

If you've been thinking about sending your child to swimming school, then...

## **Don't even think about spending a single pound on swimming lessons for your child until you read this letter.**

Your child is the most important part of your life.

You want the best for her and will do anything to make sure she's armed with the skills to take life on with confidence and pride. You send her to the best schools. And you watch her growth with a careful eye to make sure she doesn't stray from the path you carefully planned for her.

Your child is also extremely curious. One moment he's in your sights, the next he disappears after take your eyes from him and don't look back soon enough. Even if it's just for five minutes you can't let your guard down.

This fear is worsened if you happen to have swimming pool, or to be near any large body of water. He might just run to the edge of the pool and slip in. If he disappears your heart will sink and, in a split second you'll put it all together.

You may be right there with him, but you'll have no idea if he falls in. His small, light body won't make much of a splash and...

### **By the time you notice he's gone, it'll be too late...**

He'll sink like a rock to the bottom of the pool and by the time you notice he's gone, it'll be too late to do anything to save him.

Here's a fact: Drowning is the third largest cause of accidental death. And most of those that are lucky enough to survive have to live with the trauma for the rest of their lives.

Now...If your child knows how to swim, or if there's supervision, he may be saved...but most situations this isn't the case. If he falls into the home swimming pool, or a full bath tub and you're on the phone you won't even know it happened. There have been cases where children have fallen into water **right next to life guards** and drowned without them noticing it.

Knowing this risk...

### **You've considered taking you child for swimming lessons, haven't you?**

Swimming is a vital skill and it's taught in most schools. But it's important to give your child a head-start from an early age. This is where we help.

We are Quality Swim, and have been teaching swimming to both adults and children for quite a while now. We have a custom made survival swimming programme specifically for infants as young as six months.

This programme is a one on one ( one child to one teacher ) system where we teach your child how to react when he falls into water, over a 5 week course. Your child will learn:

- How to keep calm in the water ( staying level headed is key in learning how to swim, and it forms a vital foundations for all the following swimming skills )
- How to float independently, in all conditions without any floatation devices...even while fully clothed in winter clothing.
- Learn proper breathing control while in the water.
- Understand the rules of the swimming pool.

And, if he's old enough to walk...

## **We'll also teach you child how to swim to the steps or to the edge of the water.**

This is done by swimming for a short distance, then stopping to rest and catch a breath ( by floating on his back ). He'll repeat the cycle till he gets out of the water.

Now...survival swimming is not a new concept. It's been tried and proven all across the U.S.A.

You may be wondering what makes us so different from other swimming schools, aren't you?

Well, let me explain.

## **How Traditional Swimming lessons are putting your child in danger.**

This may seem strange, but it's true.

Normal swimming lessons offered at swimming schools teach your child how to swim in a controlled environment...but not how to survive falling into the water unattended.

You have 8 year olds who can nail a perfect front crawl panicking when they accidentally fall into the water because they're not taught how to swim in real life conditions.

Other problems with the normal swimming lessons are:

- Your child is taught in groups as large as 6 at a time. Usually under one instructor. For a standard 30 minute lesson, that means your child receives at most 5 minutes of attention per session.
- You child is taught in 30 minute long sessions. This doesn't work because he has an extremely low attention span, and can't concentrate for longer than ten minutes at best.
- Your child will tire quickly and can't stand the cold the way use adults can. 30 minutes in the water would leave your child child shivering and too tired to learn.
- Standard swimming lessons teach your child how to swim only in swimming wear. Yes, this works, but we all know most of the times children fall into water they're fully dressed. And in some cases, they're wearing full winter wear with thick boots that weigh them down like blocks of concrete chained to their feet.
- Your child is taught to swim using floats. These make him rely on them and he starts using them as a crutch, slowing down his learning.
- Mums will be in the water with their children. This will give your child a sense of false

security and will be playing, not learning.

Understand...we are not saying traditional swimming lessons are useless, we are saying there is a **more efficient** way to go about it. Traditional swimming lessons teach swimming on a shaky foundation and take years to teach the basics.

Our way builds a **firm foundation** of confidence and comfort in the water, where your child **knows deep down inside** how to float. That confidence speeds up the learning process.

Listen: As a parent you may even be considering teaching your child how to swim yourself, but this doesn't often work.

Look: One thing we've seen, is that if parents try teaching their own children how to swim, they're not objective with them, and they're not qualified to do so.

We don't mean to offend anyone by saying that, but it's the truth.

Teaching children is a whole different monster from teaching adults...especially when it comes to practical skills.

And this is just one of the problems.

Now...we took note of each of these problems.

And we set out to create a survival swimming programme unlike any other in the UK. We did months of online research and...

## **We Even Sent Our Instructors To Florida To Train As Survival Swimming Instructors.**

No stone was left unturned and we named our programme, "Turn To Swim".

We based our programme on over 20 years of research, and have successfully used it since 2014 to teach infants how to float on their backs when they fall into the water.

### **Here's How We Teach Children Who Can't Even Talk.**

At a young age, children have flexible minds that'll soak in new experiences and knowledge like giant sponges. By using light verbal encouragement, and a variety of games, we "reprogram" your child's mind and "install" the survival skill-set.

