is commonly caused by too steep an angle of attack combined with taking the club too far to the inside on the backswing.

THE FIX

1. To combat a steep swing, focus on taking the club back straight and low to the ground, rather than lifting it quickly and bringing it to the inside or behind you.
2. Get the feel of a flatter angle of attack by taking some slow-motion practice swings where you bring the club head into the ball level to the ground about a foot behind the ball.
3. Focus on maintaining your posture throughout the swing and not letting your hips move in towards the ball.

LOW TOE IMPACT



Making impact low and near the toe can have many causes. The common culprits include not making a full shoulder turn or coming out of your posture during the swing. The club is coming in too high above the ground at impact causing a low strike on the face.

THE FIX

1. Check that you have the ball teed to a proper height with the top half of the ball visible above the driver head at address.
2. Focus on making a full turn with your shoulders. Let your hips to rotate (but not sway away from the target) to allow you to make a full shoulder turn.
3. Make slow-motion practice swings where the clubhead comes into the ball level with the ground. This should help you avoid releasing the clubhead too early and reaching the low point in your swing too far behind the ball.

LOW CENTER IMPACT



Congratulations! You are making centered contact (heel to toe) but just need to bring your impact point up closer to the vertical center of the clubface. Directional control should be fairly good with this strike, but you are losing distance due to low launch and high spin.

THE FIX

1. Focus on maintaining your posture and spine angle throughout the swing. Standing up and moving your hips in towards the ball is stopping you from getting club back down to the ball at impact.
2. Flatten your swing plane by keeping the club closer to the ground for longer during your takeaway.
3. Experiment with tee heights and find one that enables you to come into the ball level or 1-2 degrees on the upswing to make contact slightly higher up on the club face.

LOW HEEL CONTACT



Making contact low and in the heel is a distance and directional control killer. Low heel contact is usually caused by issues with maintaining posture and a downswing that comes too much from the outside.

THE FIX

1. To address the low strike, focus on coming into the ball more level rather than steeply down.
2. To address the heel strike, start your backswing by taking the clubhead away low and straight back along the ground rather than abruptly to the inside.
3. Focus on maintaining your posture throughout the swing and not standing up or moving your hips in towards the ball during the swing.