

## Videos

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### Butterfly - how to perform the technique

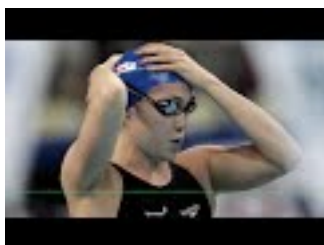
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#### Information

Date	05.02.2020
Duration	3 Minutes 14 Seconds
Author	Zoggs International
Description	Learn how to perfect this physically demanding stroke from building your rhythm and positioning your body! This technique can burn around 750 calories per hour, working the abdominals, triceps, pectorals, shoulders and quadriceps. Why not give it a try! Video features James Goddard, Commonwealth Games Gold Medalist.
Filesize	0 Bytes
Views	81

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### Lizzie Simmonds: “Who am I and what is my purpose?”

Lizzie Simmonds is one of Britain’s most successful swimmers. She is a double European Champion, a 13-time British Champion, a double Olympian and a Commonwealth silver medallist – that’s just a short list of her achievements. The 28-year-old retired from the sport back in July 2018 but things have been far from simple since then. When you’ve lived for most of your life as an elite athlete – chasing targets and aiming to go as fast as you can – there is a massive void to fill when you take it away. That’s proved to be particularly challenging for Lizzie as she struggled to come to terms with her loss of identity. Not only that, but the current vice chair of the BOA Athletes’ Commission also admits to struggling with her emotions at competitions - too often she would believe her self-worth as a person was wrapped up with her success in the pool. In this feature interview Lizzie speaks to Alasdair Hooper all about her life after sport – the identity crisis, the battle with self-worth, and also the challenges of seeing your body change once you retire. But, through the hardship, the 28-year-old has learnt a lot and she is ready to pass on her knowledge to the next generation.



## **Kaitlin Sandeno - Love Unconditionally, Do Your Absolute Best, and Be a Good Person**

Kaitlin is a 4-time Olympic medalist including 2 bronze, 1 silver (her favourite), and 1 gold. She's also a 5-time World Champion. In 2004 in Athens, Kaitlin along with Natalie Coughlin, Carly Piper and Dana Vollmer broke the 17 year old world record by more than 2 seconds with their victory in the 4x200m freestyle relay. 2018 saw Kaitlin being a broadcaster and swim coach who's helping to raise the next generation of good young swimmers. She's also the national spokesperson for the Jessie Rees foundation whose mission is to help every kid fighting cancer to never, ever give up. This podcast conversation includes working to improve your weaknesses vs. staying inside your comfort zone, Kaitlin's favorite Olympic memory, giving back through the Jessie Rees foundation, helping to raise a future generation of good people now as a coach, and much more.



## **My Golden Heart: Dana Vollmer**

TEDxSanJoseWomen talk published 2013: At age 12, Dana Vollmer was the youngest swimmer competing at the 2000 Olympic Trials. In 2012 Olympic Games in London she won gold three gold medals and set two world records. Dana won gold medals in the 4x200m free relay, the 4x100m medley relay and the 100m fly setting a world record and best time of 55.98. Dana is a proud ambassador for the American Heart Association. Due to Dana's experience with a heart condition as a child, she is proud to support AHA in their mission to educate women about heart disease. <http://www.danavollmer.com>



## **The importance of stretching before swimming by Dave McNulty**

Why stretching is important before and after swimming. Swimming advice and tips from our expert advisor Dave McNulty



## **Self-Care in the High Performance System**

EIS staff and coaches and athletes from the High Performance System talk about what self-care means to them and why it's important, not just before and during the Olympic and Paralympic Games, but afterwards too



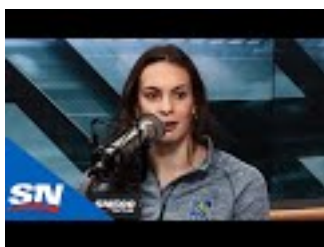
## **Brian Alexander and Aligning Your Mindset for Success**

