



The Golf Instructor's Pre-Season Checklist: 14 Steps to Start the Season Ready for Bookings

By SwingMatch Golf Inc.

Set up your business

1. Get organized with a scheduling system
2. Make your pricing publicly accessible
3. Maximize your availability – see description.
4. Set up online booking
5. Set up online payments

Get Your Link Out There

6. Get your link on your course's website
7. Put it in your email signature
8. Add it to your social media profiles
9. Print QR codes for the proshop, range, and lesson tee
10. Get creative with placement

Keep Students Coming Back

11. Follow up after lessons
12. Track student progress with notes
13. Make it easy to rebook
14. Earn referrals



Section 1: Understand Your Funnel

This checklist covers four areas that work together. Each one builds on the others — skip one and the rest lose impact. Read through all of them before you start.

Every lesson starts before the student ever meets you. *They're frustrated with their game → they look for help → they find you (maybe) on a course website or get a recommendation → and then they decide whether to book.*

That's the student's journey, and your funnel is what makes sure you're part of it.

What makes a financially successful instructor is often not how great of a coach you are, it's how well you market yourself.

Most instructors put all their energy into teaching — which makes sense, that's the job. But if you're not thinking about how students find you and what happens between "I should take a lesson" and "I just booked one," you're losing students, and money along the way.

Here's what the data tells us:

- 45% of bookings happen outside business hours. If a student decides they want a lesson at 8pm, you need a way to capture that interest — otherwise it's a missed inquiry that may never come back.
- 67% of people prefer to book services online. That's not a golf stat — that's everything. Flights, haircuts, dinner. Lessons are no different.

The rest of this checklist is about building a funnel that works without you having to manage it. Set up the right system, put your link where people can find it, and let students book on their own terms.

Think of it this way: every step between "I want a lesson" and "I'm booked" is a place where you lose someone. The fewer steps, the more students



Section 2: Set up your business

1. **Get organized with a scheduling system**

A calendar isn't just for keeping track of your day — it's how you build a client base over time. When every lesson, every student, and every booking lives in one place, you stop losing track of who's coming when, who cancelled, and who you haven't heard from in a while. It's the difference between running a teaching business and just showing up when someone texts you. The more organized you are, the more professional you look, and the easier it is to grow.
2. **Make your pricing publicly accessible**

You know what you charge. But how easy is it for a student to find it? If your rates are buried in a PDF, hidden three clicks deep on a website, or not listed at all — students either bounce or email you to ask, taking up your time for something that should take them five seconds. Put your pricing where it's easy to find: front and center on your course's lesson page, in your bio, anywhere a student might look.
3. **Maximize your availability**

Think of your availability as market share. Every hour you're not available is a student who can't book you. People's schedules don't align — if you only teach Tuesday mornings, you're missing everyone who's free Thursday afternoon. Our data shows the most popular booking window during summer is between 2PM and 4PM, with over 30% of all lessons happening in that afternoon window and 22% of all lessons taking place on Thursdays. You can't teach 24/7, but knowing when demand peaks, helps you make the most of your time.
4. **Set up online booking**

You can market yourself, hand out cards, build a following — but if the only way to book is "call me" or "send me a text," you're leaving students on the table. 80% of phone calls go to voicemail. An online booking system closes the gap between interest and action. It also positions you as professional and high-value — students expect to book online the same way they book a flight, a ride, or dinner.
5. **Set up online payments** *(lower priority)*

If a student pays when they book, you never chase an e-transfer and never have the awkward post lesson money conversation. But here's the bigger reason: when someone books without paying, the chance they don't show up goes up. Money up front means commitment. It protects your time. This one's less urgent than the steps above, but once you're up and running it removes a lot of friction.





Section 3: Get Your Link Out There

6. **Get your booking link on your course's website**

This is the single highest-value placement. Your course's website already gets traffic from golfers looking for tee times, memberships, and lessons. If your booking link is on that site, you're open to every visitor without doing any extra marketing. Talk to your head pro or GM and ask them to pass it along to whoever manages the website — it's a simple link addition that takes a few minutes.
7. **Put it in your email signature**

Every email you send becomes a passive ad. Students, parents, other pros — anyone you correspond with can book you in one click. You can set up your email signature to automatically attach to every email you send in your email's account settings.
8. **Add it to your social media profiles**

Instagram bio, Facebook page, wherever you have a presence. If someone finds you on social, the booking link should be one tap away. If you make content with the goal of getting more students, this is a must have.
9. **Print QR codes for the proshop and range or academy wall**

A small sign with a QR code in the right spot works around the clock. Put one at the range where students warm up, at the lesson tee, and at the proshop counter. Students scan it when the thought crosses their mind.
10. **Get creative with placement**

Put a QR code sign where players frequently slice or OB. "Hitting it into the trees? Book a lesson." or "Lose another ball to this pond? I can help, book a lesson." It's funny, it's memorable, and you're catching someone at the exact moment they're frustrated with their game. Think about the spots at your course where golfers are most likely to want help. Some facilities even make their QR code into a sticker and put them on their carts.





Section 4: Keep Students Coming Back

11. **Follow up after lessons**

A quick message after a lesson goes a long way. It doesn't need to be long — "Great session today, here's what to work on before next time" shows you're committed to their development, not just taking their money. Even sending them the swing videos you took during the session goes a long way.

12. **Track student progress with notes**

Write down what you worked on, what improved, and what to focus on next. It helps you pick up where you left off and deliver more targeted instruction — instead of trying to cover three different things in the same hour, which reduces what the student retains. One thing at a time.

13. **Make it easy to rebook**

Nobody gets good at golf after one lesson. It takes practice, time, and consistent instruction. Offering packages or programs (e.g. a 5-pack) helps students commit to their development, and it lets you build a progression plan instead of starting from scratch every session. You get predictable income; they get better results.

14. **Earn referrals**

If you follow the steps above — make booking easy, follow up, track their progress, and deliver results — students will refer you to their friends without being asked. And if you do ask, keep it genuine and low pressure. Don't do it after the first lesson. Do the work, show you're committed, and when the results speak for themselves, the referrals come naturally. You don't have to look far in Facebook groups to find this happening in real-time.

You Don't Have to Figure This Out Alone

We built SwingMatch because we saw instructors doing all of this manually — texts, spreadsheets, sticky notes. It doesn't have to be that hard. Our free plan gives you everything you need to set up your booking system, share your link, and start taking lessons.

Plus, every instructor on SwingMatch gets a profile on our marketplace — optimized for search so students can find you online. As the landscape shifts with AI search and changing rankings, your visibility is handled. You focus on teaching; we make sure people can find you.

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