



**U.S. MASTERS
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How to Build Your ALTS Business From Scratch

Thursday, August 27, 2020

Adult Learn-to-Swim Programming Committee

Jeff Waddle -- jeffwaddle@yahoo.com -- 843-422-6766



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The How To's Business Development

Now What? You have just become ALTS certified. What's next, how do I put my new skills to work, how do I reach more adults that can benefit. These and more, are questions that will now enter your mind. BUT what is certain is that if you don't take action your time here will become a waste of time, if you don't take action your gift will not sow seeds and grow. So take that step, take control, make YOUR Legacy come to reality. I will go into detail on all the parts and pieces, they will differ according to the state and city you are in but the pieces will all still need to be done, be persistent, find someone in the business that can mentor you and be another set of eyes to bounce things off of. So keep an open mind and make sure you do something every day, it takes longer than you should but figure 30 days to get it all together. Let's get Started.....



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**Decide the business type
that best suits your needs**

Sole Proprietorship

- This is the most simple business entity there is, as the name implies, the establishment only has one owner. That owner may choose to use his or her name or a DBA “doing business as” name. The requirements are minimal- just a social security number and the necessary permits and licenses. Benefits are that income is taxed once, Sole Proprietorship are not subjected to as much government involvement and taxation as some other business types. A major point is that under the law, there is no distinction between the individual and the business, so if you were to encounter financial problems it could jeopardize the owner’s personal assets.





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**Decide the business type
that best suits your needs**

Partnership

- This formation takes place when two or more individuals form a written agreement to operate a business together. This choice is also fairly simple and inexpensive to establish. This business allows for shared responsibilities on the flip side, when conflict arises, unresolved issues can endanger the business.





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**Decide the business type
that best suits your needs**

Corporation

- Going through the process known as “incorporation” sets up the most flexible type of company. It’s owners have limited liability because the corporation has separate legal standing, the owners are protected for personal legal action, however corporations undergo a great deal of scrutiny and are held accountable for their actions at a higher level.





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**Decide the business type
that best suits your needs**

Limited Liability Company (LLC)

- this type of business have many of the same built-in advantages as corporations, however there is quite a bit of paperwork required to form and operate an LLC to ensure it will not be taxed as a corporation.



Although all four of these common business entities are fairly straight forward, you might consider retaining the services of an experienced business lawyer. For today's purposes I chose the Sole Proprietorship business type though many of the steps are the same.



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Name & Slogan

Name and Slogan

- This is where you get to put your own identity and creative thought processes into place. This isn't easy, take your time, write down every idea, ask for opinions but at the end of the day, it's got to "speak" to you. Remember it's your identity, be clear what your primary offering is in choosing this name, keep it short, memorable, relevant and maybe even form a short acronym. Again take your time! The final decision will feel right once you get it right.
- Slogans can help sell products but can be used for other purposes as well. What is the objective that the entrepreneur is attempting to achieve with the phrase. Marketing Slogans - to sell products or services. Set forth your philosophy or code of ethics. Don't contradict your statement or purpose, Don't produce one that sounds good but serve no purpose.





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Name & Slogan

Name and Slogan

- Once you settle on your name, most states require you to file for a Fictitious Name on the state level for instance in Florida the state website is Sunbiz.org, there you can check the name to make sure no one else is using it. In Florida this filing cost \$50 and is in essence your State level business license. They also require you to run an ad in your local paper. Contact your local paper classified advertising department and they will send you a form to fill out, in my locale for instance this ad cost \$25. Once this has run in your paper and there are no objections you then can finalize your application with the state. You will need to investigate how your state handles this process. Usually this application can be submitted online and typically takes less than a week to finalize. During this waiting period it's a great time to begin work on your Logo.





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Design Your Logo

Design Your Logo

- This is important just as first impressions are, I would say critical would be a better definition. You can absolutely design your own logo, only issue is that for things like printing, embroidery, banners, website, and social media they all require certain types of files:
 - PNG files for Social Media and Website
 - PDF files for Sharing
 - EPS files for Printing
 - SVG files for Editing
- I found Designhill to be simple and effective and more importantly affordable, I was able to design mine for a one time fee of \$35 and was able to download all the files for future use. There are many vendors and price levels for services so search around and find what works for you. Mine is simple, States what I do and my slogan states my purpose.





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The Legal Stuff!

Back to the legal stuff!

- First Search for your local county business development page, most will have info about what type of business license you will need and what is required, Florida now call it a Business Tax and not a license, once again your county may differ, most have departments dedicated to new businesses and will typically be very helpful with the necessary forms and requirements. In Sarasota County for instance that tax was only \$14. Now if your opening a Home based business as mine is and your in a City Limit, there is likely another license that will be required as well as a check by zoning to see if a home based business is allowed in your area. They do have “test” questions to qualify and are easily met. My City Business Tax was \$82. My city and county did not allow for online submittals so a trip to those locations might be in order. All in all a pretty simple process just smile when you meet with the gatekeepers in those departments, they are use to jerks so be kind.



