



## **PGA.com Coach Profiles**

### **Frequently Asked Questions**

**May 18, 2020**

#### **What is the new mission for PGA.com?**

- To inspire golfers in their golf experiences.
- To support golfers wherever they are on their golf journey, through direct engagement with PGA Professionals.
- We are providing helpful content, tools and services, supported by a number of PGA and partner digital resources.

#### **How do PGA.com Coach Profiles Support that Mission?**

- The profiles provide a PGA-branded way for PGA Coaches to create a new digital presence on PGA.com
- This is the first step for consumers to find an ADM-certified Coach that can help them with their golf journey

#### **How would you briefly describe the new Coach Profile Pages on PGA.com?**

- These are “*interactive web pages*” that provide a digital presence on PGA.com
- They, in essence, provide a coach with a personalized website within PGA.com
- They will be PGA-branded as [www.pga.com/coach/your-personal-brand](http://www.pga.com/coach/your-personal-brand)
- They are at no cost to PGA Professionals

#### **Who is eligible to create a PGA.com Coach Profile?**

- PGA Members and Associates in good standing who are also ADM-Certified through PGA.Coach

#### **Where do I go if I want to get ADM Certified?**

- On PGA.Coach: <https://pga.coach/#get-started>

#### **How long does it take to get ADM Certified?**

- Typically 3 hours
- Members earn 3 MSRs

#### **If I'm already ADM Certified, where do I go to start filling in my PGA.com Coach Profile?**

- <https://pga.coach/next-steps/>

**Do I need to log in on PGA.com to get started?**

- Yes, and it's the same login you use for PGA.org.
- Following the link from PGA.Coach
- <https://pga.coach/next-steps/>

**Is there a cost for PGA.Com Coach Profiles?**

- No

**What if I started, but haven't finished ADM Training?**

- As soon as you complete your ADM certificate, and as soon as PGA Membership has your completion data, you will be able to start your coach profile
  - If you haven't yet completed your ADM training, visit PGA.Coach to begin (3 hour of video-supported training)
  - Those PGA Professionals who have completed ADM training are eligible to use the new Coach Profiles available soon on PGA.com.

**Can I include my social media links in my Coach Profile?**

- Yes

**Can I include video in my Coach Profile?**

- No, not at this time.

**What are long-term goals of the site and platform?**

- PGA.com seeks to connect consumers with coaches for engagement
- This should also provide a value proposition for each party
- We want coaches to create and retain golfers so that those golfers and their families have the best opportunity to enjoy the game for many years
- We need to ensure member value from PGA of America efforts, value for our owners, and value for facility owners

**Explain how consumers will interact with the platform?**

- PGA.com will launch a search function on PGA.com this summer to search Coach Profiles based on an individual consumer's needs.
- Then consumers may engage with one or more coaches on PGA.com and at local golf facilities
- Think of it as the "Open Table" restaurant reservation app for golf

**How will coaches interact with the new PGA.com Coach Profiles?**

- Earn ADM Certification via PGA.Coach
- Use PGA.Com to create a Coach Profile
- Update your Coach Profile from time to time with new content about you and your services.
- Be sure to include your social media sites on your coach profile.

- Update and expand your photos on your coach profile
- Collect new and compelling consumer testimonials on your profile
- Share your PGA.com Coach Profile with your consumers

**What does it mean to consumers for a PGA Professional to be “ADM Certified?”**

- The PGA confirms that the ADM-certified coach has completed their PGA.Coach training under the principles of the American Development Model. The ADM was created by the U.S. Olympic Committee and developed in collaboration with golf’s governing bodies..
- This means that ADM-Certified coaches are specifically aware of the objectives, goals, benefits and approaches to use, for the benefit of golfers at any stage and age range.

**Is there a cost for coach profiles?**

- No

**Who do I contact for more info?**

- Buffalo Groupe is providing member support for the project on behalf of the PGA for the PGA.com team:
  - Phone: **(833) PGA-PRO1 which is also (833-742-7761)**
  - Email: [CoachProfiles@pga.com](mailto:CoachProfiles@pga.com)
- Or contact Jon Colclasure, Director, Platform Engagement, at PGA [JColclasure@pgahq.com](mailto:JColclasure@pgahq.com)

**Where do I get the photo I took during the PGA Merchandise Show?**

- Buffalo Groupe will be emailing your photos to you.
- Note, you can also use your photo for purposes other than Coach Profiles

**Is there a video I can watch to learn more about Coach Profiles?**

- A planned video is in progress.

**Is there still a Directory for all PGA Professionals on PGA.org?**

- Yes
- <https://directory.pga.org/>

**What’s new on PGA.Coach?**

- A new video series titled 'the future of coaching'. 3 MSRs for the course.
- Enhancements to the mobile app based on user feedback; enhanced assessment function and increased ADM content
- Consumer facing content series for the coach to share with their customers about 'why' they coach the way they do.

**How can industry companies/partners/tech interact with Coach Profiles?**

- We'll have a partner affiliate model with several types of needs

- Partners will be able to provide expanded offers on the Coach Profiles, some of which will be to connect the consumer and coach more directly
- We'll work to integrate these into a coach-consumer platform