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

Hi there!

Welcome to the '**Quick Start Guide To Faster, Smoother And Easier Swimming.**' I know the tips that I'm giving away free in this report will improve your swimming. I use these little-known techniques everyday with swimmers I coach.

There is one condition if you want them to work for you. **YOU MUST IMPLEMENT!** That's the key to being successful in any area. Finding someone who resonates with you and is successful in your area...and following what they do and implementing it consistently. That's it.

If you've ever wanted to swim with Olympic technique, gracefully cruising up and down the pool like a Phelps or Thorpe does, then this might be the most important information you read.

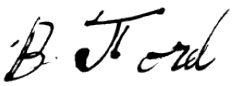
I've been swimming since 1991, and grew up with parents who were both swimmers and coaches. Over the past few years I've:

- Coached a Masters swim club to back-to-back national titles
- Coached a world record holder in the Masters 200/400/800 freestyle
- Coach of numerous national Master's record holders
- Broken a Masters national record in the 400 freestyle
- Top 5 in the 400 IM at the Australian Age Championships
- Top 10 in the Pier To Pub, the largest open water race in the world

I continue to coach Australia's leading Master's swimming club, as well as helping swimmers and triathletes across the world improve their technique, and swim effortlessly in training and in races.

This stuff works! Put it to work for yourself and start kicking butt!

Regards,



Brenton Ford
Effortless Swimming

Why Most Swimmers Never Improve And How You Can Turn An Ugly Technique On It's Head

This is one of the great mysteries for many swimmers out there. All too often they will train harder and harder for months and even years, but the results never come. Improvements are few and far between and are only minimal when they occur. I've fallen victim to this and I know the frustration when it happens. Here is what I believe to be the main reasons swimmers stop improving:

Swimming doesn't come natural to humans – As babies, we were never born with a 'swimming' gene. A magic gene which determined if you could or couldn't swim. This is both good and bad news. We were never born with a 'walking' gene either. Walking is a learned skill, so too is riding a bike. Swimming is no different. It's a learnable skill which takes time, effort and practice.

The wrong philosophies – We are used to being on land. Walking, running, sitting, kicking, you name it and it is done on land. When we get in the water, it takes all of our ability to fight our natural instincts which is to fight the water to move and stay afloat. An incorrect philosophy about how we move through the water will stop you from progressing in your swimming. We'll get into the correct philosophy later.

Lack of persistence – Have you ever attempted to change your stroke by pulling wider, rotating more or changing your breathing pattern, only to sink back into your old habits the next session? When we need to change something in our stroke, the only thing which will help you change it for good is persistence and a constant focus on what needs to be done.

No mentor – We all need mentors in our life. They can be in business, in life, relationships and even sport. Your mentor doesn't need to know that they're your mentor; you simply need someone to copy, to learn from and to aspire to be like. If you like Michael Phelps' technique but not so much personality, that's okay, copy his technique.

Incorrect knowledge – As with an incorrect philosophy, the incorrect knowledge about technique, training, tapering, etc, will keep you stuck in the same bad habits. It's important to read the books, take the classes and buy the technique programs which will help you learn more about the sport as you grow.

Uncoachable – This should really be at the top of the list. An uncoachable swimmer will never grow or improve in the sport because he or she is unwilling to learn from other's experience. Keep an open mind to suggestions on technique, new drills and new training programs. If you do this, success is within reach.

7 Reasons Why It's Possible To Swim Like An Olympian Even If Your Just Getting Started

Forget what you know

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. Its' simply a matter of practicing the right things in the pool and understanding where our speed comes from.

To begin, forget everything you currently know about swimming and let us take a look at the fundamentals.

Propulsion is generated from our shoulder roll and hips

Before learning this simple principle, I thought speed came from kicking faster and pulling faster. 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 our kick and pull to generate our speed and not our shoulder roll and hips.

Our propulsion in swimming happens when we rotate from side to side. Think of it like a baseball player pitching a ball.

A pitcher averages 80-94 MPH. When throwing that fast, does he stand with two feet planted on the ground and one arm resting by his side? Of course not, he uses his entire body to generate enough momentum to throw the ball at that speed. His weight shifts from his back leg to his front leg while his upper body is at full stretch once the ball is thrown.

Try this: Stand with both feet firmly planted on the ground while keeping your upper body still. Now throw a ball as far as you can. Now do the same thing but allow your feet to move and your upper body to move.

Which ball went further?

We all know the answer. If the first technique of standing still doesn't allow us to generate momentum on land, how can we expect it to in the water?

Further not faster

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. We're going to increase the distance you travel each stroke allowing you to take less strokes per lap and effectively make your swimming effortless.

Think of swimming freestyle on alternating sides, not on your stomach

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 few centimeters of length in your stroke.

