

Travel Series: The Road to Par

Synopsis:

Hannah is new to golf; she's caught the perverbial "bug" as they say. The only problem: she really has no idea what the fuck she's doing. Sure, she can swing fast and aim in the general direction of the hole, but that's about it. Strong wrist? Wide stance? Straight arms? Sounds a lil homophobic if you ask me (kidding we obviously wouldn't say this). She needs a guru, a mentor, a wizard with a farmers tan. Anyone that can lead her to the promised land: Par.

And the beautiful thing about mentors, they come in all different shapes and sizes. There's a reason Harry Potter didn't conquer that bald dude in book one. He got spells and shit along the way from all kinds of pals; the werewolf, the ginger, that one ghost who cried all the time. Anyway, the point is, she's gonna need all the help she can get. So, let's give it to her. Her skills are low, but she's high on tenacity and a willingness to learn. That, paired with a smart ass attitude and an undisputed universal charm equals one major recipe for success.

The Jist:

Have Hannah meet with as many of Golf Digest's "50 Best Teachers In The World" over the course of a year(?) and track her progress. Watch as she takes lessons from some of the best and drive them to the brink of insanity with her insufferable sarcasm and inability to grasp their high level concepts of the game.

JUST KIDDING! She'll be a natural. And by the end of the series she will be making par regularly and maybe, just maybe, Aaron will let her be in some long form series.

A fun and interactive way to get people learning golf. Hannah is like the crash dummy they use in car demonstrations; you gotta see how well she fairs in a Lexus versus a Hummer, amiright?

Deliverables:

- Main focus: long form content for St.Andre Youtube Channel and adjacent platforms.
- Short Form: Trailers for upcoming lessons
- Long Form: Full segments (lesson and play included)
- Ex: Chris Como at Dallas National G.C Dallas
 - >Chris Como: 57.8k followers
 - >Dallas National: 757 Followers

Video Set-Up:

- 15-20 minutes (perhaps shorter)
 - >mini episodes
- focus being a one hour lesson with one of the world's best.
- end could be quiz like:
 - >watch Hannah play a hole
 - >quiz questions popping up on screen that Hannah has to answer.

Everyone wants to get better at golf. Everyone also wants it to be fun and digestible. This series would do both. Laugh while you learn; laugh at Hannah or with her, either way, you're laughing.