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The Legal Stuff!

Do you need a Federal ID number?

- In most cases for a Sole Proprietorship the answer is NO as long as you have a Social Security Number. In the other business types you will likely have to file for an EIN Employer Id Number if you have employees. If your asked for a W9 then you can find one at [IRS.gov](https://www.irs.gov) and file out and present to the party that might require one.



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Banking

Open a Business Checking Account

- Do not commingle your Dollars! Many banks offer a basic business checking account with no monthly fees if you maintain a relatively low ledger balance. You will need to inquire as most have a business banking side and will have you verify info thru thier processes to set up, just takes a couple days. One tip don't order checks thru your bank. I found that VistaPrint was \$18 compared to the bank wanting \$45. My bank also offered a Business Credit Card and Debit Card that is kinda nice so that you can pay for expenses within the Business record keeping realm.





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Liability Insurance

Liability Insurance

- Yes, Absolutely, without exception you need to be covered! Don't think your covered by some other policy. You need to protect yourself, crazy things can and do happen. I found a Swim instructor specific Liability Policy issued by United States Fire Insurance Company, thru Sports and Recreation Providers in Wheaton IL, 630-665-7011. There are other options so search to find some, expect to pay \$250-\$450 a year for \$2M in coverage. There is coverage thru USMS for USMS sanctioned sessions but has it's limitations, check with USMS for a certificate to understand the requirements.





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Payment

Set up a Payment Connection

- Paypal, Venmo, Squaretrade, you will need and want other avenues than Cash or Check to facilitate collecting funds. Paypal seems to be widely utilized and simple, only takes about two days to verify your deposit account and your open for business. I will go into info later concerning Scheduling and find Paypal is a platform that is usually offered.



PayPal ALTERNATIVES





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Marketing

- That pretty much covers the steps of setting up your business, but you're not done. Getting exposure and creating a user-friendly platform is critical, that big word **MARKETING** now comes into play.
- **MARKETING** - is the business process of creating relationships with and satisfying customers. With the focus on the customers, marketing is one of the premier components of business management. Three basic marketing concepts involve creating a message, branding and positioning. Now customers are available 24 hours a day, 7 days a week through various channels on devices such as smartphones, notebooks and tablets. You have to be able to reach out to customers in real time and on the go with texting, email, social networking, blog marketing and online marketing. Let's break down and explore these platforms.





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Web Domain

Domain Name

- Many website builders offer the ability to buy a custom name for a yearly fee or you can use one they assign you for free, problem is that free one isn't going to be short or memorable. Purchasing one is simple and not that expensive, I purchase one thru GOOGLE DOMAINS and was able to get one close to my business name and costs \$12 annually. I settled on www.waddleswimacademy.com. There will be multiple options and price points so you just have to decide how important that is to your business. As you will see i decided to stay all within the Google Platform as integration and support made things a bit easier for the tech novice.



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Email/Phone

Dedicated Email and Phone

- Also in the Google world you can get a dedicated email within the Google Domain site that will be an extension of your Domain name. As to the phone, I decided to keep cost down and use my personal phone number but you can get a separate one if you want more privacy.



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Website

Website

- You can definitely create your own or pay someone but why not try it yourself. I opted for the NEW GOOGLE SITES, I found it to be easy to learn and easy to modify and maintain. This will take a little time as you will need to research keywords. Google also has a Keyword Planner that can assist you. You will want to use very specific keywords in your descriptions that rank the highest, ie. Adult Swim lessons ranks pretty high.

The screenshot shows the Google Ads Keyword Planner interface. At the top, there is a navigation bar with links for "Google Ads", "Overview", "How it works", "Cost", "FAQ", "Advanced resources", and "Contact". On the right side of the navigation bar, there is a phone number "1-844-245-2553*" and a "Sign in" link. Below the navigation bar, there is a search bar containing the text "summer apparel" and a "Get ideas" button. Below the search bar, there is a "KEYWORD PLANNER" section. The main heading is "Choose the right keywords". Below this heading, there is a sub-heading: "The right keywords can get your ad in front of the right customers, and Google Ads Keyword Planner is here to help." Below the sub-heading, there is a blue button labeled "Go to Keyword Planner". On the right side of the interface, there is a list of suggested keywords: "Sandals" (checked), "Bathing suits", and "Jean shorts".

