

# EFFORTLESS SWIMMING REPORT

*by Brenton Ford*

THE QUICK START GUIDE TO  
**FASTER, SMOOTHER AND  
EASIER SWIMMING**



# PLEASE PRINT OUT THIS REPORT!

It will help you take in the information easier

***Are you having trouble with your kick, breathing or pull in freestyle?***

***To receive 68% off the 'Swimming Secrets Exposed' video program simply enter the coupon code 'REPORT'. [Click here to go to www.SwimmingSecretsExposed.com](http://www.SwimmingSecretsExposed.com)***

### **Read This Short Guide And Discover:**

- ✓ *The 5 Misconceptions About Swimming Faster*
- ✓ *The Seven Mistakes Most Swimmers Make When Swimming*
- ✓ *Stroke Correction or Step By Step Program - Which Is Best?*
- ✓ *Why You Should Only Buy A Technique Program That Offers One-On-One Support*
- ✓ *The One Thing You Absolutely Insist On Before Trying Something New In Your Swimming*

This is an educational service provided by Brenton Ford - National Swimming Coach,  
Powerpoints Swimming Club and Effortless Swimming

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Dear Swimmer,

**Find the right program that will make you a better swimmer isn't easy. Why?**

Because you're bombarded by misleading theories, confusing claims and simply bad information.



From unqualified coaches and untested training methods to techniques that work for only a handful of people, how do you ever find a proven, tested technique program?

You start by reading this quick start guide. **In this fact-filled booklet you'll discover:**

- The importance of *results* versus price
- Why a money back guarantee is *essential*
- Why you should invest in a technique program

I wrote this guide to help you better understand swimming technique programs so now with this information you can make an informed, intelligent decision. If you have any questions about your swimming training program you're invited to call me on Skype (brentonford) or on my mobile at +61 400 741 866.

**Effortless Swimming** is an ethical, hard-working business based in Melbourne, Australia dedicated to providing swimming solutions to swimmers, triathletes and parents worldwide. I have been swimming since 1991 and have competed in national finals and have coached master's swimmers to national and world records. I have helped all types of swimmers from children to adults, triathletes and surf lifesavers. I am a registered swimming coach in Australia. Our aim is to help you become a better, faster swimmer through our unique swimming programs.

Regards,

A handwritten signature in black ink that reads "B. Ford". The script is cursive and fluid.

Brenton Ford

[Effortless Swimming](#)

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## 5 Misconceptions About Swimming Faster

### Misconception 1 - You must train harder and longer

Many coaches will tell you the only way to get faster is to train harder and train longer. This is the 'old school' approach to swimming, where you're asked to flog yourself until you have nothing left. That's stupid. There are now much smarter ways to become a better swimmer. If you swim with the right technique and do the right type of training, you can achieve better results with much less effort.

### Misconception 2 - You must be tall and thin

Because Michael Phelps is tall and thin doesn't mean you need the same body shape to be a good swimmer. Swimmers with a higher body fat percentage actually float better than those with a less body fat. Swimmers who are aren't 'tall' sometimes have a strength advantage over taller swimmers which can be beneficial. It doesn't matter what your body shape is, you can still be a top swimmer.

### Misconception 3 - You're over 30 so you're only going to get slower

This is a common belief among masters swimmers, that once you're over 30 you can't get any faster. I've seen swimmers in their 30's, 40's and 50's do faster times than when they were in their teens. Age isn't a big limiting factor. You can get stronger and faster and improve your technique.

### Misconception 4 - I need to train in a squad to get better

Squad training can be a great way to improve your fitness, and sometimes you will push yourself more when training with one. It can also be a negative, as the lanes are more crowded, the training usually isn't targeted to your specific needs and it's not on your schedule. I know several swimmers who only train by themselves yet are top swimmers. They know the type of swimming workouts they need and can get them done quickly without mucking around. Training with a squad is not a required if you want to improve.

### Misconception 5 - You can only fix your technique by having a coach look at it

Experienced coaches can pick out areas of improvement in your stroke, but that doesn't mean it's the only way to get better. Private coaching is expensive and can cost \$1,000's. There are inexpensive ways of learning to swim smooth and fast freestyle like technique programs and group workshops.

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# 7 Costly Mistakes To Avoid When Swimming

## Mistake 1 - Forgetting the basics

Like any other sport, swimming has its fundamentals. The faster you move your arms and legs the faster you'll move up and down the pool, right? Like 95% of people this is what you were probably taught at an early age without any true understanding of how humans move through the water.

Have you noticed how the fastest swimmers look like their working the least?

Watch any Olympic Games and you'll see the best swimmers like Michael Phelps break world records but appear to be swimming effortlessly. It's not genetics. It's simply a matter of practicing the basics in the pool and understanding where our speed comes from.

## Mistake 2 - Thinking speed only comes from kick and pull

Have you ever swum a 50m lap fast only to find your arms and legs exhausted at the end of it? This happens when we use only our kick and pull to generate our speed.

You will see amateur swimmers kicking and pulling harder in an attempt to go faster. This is the hard way.

