Golfer’s Insoles - Ground for Leverage

The golf swing shares basic athletic motions used in other sports. For example, we all know that the ground is a linchpin for creating power in baseball, football, lacrosse and nearly every sport where you need to throw or hit a ball. Why should golf be any different?

There is a legendary letter Ben Hogan wrote to his doctor. The letter has stick-figure drawings that Hogan drew for his doctor, demonstrating the ‘coil’ he made with his body in the backswing. Hogan explains that as he coiled into his braced, flexed right leg, he tried to move the inside of his left knee all the way over to almost touch the inside of his right knee, and also squeeze both of his inner thighs together as he coiled. Doing so created an artificial correction against natural swaying.

The reason why Hogan was so obsessed with this backswing is because when properly done it allowed him to simply push off of his back foot to release all of the power stored there. Hogan believed that when the backswing is properly made, it put him in the perfect position to push off the ground with his right foot and optimize his swing. Sound complicated? It doesn’t have to be.
Hogan realized backswing is the key to improving power and accuracy potential. Just like removing a lug nut, the best way to make the job easy is to improve your leverage.

The most common hurdle for most golfers is hip sway. In the above photo, the golfer on the left is moving his hips back with the golf club, which is the natural motion of the body. Recalling how important leverage is (which is gained from pushing off the ground with your back foot) study the above photo for a second before reading on.

Hip sway does two things, first it eliminates any leverage from pushing off the back foot (since pushing off in that position is counter to the direction you are swinging) and second it rotates the yaw of your hips slightly causing your club face to not land square on the ball intermittently. This causes slicing and hooking. In other words, power and accuracy are nearly impossible when hip sway is involved.

The most common drill to combat this hip sway is to put a golf ball under the outside of your back foot and stand that way with your foot ‘leaning’ towards the target. You can really push off of that back foot when a golf ball is under the outside of the foot for support and you can’t get your hips or knees back to sway.

Give it a try and see if using the ball to leverage (or “push off”) of the ground will give you the same feeling that a pitcher has in baseball when he pushes off the mound and throws that fastball over home plate.

On to our product; our company creates custom insoles that improve athletic performance. These products are perfectly fitted to each
individual’s foot (see the bottom of this PDF). When we developed our golfer’s model we wanted one thing; performance. We know that golfers don’t care how comfortable something is. Frankly, if there is something uncomfortable out there that will shave strokes they always choose that product. Our insoles are comfortable (or your money back) but their design isn’t comfort. They are wedged (raised) on the back of the outer foot to shift your weight and prevent hip sway while vastly improving leverage.

There are many gimmicky products on the market that do this but they are all flagrantly visible, obvious, impractical and illegal in the field of play. These insoles simulate the golf ball under foot drill but we use dense foam EVA instead of a hard golf ball, so you get the benefit without the feeling of walking around with a knob in your shoe. Also they fit inside your shoe so they are 100% invisible. No one will ever even realize you are wearing them.

Furthermore, they can be tried with no risk. Once you purchase and have the insoles made just try them out. We offer a no questions asked money back guarantee. The intent of these insoles is to improve your handicap. So that’s how we gauge them. Run 18 holes. If you don’t shoot better than you ever have before (short game not withstanding) contact us and we refund your money. Period. Full stop. We believe in this product.

Product specifics:
• Immediately alters and improves your handicap or YOUR MONEY BACK! Best golf guarantee on the market. Not a gimmick.
• 100% custom and discreet. Not bulky like other solutions. Prevents slicing, hooking and improves power transfer. No one knows you are using it.
• Our golfer's custom insole has aggressive arch support that is naturally pronated to simulate a wedge on the backside of the foot. This wedge prevents hip sway that causes contact with an open club face, leading to slicing.
• Improves your game from the ground up. Our months of biomechanical research and field testing have resulted in these custom premium performance insoles for golfers. The custom shapes deliver greater stability and smoother power transfer through every drive, chip & putt.
• Special stiffening and pressure distribution zones provide improved stability and dampening. This has a positive effect on the feet, the knee axis, the hip and the dorsal muscles. Designed on an individual level, a Podiatrist will create your insole specifically based on your foot impression.
• 3x EVA layers (photo) and a heavy layer of impact reactive Porow to reduce shock forces, a reinforcement webbing and an antimicrobial top cover. Will fit any shoe. Prevents bacterial infection such as athlete's foot, and eliminates odors. To find out more, see an explanatory letter to you from our owner below.
• Prevents swaying full stop.
• Puts 90% of your body weight on your back leg, allowing you to "push off" the wedge, like a starting block for a sprinter.
• Turns hip towards target with no through required. Trains your hips to build a smooth and powerful swing.
Custom manufactured for left or right handed people. Custom specifics are collected after you order.