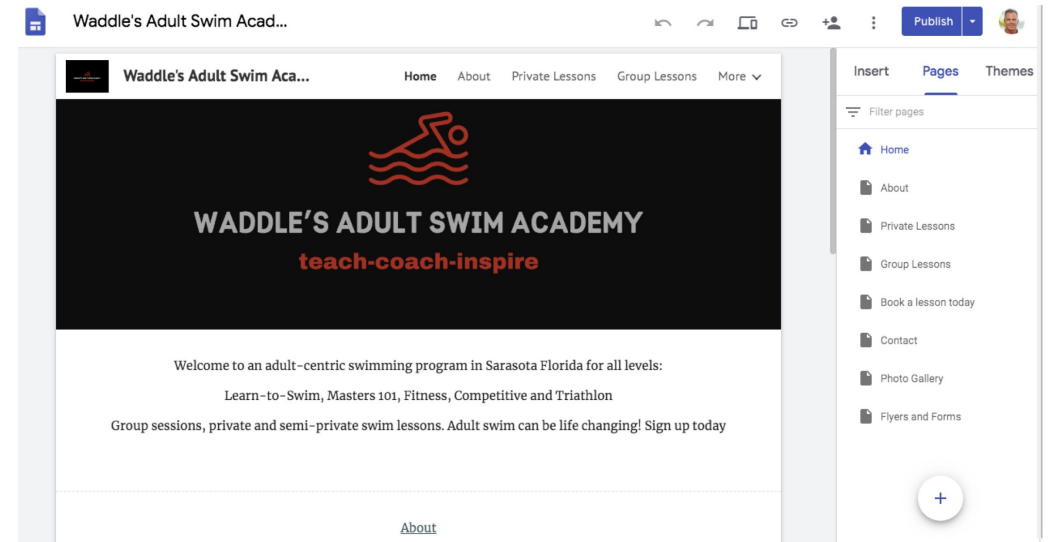


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Website

Website Development

- Gather your thoughts, the message branding and positioning have to be considered and thought through. Make sure you have access to pictures you want to use, links to forms or other materials. Here is a snip of what Google Sites looks like:
- I would suggest watching a tutorial or two on YouTube as this will speed up your learning curve, one such tutorial I found helpful was at <https://youtu.be/OsNat-3-D3s> , Let's take a look at that now. If your at a loss on content I am a big fan of searching to see what others have done, play with it, be patient and once your done, let it rest and look at it over the next couple of days you will definitely make changes.





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Social Media

Social Media

- Yes, I know..... But your missing out if you don't play, regardless of the age group you end up working with you still need a presence and it's free. I do recommend setting up business accounts as there are more tools and benefits over a personal account and if you have a current personal account you can link them together and make posting much easier, Let's explore the major three platforms, Facebook, Instagram and Twitter, what's cool is once they are set up and all linked together you can post on Instagram and it will feed out to all three.

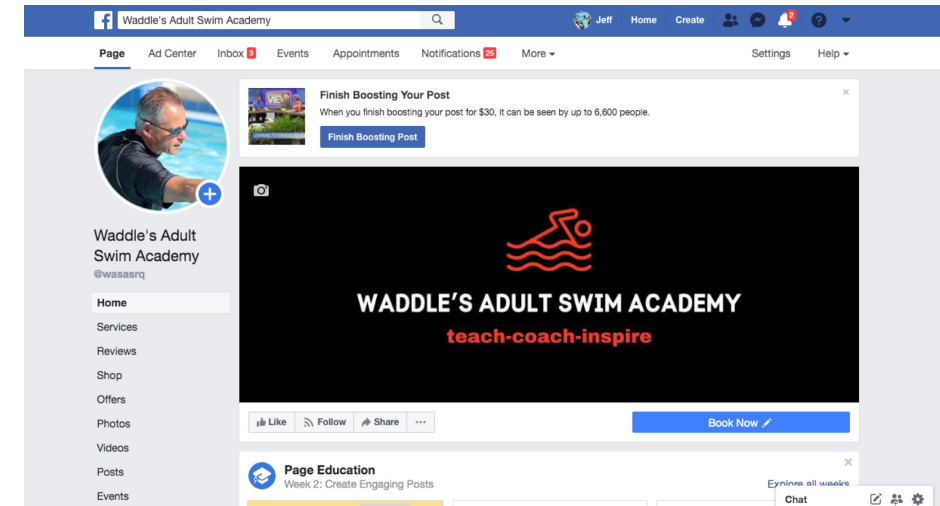


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Social Media

Facebook

- Like I said... I know but you gotta play, there again you will need your website, content material, contact info and your scheduling program in place, you have the ability to add a Book Now button that will link directly to your scheduler, I use Acuity Scheduling and it works beautifully, I will cover that later. Once again as you set up the account they walk you thru the content you will need to add, I decided to not invite friends until I was happy with the content and did a launch all at once.