It's just like trying to jump as high as you can without moving your arms or upper body. You can get more power by using your whole body to generate speed. Speed comes from your hip and shoulder rotation.

You can also increase speed by reducing your body's resistance in the water. We teach this in the Mastering Freestyle program.

## Mistake 3 - Shortening your strokes

Speed in swimming is a combination to stroke length (SL) and stroke rate (SR). Our speed in the water is therefore our SL x SR.

Have you ever noticed how some people have a high stroke rate but seem to be going almost backwards? This means they have a high SR but a short SL. More than 95% of people have this common problem. They've been taught to move their arms faster to go faster. While this is not totally untrue, the biggest improvement in your swimming will come from increasing your SL. In our programs we teach you to increase the distance you travel each stroke allowing you to take less strokes per lap and effectively make your swimming effortless.

## Mistake 4 - Swimming on your front

Swimming on your side allows the body to travel further for each stroke. Not only is your body more streamlined which reduces your drag in the water, but being on your side gives you an extra

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few centimeters of length in your stroke. Without the right technique program this can be challenging which is why it's a big part of our technique programs.

### **Mistake 5 - Letting your feet and legs sink so they create drag**

A common mistake is to have the hips too low in the water. A good technique program will help you swim high in the water so your body is not too deep in the water. This creates more frontal drag than necessary. The goal is to keep the entire body in a line so the only frontal resistance is that which is created by the head, shoulders and arms.

The torso is naturally buoyant because of the air in our lungs, so to raise our hips and legs we must 'push' our torso under the water.

### **Mistake 6 - Tensing your muscles in the water so you sink beneath the surface**

As we mentioned earlier, we are naturally buoyant. We don't need to thrash about our arms and legs to keep us afloat. Our body will do that automatically for us.

The trickiest part for a beginner is to relax and work 'with' the water and not against it. As swimmers, we simply move through the water with as little resistance as possible and allow the natural buoyancy of the water to keep us at the surface.

### **Mistake 7 - Thinking you can't be a good swimmer if you're a beginner.**

If you're brand new to swimming, sometimes it's easier to learn great freestyle technique because you don't need to unlearn anything! As long as you can swim 50 meters you will be able to use our technique programs in order to speed up your success.

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# **Stroke Correction or Step By Step Program - Which Is Better?**

Stroke correction lessons (normally conducted by your local pool) are not always beneficial for swimmers. The coach will normally point out areas for improvement in your technique and suggest how you should change your stroke. For example, you might not be rotating enough on your side, so the coach will tell you to rotate more. That's easier said than done. If you rotate more it can change other areas of your stroke like your pull or kick, making you slower than you were before.

A step by step technique program will take you through a series of drills (drills are different exercises in the pool that help you fix parts of your stroke) which automatically get you swimming with the right technique. There's a difference between knowing what to do and actually doing it. The right drills in the right order is the fastest way to overhaul your old technique, so you can swim faster with less effort. It's more effective than working on one small part of your stroke.

## **Why You Should Only Buy Technique Programs That Offer One On One Support**

There are a lot of DVD's, videos and books that will claim to teach you how to swim. The only problem with most of them is you can't get help if you're stuck or have questions. It's important when purchasing a technique program that they offer one on one support, so you can email or call if you ever have questions.

We pride ourselves on always responding to emails and phone calls no matter how big or small. We've had emails about race preparation for triathlons and big swim meets, to training programs and diet.

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# **The One Thing You Absolutely Insist On When Trying Something New In Your Swimming**

Different coaches will tell you different things if you ask them how to improve your swimming. It doesn't mean that any of them are wrong or right, it just means there are many ways to get better. The important thing you need to ask is "Has this worked for other people before?". If the answer is no, walk away. All the ways to become a better swimmer have been tried before. If a coach is asking you to try something that they have never tested before, it's unlikely they're experienced enough to be teaching.

Find a coach who has helped other swimmers get results and become faster. If they have helped others do it before, there's a high chance they can help you too.

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Here's what some of our swimmers have had to say:

*"I've been practising and following the drills as per your advise. Last Saturday I did the first olympic triathlon of the year and to my surprise I **managed to shave off 3 minutes in the 1.5 km swim.** "*

- Jorge Mascaro, Birmingham, UK

*"Thanks to the videos which are so easy to follow and understand, I have been able to achieve this at my own pace. **I am amazed at the improvement in my swimming technique**, across all areas – my balance, stroke, breathing and kicking. **I am now even considering entering the swim leg of a local triathlon!"***

- Jenny Waterhouse, Warrnambool, VIC, Australia

*"I wanted to do triathlons but my freestyle swimming was not strong enough and I never did any swimming workouts. **I used the Mastering Freestyle program to be able to swim the 1500 meter open water swim, easily...**"*

- Laura Rogers, Hawaii

*"I have to say I think the program is excellent. It is simple, but it is in the simplicity that makes it excellent. I have been doing the program for two weeks now and I can already feel a difference! "*

- Daniel Friedland

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