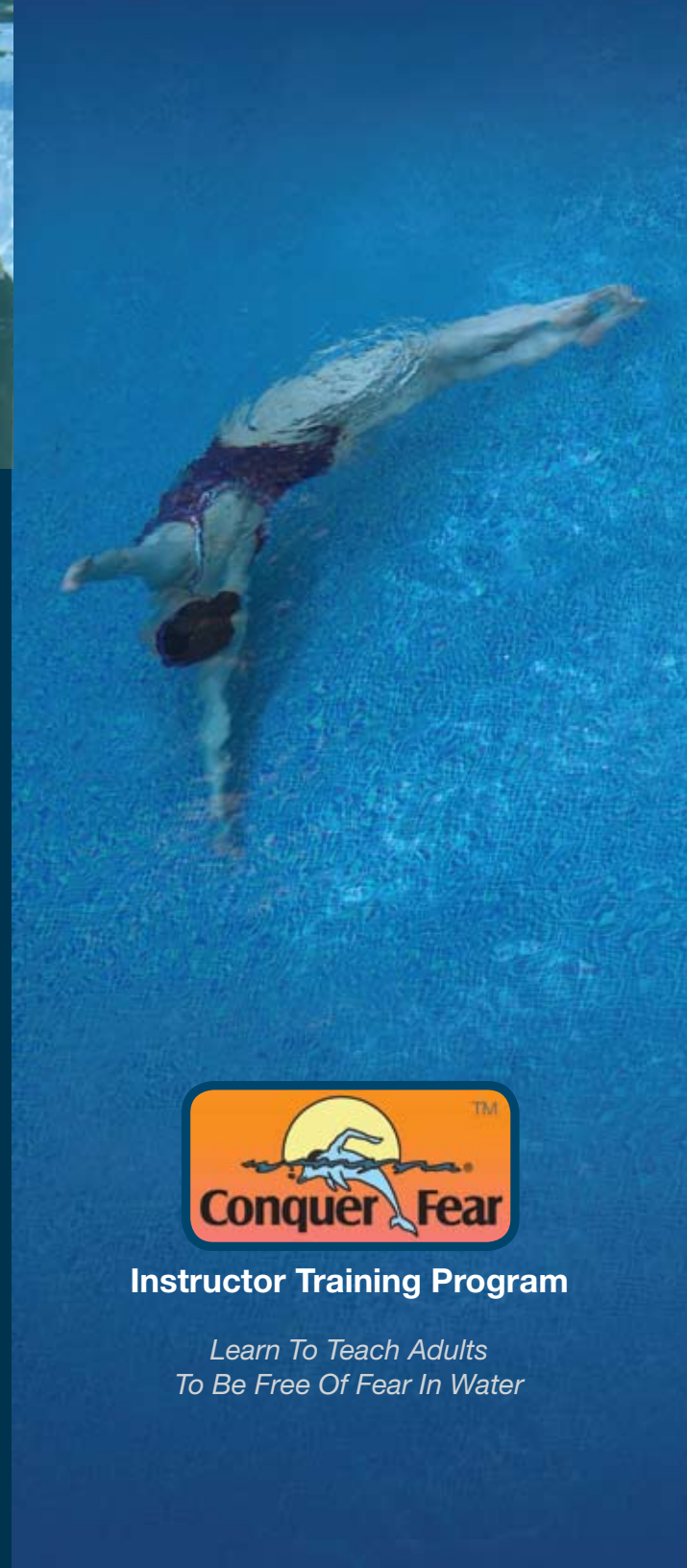


**46%** of adults  
are **afraid** in deep-water  
**pools.**

**64%** of adults  
are **afraid** in open  
**water.\***

Grow your Y membership by attracting these people to your aquatics programs. Add becoming free of fear in water to your swimming class offerings. Enroll your swim instructors in the **Conquer Fear™** Instructor Training Program today.