Focus on rhythmically alternating from side to side, remembering to actively streamline on each stroke. If you stand chest to wall, reach as high as you can with one arm. Now do the same but with your side to the wall and note the extra few centimeters you gain.

Keeping it straight (Horizontally)

Common mistakes of beginners is to have the hips too low 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.

Let the water do the work for you

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.

Beginners have the advantage

If you're brand new to swimming, sometimes it's easier to learn great freestyle technique because you don't need to unlearn anything!

The A-Z Of Freestyle - How Knowing The Technical Stuff Can Make Your Friends Jealous And Your Enemies Envious

Head position

The water line should meet at the top of the head and the head should be kept down at all times. The eyes should look down to the bottom of the pool and not ahead. Doing so will keep the body streamlined and reduce the frontal resistance. If the head is looking forward, the legs, hips and torso will sink, increasing frontal resistance.

Hand position and entry

The hand should enter the water forward of the head and between the midline of the body and a parallel line from the shoulders.

The first part of the arm to enter should be the fingertips, and the elbow should be kept higher than the forearm and hand.

The forearm should be at around 30 degrees with the water. The arm should be about 2/3 extended when hand enters the water. The rest of the extension occurs underwater after the entry.

Some common errors on entry:

1. Hand is rotated to 90 degrees on entry - reduces ability to pull and increases injury risk
2. Extending 100% before entering - creates bubbles on hand during pull through
3. Entering too early - drag is increased and momentum is lost

Body roll and rotation

Body roll begins with the arm action.

The whole body rotates along its long axis when the hand enters the water in front of the head. This rolling action increases the power of the stroke by introducing the core (stomach) muscles into the stroke.

The hips and the shoulders should remain in line as the body rotates. Freestyle should be thought of as swimming by alternating from side to side, not swimming on your front.

Pull through

The 'catch' phase begins with the front hand while the opposite hand releases the water.

The wrist should be flexed outward, downward and backward in order to expose the palm and forearm to the water. As the elbow starts to flex, the hand should sweep downward and slightly outward.

Two keys to a successful pull are to get a strong catch with the water and maintain a high elbow position when the hand pulls past the head and shoulders.

The hand should continue to sweep down towards the midline of the body and then upward and in close to the lower chest.

The hand should accelerate throughout the entire pull phase in order to gain maximum speed. The last propulsive phase is sweeping the hand backward, upward and outward.

Kick

Kick begins from the hip and the upper leg muscles.

The legs remain primarily in line with the body with the ankles flexed but relaxed so that the big toe on each foot should turn towards each other.

Flexibility and loose feet and ankles is the best way for an easy and efficient kicking technique.

There are two speeds of kicking known as six-beat and two-beat kick. Six-beat kick is when the swimmer performs three downward beats per arm stroke.

Two-beat kick is when the swimmer performs one downward beat per arm stroke. Both kicks are advantageous in their own right. Six-beat kick provides more speed while two-beat kick is more energy saving and better for longer distance.

Breathing

Breathing should be a part of the body roll. The face should turn with the body and breathe when the opposite hand enters the water. Breath in when this hand pushes back and your opposite arm is recovering. The face should turn back into the water while the recovery arm moves past the face.

A quick side note:

When correcting your technique things won't be as they seem. Put simply, if it feels like your elbows are high in the recovery, they probably won't be. If it feels like your rotating more, you probably won't be. Annoying? Yes. A problem? Not at all.

Seeing what you look like underwater using a waterproof video camera can be the most effective way to change your stroke immediately. There is usually a large discrepancy between what it feels like you're doing and what you're actually doing.

The other way to pinpoint your own errors is to look at your stroke while swimming. This involves moving your head to watch yourself while performing the stroke.

This works especially well for analyzing your recovery, catch and pull through but is not so effective for analyzing body position, kick and rotation.

Secrets I've Revealed Only To My Top Students

SLOW to FAST

In swimming, effective propulsive movements are SLOW to FAST.

In every stroke you reach long, feel the water, catch and then accelerate through the pull to the recovery.

A powerful stroke starts with an effective feel on the entry and then a strong catch. Once you have got that strong catch, it's the acceleration through the stroke which makes all the difference.

A big mistake which amateur swimmers too often make is they pull through the water before they have reached long and 'caught' the water.

Missing this step causes bubbles on the hand as the swimmer pulls through. This makes the stroke ineffective as the swimmer is pulling through air and not able to accelerate by holding the water with their catch.

During the 'catch' phase of the stroke (between the hand entering and the pull through) the main objective is to reach long to reduce drag, and to allow the air bubbles to leave the hand and forearm. Once they have left, the swimmer can begin the pull through with maximum effectiveness.

