



2011 ROTTNEST CHANNEL SWIM PROGRAM with Shelley Taylor-Smith

Exclusive to Kirbyswim!!!

Kirbyswim is proud to welcome onboard 7-time World Marathon Swimming Champion, Shelley Taylor-Smith as your personal coach for the 2011 Rottneest Channel Swim Program. Shelley's passion and commitment to marathon swimming is second to none and together with her track record of success ...means you're in great hands!

“This is your opportunity to learn from the Champ, create your very own Champion Mindset and achieve your personal Rottneest Channel swim goal.”

Bill Kirby OAM, Kirbyswim Director

The Rottneest Channel Swim Program commences Tuesday 9th November 2010 for Solo and Duo swimmers. The 15 weeks program consists of three (3) training sessions per week on Tuesday and Thursday evenings and Saturday mornings. All training sessions are held at the ChristChurch Grammar School in Claremont, Western Australia.

The program is as follows:

- 9 November – 12 December: Tuesday & Thursday 7-8pm & Saturday 6-8am
 - 15 December – 3 February: Tuesday & Thursday 6-8pm & Saturday 6-8am
 - 8 February – 24 February: Tuesday & Thursday 7-8pm & Saturday 6-8am
- (Excluding 24th December 2010- 3rd January 2011).

The following support and key benefits provided by Shelley Taylor-Smith during the fifteen week program include:

1. Mental Toughness – come race day it is 90% mental and 10% physical.

Tools will be both taught and made available to assist in eliminating the Big 3: negative thoughts, fear of failure and self doubt to build self confidence and self belief to deal with all conditions come “Your Rotto Day”.

2. Nutrition & Feeding – an essential ingredient to succeed in marathon swimming is the ability to feed during competition. The important element of swim food and trialling different foods during training to determine the most suitable food for the individual's energy system will be discussed in detail and information provided.

3. Training – in consultation with Bill Kirby, 2003-2009 Rotto Squad Coach, Shelley will review past training programs to create a comprehensive 15 week program. The main goal is to provide a program that supports the individual needs to achieve their solo or duo goal coaching endurance that creates consistent speed over distance.

4. Practice & Preparation – in conjunction with pool training; longer swims will be assimilated in both pool and open water to create race day environment as if you are getting ready for YOURDAY! This includes mental preparation, stroke rate, pacing and feeding systems.

7 time World Champion creating Champion Mindsets® with Taylor-Made Solutions!

Champion Mindset® Consulting ABN 50 084 623 941 PO Box: 2178 Claremont North WA 6010

Phone: 1300 78 41 70 Fax: (08) 6210 1414 Email: office@championmindset.com.au www.championmindset.com.au



*****Champion Goals Workshop: Saturday 18th December 2010**

...as they say...*"if you fail to plan, you plan to fail!"* ...so what better way to start your fifteen week program.

An added bonus to Kirbyswim Rottnest Channel Squad members is your invitation to attend a goal setting workshop with Shelley Taylor-Smith to help you achieve your Rotto goal. This two (2) hour workshop will be held on Saturday 18th December 2010, after training giving you ample time for recovery after your morning 2hr session.

To support your fifteen week program; attend the goals workshop to learn how-to Create Your Own Champion Mindset® covering topics including laser focus, planning & preparation, goal setting, motivation strategies, overcoming anxiety, eliminating fear and visualization techniques for getting "in the zone", "clearing the mind" and "relaxation". This workshop is designed to teach you the Champion habits for "Your Rotto Day" mindset, preparation and execution.

The workshop is available to **Kirbyswim 2011 Rottnest Channel Solo Squad members at \$27.50 per person (Others \$55). Register your interest: call Shelley on 08 6102 4568** or send an email to office@championmindset.com.au with "Shelley I want to attend the goals workshop on 18th December" in the subject header.

***** Rotto Channel Swim Online Coaching program**

Unable to take part in the Kirbyswim Rotto Squad ...don't worry we have it covered... You can still learn from the Champ with the Rotto Channel Swim online coaching program including the 15 week program, motivation and education to help you achieve your Rotto Channel goal.

How does it work? Each fortnight via email you receive 2 weeks of programs
Investment: \$199 and includes 3 x 20min calls to Pick Shelley's Brain in the 15 week program.

Not purchasing the Online Coaching Program... Got questions: no worries...**Pick Shelley's Brain. Call 1300 78 41 70** to enquire about how to make an appointment. All Pick Shelley's Brain are phone coaching sessions. or email office@championmindset.com.au

To secure your spot in this year's 'Rotto' squad contact the Kirbyswim office right away and we'll do our best to have you swimming soon. If you're not sure if the squad is for you feel free to come down for free trial. Call the Kirbyswim office on **08 9442 1617** to register now.

If you have any queries regarding the Rotto Squad for Solos and Duos, the Champion Goals workshop on Saturday 18th December or the Rotto Channel Swim Online Coaching program call Shelley directly on 08 6102 4568.

We hope you will choose to attend and sign up with us!

Cheers Shelley Taylor-Smith

08 6102 4568

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