Infants who are helpless in the water transform from being totally helpless into confident, capable swimmers in weeks, not years.

Learners who who've been learning in different systems for year but can't float have learnt how to float in as simple as two lessons.

## **This Vital swimming technique could save your child's life.**

Imagine this.

You're enjoying a swim with your child at the local pool, when you have to answer an urgent

phonecall. You had your eyes on him the whole time, but you turned your head to answer the phone but when you turned around, he wasn't there.

You never saw him get in....but you don't see him struggle to get to the surface as well. He drops like a rock but quickly and calmly wriggles his way to the top. He reaches for air with his little mouth and rocks his back just right to get his body with all his soggy winter clothes to float on the surface of the pool.

Then...calmly...with breaming with a smile of satisfaction and pride, he floats to the top of the water and breathes.

You don't see any of this happen. In fact...by the time you see him...

He'll be like a dream...arms out straight, balanced, chest up high, floating in the middle of the pool perfectly fine. Just a bit annoyed, plurting a bit but totally fine.

In fact, a doctor's checkup will reveal no liquids in his lungs and stomach.

This is exactly what survival swimming is about.

Your child will learn a valuable survival skill that'll serve her for the rest of her life. The newfound confidence in the water will reflect in other areas of her life.

You'll be giving her a solid, safe foundation for her to base her swimming skills and this foundation lasts the rest of her life...even if she doesn't take any swimming lessons in future, she'll still know how to float if she falls into the water.

## **How Our Programme Is Structured**

There are 20 lessons in total. Carried out daily from Monday to Thursday.

This is a one on one private training programme. Your child will be assigned a teacher and for the whole time, she will have the teacher's full attention. Each of our teachers where trained in Florida and are qualified to teach survival swimming.

Your child will learn breath control, how to float on their backs and breathe...and if the child's old enough, how to swim to safety without wearing herself out.

Your child will then learn how to come to surface, and float on his back even while wearing heavy winter clothing.

The lessons are short,just 10 minutes long. We did this because we noticed that children tire quickly and can't focus for longer than 10 minutes at best. Besides that, nobody would still be learning after spending a long 30 minutes in a cold swimming pool. We did an in depth research into child psychology and came up with ten minutes to make sure your child gets the best learning experience.

Yes, we know this is different from the other programmes where your child is in a group of 7 kids for a 30 minute session. But do realise that those 7 are under one instructor and he has to divide his attention between each, unskilled child.

In total your child is only recieving roughly seven minutes of time from a worn out teacher. And

that's after he spends a long 30 minutes in the cold pool.

## **Now you can arm your child with a vital swimming skill for only 10 minutes a day...4 days a week.**

The whole programme takes five weeks, with four lessons per week. These numbers vary with your child's swimming skill level, but we believe consistency is important when teaching a new skill.

But just because it takes an average of five weeks doesn't mean it's slow. Actually it's the opposite. **Most children learn how to float in just two short lessons.**

And then, after those five weeks you can bring your child to a monthly maintenance lesson, to further polish the skills and make sure they're not forgotten.

Now...coming four days a week, for five weeks may seem like a huge commitment, but remember, these five weeks will give your child a vital, life long survival skill. It'll only be ten minutes out of your day, and after a few days it'll feel so natural you won't even notice lesson's impact on your schedule.

However...If coming four times a week is too much for you, **you can choose how many lessons you want to do per week.** And we'll adjust the learning curve to compensate. We know you're busy, and we don't want to impact your schedule more than we need to.

## **It's Just The Instructor And Your Child In The Pool**

Look, you may be used to the traditional swimming lessons where children swim with their mothers and play in the pool with them. That is not how we teach.

Yes, you will be there, supervising from outside the pool. But other than that, it's just your child in the pool with his tutor. We did this because we cannot teach efficiently if there's someone else between us and your child.

We only have ten minutes at a time to teach him these vital life saving skills.

We want your child to become confident in the water without relying on you as an emotional crutch. **Of course he'll be uncomfortable at first.** But remember. In almost **all** cases where children drown, **their parent isn't there.** If we can get your child confident in the water in your absence, then that's one additional line of defence.

It's vital that he develops the solid confidence and independence in the water if he's to master survival swimming.

However, We do have to point out that being able to swim is just on line of defence, and is not a substitute for adult supervision.

## **Come Watch Us Work, Free Of Charge...No Obligation.**

We understand it's a tough decision leaving your child with someone, even if it's a teacher. So here's our offer to you.

We are inviting you to come watch us teach, absolutely free of charge. We have a section where parents can come and supervise. You can come during any of our lessons and see our teaching

methods. If there's anything you're curious about, you're free to ask and we'll give you an honest answer to all your questions.

You risk nothing by coming to watch us, and at most all you need is ten minutes to see what a full lesson is like.

In fact...coming to see us **puts you under NO OBLIGATION** to enrol your child for our lessons. It just lets you see with your own eyes how we work, and lets you judge whether our way of teaching is good for your child.

Come, watch us. And decide.

## **Contact us**

If you're interested in our lessons, or just want to talk to one of our representatives, this is how you can contact us.

[ add your contact details here ]

[ add your locations here, be sure to add small details such as "We are right next to the xy building" e.t.c...adds a sense of ease to findness ( is that even a word? ) to your location.