

WRITING SAMPLES

Sample 1: Got fairways?

“Tall grass feeds the cattle”

Stop becoming your foursome diner main course. Make the switch that will help you hit more fairways and it will make you look like a Pro in front of your buddies.

“Tired of picking up the tap at the 19th hole”

Stop working overtime to pay your golf buddies drinks and snacks... make the change. You can do it.

“Golf was meant to be played in the shorter grass”

The longer you play from the shorter grass, the more relaxed you will be on the green.

“Always hit the fairways”

You have heard that playing from the fairways will help you improve your chances to lower your scores.

“Club down and hit longer!”

Finally, we have the driver that plays like a 3 wood and it makes you look and hit like a PRO.

“Play smarter not harder”

Tiger always club down to keep it on the fairway to be the leader of the pack. Why you don't do the same? It is easy.

“It is not a dream no more”

There is a driver that looks like a 3-wood and feels like a 3-wood but it hits like a driver.

“Let the big dog eat”

Now you can be the hotdog of your foursome. You can hit 20 to 30 yards longer without sacrificing accuracy.

This is what other golfers just like you are raving about!

Ron G from Pompano Beach, FL –

I have played already 6 rounds of golf and by using the MiniDriver from TaylorMade. I have hit 80% more fairways and shaved 4 strokes of my regular game. It is just awesome, fun and simple to play with the MiniDriver!

Liz P from Albuquerque, NM –

I am a junior high school student that loves golf and never made the varsity team at my school. I have been playing with the MiniDriver for 3 straight weeks. I had the chance to show off in front of my High School Golf coach and he could not believe how I managed to beat two of her team players in match play. I hit more fairways than his players. This fact gave me the opportunity to improve my regulation greens by 40% at the city course. At this pace, I can become a walk on player next year and earn a spot in my school qualifier tournament. Thank you TaylorMade for creating such an unbelievable club.

Mary F from Rancho Cucamonga, CA –

I am a mom of three beautiful and talented young golfers who think that Mom's can't keep up with them at the course. Well, ever since I requested my free MiniDriver from TaylorMade, I have been hitting all of my fairways without exception at our club. Now, I get the chance to be putting on regulation 60% more often than before. My three kids are jealous because they did not sign up to test such a practical club. Now, I am hitting my drives 20 yards longer and down the center of the fairway every single time. And my kids just can't believe is me who is putting the pressure on them this time around. I have never had so much fun playing golf in my life. Thank you TaylorMade, I got it made on the course. LOL

Mario V, Alexandria, LA –

I am an Orthodontist and second year golf aficionado. Needless to say, that I am 20 years behind all of my friends and colleagues when it comes to golf. I needed an urgent boost of confidence in my regular game to fight off the constant bullying from my foursome on Saturdays. Ever since I committed to play two rounds of golf a week and test my MiniDriver every single time. I have been hitting all of my fairways 90% of the time. I have regained confidence on my pitching and putting and I have shaved off 7 strokes of my overall score. No more mister nice guy, paying the drinks at the 19th hole. Thank you to my friends at TaylorMade. I need more clubs like the MiniDriver to become the ultimate golf that I have always dreamed to be.

“The future is here, no more lost strokes”

As promised in our initial sign up invitation, you can try our Mini Driver for free and if you are not completely satisfied you can return it for free no questions asked. Just pay the initial freight to send you the club the freight back is on us. The only commitment that you agreed to do for us is give us your feedback for 4 straight weeks while playing 2 times a week. Your feedback will be welcome at our blog: minidrivertaylormade.com. Also, as a token of our gratitude for trying our Mini Driver by TaylorMade we

will send you a free TaylorMade golf polo shirt and a sleeve of 3 TaylorMade golf balls absolutely free at the end of the trial period.

And remember, now you can club down with our MiniDriver as if you were using a 3-wood with the power of your driver and the control of your 7-iron. The Mini Driver was made for speed and a lot of extra yards in the process. No more Mr. Nice guy! No more sacrificing distance for fairways. Have your burger and dessert in one. Your foursome buddies will hate you even more when you are dancing on the green and they are still struggling to make get there on regulation. You can leave your driver and your 3-wood at home and your bag will be lighter thanks to the Mini-Driver from TaylorMade.

Thank you very much for signing up to our test program. And remember, we have enough new golf clubs that you can try for FREE and start changing your old clubs to our new technology of golf clubs to help you be the golfer that you only dreamed of becoming.

Best regards,

Sisco McBee

VP of Marketing
TaylorMade