In this episode of the podcast, Jared and Alex go behind the podium with Brian Alexander, a coach, Olympic level water polo athlete, graduate from John F. Kennedy University with a master's in Sports Psychology, father, husband, a fan of The Big Lebowski and avid wrestler when facing off with his four-year-old son. Brian is the official Mental Skills coach for the USA Water Polo Olympic Development Program and has written articles on sport psychology topics that have been featured on the following websites: Water Polo Planet, Bridge Athletic, and Kap7 International. Brian is also an Association for Applied Sport Psychology certified consultant who runs his own private practice located in the San Diego area where he works with individuals interested in enhancing their mental game so they can become more empowered with psychological skills to be a better version of themselves daily and during high-pressure situations. The interview covers: - What sports psychology is and what it entails; - The importance of having a mentor; - the value of waiting, patience, and perseverance; - The power of being present in the moment; - How winning is never perfect The importance of focusing on what you can control; - Learning from past experiences; - His recent experience coaching a client through the Badwater, the World's Toughest Foot Race and more!



### **Virginie Dedieu career**

A look back at the career of France's Olympic and World Artistic Swimming Champion, Virginie Dedieu



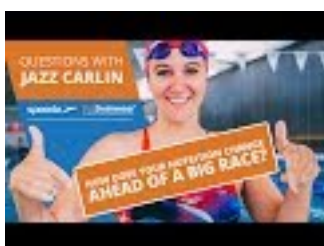
### **Olympic Gold Medalist Penny Oleksiak Talking Tokyo 2020**

Canadian Olympic gold medalist Penny Oleksiak joined Writer's Bloc in the studio to talk about the upcoming 2020 Olympic Summer Games in Tokyo, Japan



### **What You Should And Shouldn't Do If You Get Water In Your Ears From Swimming**

NYU otologist Dr. Erich Voigt explains what you should do if you get swimmer's ear. There are risks involved, and Dr. Voigt explains some of the gentler options to removing the water from the ear.



## Jazz Carlin - How Does Your Nutrition Plan Change In The Lead-Up To A Race?

Presented By ProSwimwear & Speedo! Olympian and Team GB athlete Jazz Carlin answers questions about swimming at the Speedo HQ. The question is "How does your nutrition differ between a training week, and the lead up to a race?"



## Balanced Body Q&A with Natalie Coughlin

Natalie Coughlin answers questions from her fans.



## Multiple revenue streams have created a 7 figure business for swimming coach Brenton Ford

In a wet-behind-the-ears episode 490 of The Small Business Big Marketing Show, guest Brenton Ford of Effortless Swimming talks about using multiple revenue streams to increase your business' traffic and eventually help you earn more. You'll get lots of ideas and insights about how you can do this through various offline and online tools, such as training camps, online courses, podcasting, and video content. Make sure to tune in and find out how you can effectively increase your traffic and revenue. Brenton Ford is a national swimmer and coach who has taught a lot of champion swimmers in Australia. He is also the winner of the Australian National Master Swim Coach of the Year award in 2012. Ford is the brains behind Effortless Swimming, a platform of techniques and workouts to improve his clients' swimming skills. He aims to share methods that will work for a broader audience across the world. <https://effortlessswimming.com/> Using Multiple Revenue Streams to Earn More for Your Business: 1) Offline and Online Offers: -Effortless Swimming holds training camps to help swimmers get better at the sport; -This offline offer gave them the opportunity to personally interact with their audience and give them more value; -There are a lot of opportunities to strike up connections and build lasting relationships; -They offer an online course alongside an annual membership fee; -The online course allows people from different parts of the world to experience the services, including Brenton's analysis of their swimming technique; -Client retention: Get the people to use your products and services and show them the value they can get. 2) Creating Content: - Design content that matters to your target market; -Craft witty and catchy titles; - Decide on a schedule for your posts; - Use videos to show what you can offer to the market; - Chop your video into bite-size snippets that tackle essential points. 3) Using Social Media: - Upload your videos on YouTube; - Maximize reach by sharing the link on Facebook and Instagram; - You may also upload the video on Facebook and Instagram as an Instagram TV episode. 4) Using Podcast: - Determine when you are posting your content; - Be consistent with your schedule to increase engagement; - Include a subtle call to action in each episode; - Share stories from real people who benefited from your service or product; - Podcasting is an excellent way to reach potential clients and sales. 5) Getting Traffic and Engagement: - Entice your audience by giving away free content. -Get personal with your audience by hiring a person to help you in answering your email support. - Adhere to a strict schedule in posting your content. 6) Work and Life Balance; - Finish work ahead of time.; - Find time for yourself—no emails or phones; - Discover or learn a hobby to do when not working, like swimming.