Instructor Training Program

is a product of  
Miracle Swimming Institute  
Founded in 1983

800-723-7946  
www.conquerfear.com  
training@conquerfear.com

in partnership with



www.ishof.org

ISHOF's goal is to inspire every American to learn to swim. ISHOF teamed with Miracle Swimming's **Conquer Fear™** Instructor Training Program to put an end to preventable drowning.



Instructor Training Program

*Learn To Teach Adults  
To Be Free Of Fear In Water*

\*1998 Gallup Poll of Americans.

## Conquer Fear™ Instructors Are Talking

"I'm 150% sold. How do we get this to the masses?"

– John Thornburn, Dallas Aquatic Masters, 4-time All-American Swimmer, SMU

"You're using a (r)evolutionary approach to teaching and helping people overcome fear."

– Nancy Ward, Total Immersion, NY

"Unreal. Why didn't anyone ever think of this before? With this information, I'm unstoppable."

– Ben Komer, Leahi Swim School, HI

"Inspiring. You've given my teaching a boost."

– Jim Montgomery, Olympic Gold Medalist, Coach of Dallas Aquatic Masters

"Extraordinary, amazing, 100% as described."

– Beth Pratt, Red Cross Instructor Trainer; US Naval Academy Sub Squad, MD

"It's been a fabulous experience. The training helped me to look at our whole program for kids and alter it to include what I learned. I've enjoyed teaching again in a way I haven't in a long time. The training fulfilled my expectations of a new approach, an innovative way to teach."

– Cori Myka, Orca Swim School, WA



## The Conquer Fear Program



**Conquer Fear** is about teaching those hobbled by fear of water, deep or shallow, and bringing the joy of being in water to all.

Students typically require sessions totaling 48 hours of class time to complete their instruction. The first third of each class is on land, the last two-thirds in a warm pool.



As people overcome fear, their lives expand. Many adults, including our growing senior and sedentary population, would enjoy water programs if they



weren't afraid to be in water. Upon completion, students are ready to learn strokes, and enjoy fitness classes and family activities in, on, and around water.



### 5 Circles™ Teaching Method

Our revolutionary *5 Circles* teaching method addresses the universal roots of fear by teaching students the five stages of being in control.



## Y Benefits

Dive into aquatics' largest untapped market: *adults who are afraid in water!*

- Grow your membership.
- Adjust teaching strategies for those who have tried, but haven't learned.
- Reduce swim class drop-out rates.
- Apply new methods to kids' classes.
- Increase pool programming.
- Reduce risk with your own trained **Conquer Fear** instructors.

## Students Who Have Conquered Fear Are Talking

"I've learned more in this first day of class than I've learned in my whole life of swimming lessons. The difference between your classes and others I've taken is night and day."

– Michelle Dougherty, PA

"I've had lots of private lessons but the instructors always try to teach me mechanics. I keep saying I'm not comfortable in water. I want to be comfortable."

– Carmen H.

"Worthwhile whether phobic or merely new. I know I can safely and confidently learn strokes now without distraction."

– Daniel Oliverio, NY

"It was miraculous."

– Grande Lum, CA

"It's been a life-changing and enhancing experience. It far transcends swimming. I went far beyond what I thought possible."

– Greg Wellons, CA

"This class should be a pre-requisite to life as a human on this planet. Everyone who wants to conquer their fear of water should know about this program."

– Carson Burke, FL

## Conquer Fear Instructor Training Program

Become a YMCA Licensed **Conquer Fear** Instructor! Learn to teach the essential physical-and-awareness steps required to overcome fear in water via the *5 Circles* teaching method applicable to any age group.

You'll receive our comprehensive book – *Why Haven't I Learned To Swim?*, DVD – *The Miracle Swimmer*, and online access to the instructor training course.

### TRAINING OPTIONS

#### ① All Hands-On

6 days/6 nights, begins with dinner.  
\$1995 plus expenses.

#### ② Blended: Reduce time and travel.

25-30 hours online plus 2.5 days/2 nights.  
\$1095 plus expenses.

Call today to enroll and start your training.



800-723-7946

www.**ConquerFear.com**