A Letter From The Boss

Robert Salmon here with FootMindBody.com. I’m a pharmacist and I wanted to thank you for clicking on our web link in seeking to find out more info about our custom golfer’s insoles. There is a lot of data about our company at our homepage.

http://footmindbody.com

One can find out about our fitting process and how this works below. For a quick rundown, basically when you order a pair of insoles from us we send you a “foam impression box” in the mail that has a return label on it (our cost on the return postage). Once you get that box, you will follow the directions to make a mold, aka impression, of your foot. We ask for a few other things, like if you tend to hook or slice, are you experiencing any foot pain, what type of shoe you wear and if you have any specific philosophy of use for the insole, IE: golf, running, walking, protection ect.

Once you finish the impression, you will drop that back in the mail to us for free (your postal carrier will pick it up from your house for free too). When we get it, we scan it with a 3D laser scanner and our computer software makes a perfect 3D image of your feet. A Pedorthist will examine the virtual feet in the computer
and use that same software to create a pair of perfectly fitted insoles for you. The software makes the insole match your foot perfectly and the Pedorthist him/herself will make changes based on what they see on your virtual feet and the notes you make in your kit. For example, if our Pedorthist sees that you have a low arch and you say you want the insole for golfing, the Pedorthist might raise that arch a little bit above where your natural arch should be, to increase support and reduce pronation. He also has the ability to change the heel cup, the met head placement and any parameter you could think of. We may need to contact you via e-mail before we finish this process or you can call us directly (below) to discuss what you want out of the insole.

Once the insoles are designed for both your feet, they are then altered to perfectly match your individual shoe. So if, for example, you wear a size 7 New Balance, we have that shoe on file and can make sure the insole fits perfectly without alteration. After everything is perfect, we send it over to the milling machine which replicates exactly what is on the computer. We take it off, add some extra layers for anti-microbial purposes which also serve to add padding and a slick adjustable texture.

We use the most expensive materials available for this and we've been doing it for years. We make about 15,000 pairs a year. Our process is the fancy version of what your local podiatrist can give you, except we are also a lot cheaper because our Podiatrist are on salary, not commission (also most individual podiatrist can't provide a large milling machine like ours, or develop the software needed to create the insoles) so they have to use the inferior heat treatment method or the compression method.

We've got a special on insoles right now, and a brand new Golfer's Insole that is tearing up the fairway.

Use the coupon code: sale20 on checkout and it'll give you an additional 20% off.

Below is the contact info for our customer service department. Call us if you want to speak, or email me. We're here for you and we offer a full product warranty and a 100% money back guarantee. Everything, including our customer service is 100% custom. Give us a shot and you won't regret it.
Thanks for your time.

FootMindBody – It Fits Your Life
Customer Service Department
Toll Free 888-647-6034
Phone 662-647-6605, Cell: 662-809-0713
Fax: 888-377-2224, email: orderdept@footmindbody.com
How we create your custom insoles

1. First we use our IQube scanner to scan your foam box impression. Find out how to start this process here.

2. A 3D computer generated image of your foot is then created using CAD based software.
3. Next a certified Pedorthist examines and identifies certain anatomical points on your foot scan.

- Locate key points
  - C – centre of heel
  - 1 – 1st Met head
  - 5 – 5th Met head
  - A – Arch apex of scan

- Axis of Scan = 1st/5th midpoint to centre heel point

NB: Position the points with respect to orthotic creation process

4. Then all aspects of your scan are examined by the Pedorthist to determine how to best design your insole.

5. Our certified Pedorthist examines your foot 3D foot model and prescribes a geometric style that the computer will build your insole around. The actual notes are very
technical and may look like: 1/20 2 degree left flat Foot/Low Heel strike/Over Pronation 17 degree/17mm suggested apex/flat fifth ray
the rearfoot cross-section profile

- Range 0-90
  - 0 = Circular
  - 50 = 50% flat, 50% circular

6. The computer selects an apex arch height during the examination to index your foot in the computer. The Pedorthist verifies this selection. Precision down to the millimeter is required to ensure a perfect fit.

7. All aspects of the foot are measured and processed by the computer.
8. At this point, our Pedorthist begins to input data to fit your insole to your particular shoe. S/he uses your trace image, sizing information and even brand to match your shoe. Remember our insoles fit your foot and your shoe, two very different things, so they have significant processing done to match both.

9. The goal is to make sure your custom orthotics match your shoe just as perfectly as they match your feet.
10. Once these settings are input the Pedorthist tasks the computer to generate an insole candidate using the software.

11. Once we are satisfied, we scan the other side of your foam box and repeat the process for your other foot.
12. Then we send your insole data over to our Freedom milling machine. We use the material for your specific model of insole. IE: Athletic model uses a different material than the Diabetic model. Product descriptions go into detail with this data.

13. Once your insole is milled, we finish it and add the non-EVA layers to the insole. We also double check the insole against your foam box impression and your insole trace outline to verify very high surface contact. There are many
QC checks that each individual insole goes through at this stage.

14. Finally, we package and ship out your new insoles to you. Enjoy!

That is how we make our custom inserts.