## **Butterfly - how to perform the technique**

Learn how to perfect this physically demanding stroke from building your rhythm and positioning your body! This technique can burn around 750 calories per hour, working the abdominals, triceps, pectorals, shoulders and quadriceps. Why not give it a try! Video features James Goddard, Commonwealth Games Gold Medalist.



## **Backstroke - how to finesse the technique**

Follow this technique video for tips for perfecting your backstroke. It will help you learn how to master the stroke and enjoy your swims even more. This stroke technique works your shoulders, lats and chest muscles. This video featuring James Goddard, Commonwealth Games Gold Medalist, shows you how your arms and legs move through the water to improve your body position, creating less resistance and a much more efficient stroke.



## **Breaststroke - how to master the stroke**

This video featuring James Goddard, Commonwealth Games Gold Medalist, will help you improve your breaststroke and building your technique. This stroke technique works on the pecs, lats, glutes and quads muscles. Teaching areas such as body positioning, and how to perform hand entry more efficiently and much more!



## **Hand Paddles - how to improve your technique and build speed**

This video featuring James Goddard, Commonwealth Games Gold Medalist, will show you that using Hand Paddles are a fantastic training aid for those looking to improve their stroke technique. They will increase your workout and improve your fitness achieved from regular swims.



## **Kickboard - how to use when training and to build strength**

This video featuring James Goddard, Commonwealth Games Gold Medalist, will help improve your body

position in the water and your focus on your lower body, strengthening your muscles.



### **Fins - how to use them to improve your swimming**

Designed to aid swimmers in their training to improve on their endurance and reduce muscle fatigue. Fins will help you make the most out of workout and perfect your stroke technique.



### **Pull buoy - how to use this piece of swim kit**

This video featuring James Goddard, Commonwealth Games Gold Medalist, will take you through using a Pull buoy effectively to help isolate the upper body, to improve upper body strength and allow you to focus on your stroke technique.



### **Tumble Turns - how to change direction in one quick move underwater**

This video featuring James Goddard, Commonwealth Games Gold Medalist, aims to improve your ability to turn quickly and efficiently whilst in the water, by pushing off the wall.



### **Freestyle Breathing - how to get your breathing in control**

Master your breathing and your swimming will become easier, simpler and a more enjoyable experience. The force in which you breathe in will have an effect on the body in the sustainability of the exercise, but also the position your body holds in the water. This video featuring James Goddard, Commonwealth Games Gold Medalist, aims to help you improve your overall freestyle technique, enhancing your breathing style. Learn more about breathing styles bilateral breathing vs unilateral breathing, happy swimming!



## Freestyle - how to swim this stroke efficiently

This video featuring James Goddard, Commonwealth Games Gold Medalist, will help you to perfect your freestyle stroke. An efficient freestyle stroke will enable you to burn up to 600 calories per hour whilst giving your body a great workout. This stroke technique mainly works on the triceps and lats muscles. Don't forget to watch the freestyle breathing video too!



## How Often Should You Open Water Swim

Zoggs have teamed up with Paul Newsome from Swim Smooth to give you the best open water swimming advice. In this video, Paul talks about how often you should swim in the open water.



## Introduction Into Open Water Swimming

Zoggs have teamed up with Paul Newsome from Swim Smooth to give you the best open water swimming advice. In this video, Paul talks about the first steps getting into open water swimming.