The difference between pulling through without bubbles on the hand compared to pulling through with bubbles is many seconds difference.

If you can master the slow to fast movement with the arms and combine this with a 'no bubbles' approach to pulling through, you can drastically improve your swimming.

It's worth practicing the two disciplines until you get them right. It sure beats training harder and may allow you to improve your times with less effort.

Long and relaxed

Power words are words which if thought about while performing an action, can improve that action dramatically.

For example, imagine a golfer lining up to sink a 6 yard putt on the 18th hole. He needs to sink this shot for the win. The pressure on him to perform is enormous. Now pause for a moment. What do you think a professional golfer would be saying to himself? "HARD AND FAST...HARD AND FAST" or "STEADY...STEADY..."

The latter of course. In swimming it is no different. There are two power words which if thought about and repeated while swimming, your swimming will immediately improve. Not only in the way it feels, but in speed, in ease and in smoothness.

These two words are "LONG" and "RELAXED".

Go here to get more killer swimming tips: www.effortlessswimming.com

Repeat them when you're swimming.

"LONG" and "RELAXED".

When I use this technique with swimmers who are starting out or have little experience, the results are dramatic. It's common to have swimmers tell me they 'finally get it' once they experience swimming long and relaxed.

What do I mean by 'long'?

Swimming 'long' means to be as torpedo-like as possible. You should imagine yourself reaching for the wall in each stroke and pulling right back past your hip. The longer you can make your body the less resistance you will create and the faster you will go.

What do I mean by 'relaxed'?

To go faster in swimming, you need to relax your body. Contrary to what comes natural when we attempt to speed up, you must relax your arms, your shoulders and your legs to increase your speed.

Rather than swimming 'tense', relax your muscles and allow yourself to power through the water without fighting it. This is absolute key to swimming fast.

During your next workout, imagine yourself swimming 'long' and 'relaxed' and instantly see the benefits.

How Toys Can Help You ‘Own’ Your Lane And Master The Important Things

Snorkel

This is my favorite toy for the pool. I first bought a freestyle snorkel 4 years ago and since then I haven’t looked back. It took a couple of tries to get used to breathing with your mouth in the water (believe me it goes against everything your body wants to do!) but once I got around the learning curve they are really fun to use. To start out I had to use the snorkel with a nose clip so that I didn’t get water up my nose. Depending on how well you can control your breathing you might not need to use a nose clip at all. I’ve now got to the stage where I can use the snorkel by itself.

What it’s best used for: Kicking with a board, some freestyle drills and long slow freestyle.

Why: The snorkel is designed so you can keep your eyes looking to the bottom of the pool without moving your head and throwing your body out of line. It’s really good for people who don’t have a great technique because it can get them to practice what it’s like to swim with a straight body line. I love using the snorkel when doing kicking with a kickboard. It allows you to keep the head down and work your legs harder because your not always coming up for breath. I know most elite swimming clubs use a snorkel when doing kicking with a board.

Finger Paddles

These paddles are my favorite. Beginners can use them and they force you to focus more on catching with the entire forearm and not just the hand. These paddles are used a lot with sculling drills. I’ve even seen some swimmers wear these paddles without hand straps and perform sculling drills, and the pressure of the water allows them to keep the paddles on their hands. Very cool.

What it’s best used for: Adding a little bit of power to your stroke. Sculling drills. An introduction to paddles for beginners.

Why: Finger paddles help you focus on pulling through with the entire forearm with the added power of a paddle on your fingers. For sculling drills it forces you to think about putting pressure on the water in the right position.

Pull Buoys

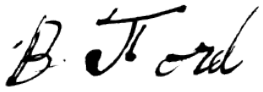
Just like the name suggests, these bad boys are used for improving pull. They should only be used for freestyle and in some rare cases, breaststroke drills. Pull buoys are popular among triathletes because it gets them to work on their pulling while conserving energy in their legs which they need for the bike and run leg. For swimmers, pull buoys are a good toy to use but not too often. Some swimmers use a pull buoy for 2/3rds of a session and become reliant on a pull buoy. You don’t want to become reliant on a pull buoy. Used too often, they make you mentally switch of your abs and hips which are crucial to body rotation.

What it's best used for: Raising your hips if they sink or are too low. Working on freestyle pull. Sculling drills. Triathletes.

Why: Pull buoys assist in having a good body position. They raise the hips which reduces drag and can help even the most average of swimmers achieve a correct body position. If you're wanting to work on your freestyle pull in a particular set or session, pull buoys are a good way to single out your arms and a get you working on just your pull.

Conclusion:
I hope you found this report helpful. I've used many of the tactics I reveal inside this report to take swimmers from average lap swimmers to national champions. I believe you can do the same.

All the best with your swimming!



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