## Tim Hollingsworth, Sport England

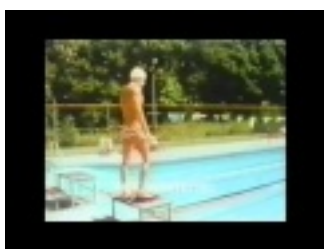
The first episode of season 2 of the Great British Bosses series from Anything but Footy profiles the women and men responsible for sport in this country - many at national governing bodies - who manage teams, staff, budgets, grass-root participation and overseeing those medal moments at Olympic, Paralympic and elite level. But as they start season two, they wanted to find out more about the grassroots of sport - and try and work out who's really responsible for getting us off the sofa! Sport England play that role! CEO Tim Hollingsworth effectively swapped medals for movement - after 7 glorious years at Paralympics GB including 2 Summer and 2 Winter Games. He guided and helped the transformation of Para sport, and the public's perception of it, during London 2012 through to Pyeongchang 2018, the most successful ever Winter Paralympics for Great Britain. He discusses the challenges of taking over Sport England, its groundbreaking #THISGIRLCAN campaign and whether some simplification of British sport maybe needed in this new digital age!





## Councilman's stroke analysis films - Freestyle

From the archives featuring James Edward "Doc" Councilman, a US Olympic and hall-of-fame swimming coach perhaps best known for being the Head Swimming Coach at Indiana University from 1957 to 1990.



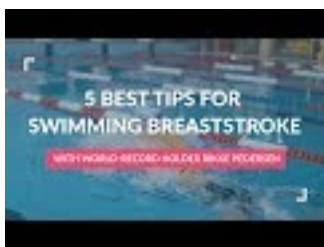
## Councilman's stroke analysis films - Starts and Turns

From the archives featuring James Edward "Doc" Councilman, a US Olympic and hall-of-fame swimming coach perhaps best known for being the Head Swimming Coach at Indiana University from 1957 to 1990.



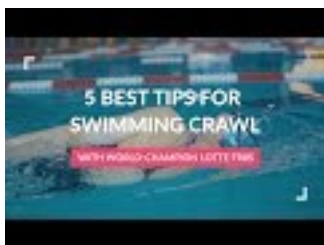
## Garmin® Training Video - Swim 2 Overview

An overview on the new Garmin® Swim 2 which highlights some of its key features.



## Learn To Swim Breaststroke | Rikke Møller

Tips by current World-record holder in 200m breaststroke, Rikke Møller Pedersen to help you learn step-by-step how to swim breaststroke with correct technique. Breaststroke is the only stroke with the most focus and propulsion coming from the legs instead of arms. The starting point for breaststroke is under the water in a stretched and streamlined position with your fingers pointing forward, hands together and head facing down. From that you make an out-sweep with your hands by turning them around and press out making the head and breast come up above water. Your hands end up in your breast, and while you're moving them forward again, you pull up your legs to your bottom and kick around backwards. And then you're at the starting point again. World-record holder in breaststroke, Rikke Møller Pedersen shares 5 most important things to keep in mind, when swimming the perfect breaststroke: - Good streamline position; - Straight head; - Move your hips (push them down to stay high!); - Strong legs; - Kick straight behind yourself (NOT around in a circle). As an extra, Rikke gives you her three best breaststroke exercises, so you can learn step-by-step how to swim in the right way: 1. Anka Sculling (Get to know your hands!); 2. 1 Full stroke - Only 1 Kick; 3. Decrease strokes (very hard - but most important..). Lastly Rikke shares her secret behind swimming breaststroke SO fast she became current world-record holder in 200m breaststroke in 2.19.11.



## Learn To Swim Freestyle | Lotte Friis

Tips from World-champion in 800 and 1.500 freestyle, Lotte Friis to help you learn step-by-step how to swim freestyle efficiently and fast. Lotte first gives you her 5 best tips for swimming freestyle with correct technique (so you don't get any injuries) and which lets you move fast through the water: - Your body alignment in the water; - Relaxed arms above water; - Don't breathe too much; Face half under water - half over water; - Very high elbow; - Always kick in freestyle. As an extra, she shares her three best freestyle exercises, so you can learn step-by-step how to do in the right way: 1. Finger in the water-surface; 2. 3 - 8 - 3 = 3 strokes, 8 kicks and 3 strokes; 3. Stop - Back - Forward movement with your freestyle arms. Lastly but not least, Lotte will give you her secret behind swimming SO fast freestyle to become both world-champion and world-record holder in 1.5000 meter freestyle

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