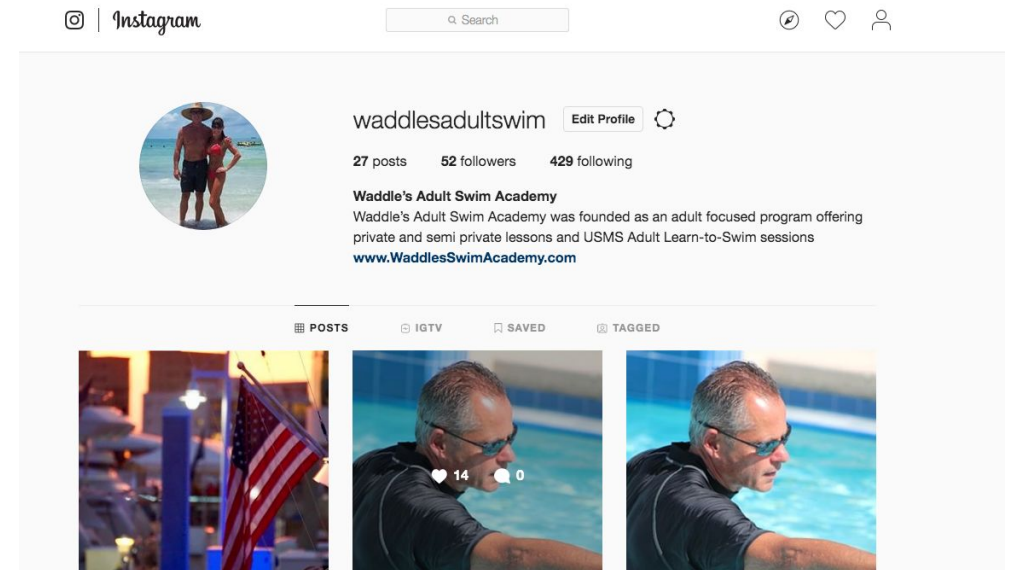


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Social Media

Instagram

- Limits content but a lot of people on the platform and as pointed out earlier, once you do a post here it will automatically sync to Facebook and Twitter at the same time once set up to share.





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Twitter

Twitter

- An American online news and social networking service on which users post and interact with messages known as Tweets.

The screenshot shows the Twitter profile page for Waddle's Adult Swim Academy (@WaddleSwim). The profile includes a header with the name and 21 tweets, a profile picture of a swimming pool, and a bio: "Adult focused Swim program- USMS Adult learn-to-swim, private and semi private lessons". The bio also lists the location as Sarasota, FL, the website as waddleswimacademy.com, and the birth date as June 16, 1960. The page shows 0 following and 1 follower. A tweet from July 5 is visible, stating "Swimming, it does a body good - mailchi.mp/d2185d41fe4b/s...". The right sidebar features a search bar, a "You might like" section with recommendations for Amazon Prime Video, Maurice Connaughton, and Michael, and a "Trends for you" section.



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Scheduling

Scheduling

- Get this right and your world really becomes less complicated. There are many out there and a simple google search will allow you to evaluate, but I highly suggest Acuity Scheduling! This software is amazing, you are allowed to create appointments, set your Calendar for your days and times you want to be available, Create appointment types, from private lessons to your group lessons even ALTS! You will set up forms that include what I call Swim Intake forms as well as your Liability Waiver, and you can link to your Paypal account to accept payments. I played around with this for a week but once you set it up it makes life so much easier! Let's take a look at some of the features, and oh yeah when you get a request you can share the link to the scheduler and they set their own appointments.



- Set Appointment Types

14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31

- Appointments
- Client's Scheduling Page
- Business Settings**
 - Availability
 - Appointment Types**
 - Forms
 - Packages, Gift Certificates & Subscriptions
 - Manage Users
 - Integrations
 - Sync with Other Calendars
 - Payment Settings
 - Email Settings
- My Account
jeffwaddle@yahoo.com
- Log Out

[+ New Type of Service](#) [+ New Type of Group Class](#)

[Preview](#)

Categories are sorted alphabetically. Click and drag appointment types to reorder or move them to a new category.

[Learn more »](#)

Private Swim Lesson - Arlington Park (30 minutes @ \$35.00)	Edit	Duplicate	Direct Scheduling Link ▼
Private Swim Lesson 5 Pack-Arlington Park (30 minutes @ \$150.00)	Edit	Duplicate	Direct Scheduling Link ▼
Private Swim Lesson - Arlington Park (45 minutes @ \$45.00)	Edit	Duplicate	Direct Scheduling Link ▼
Private Swim Lesson 5 Pack-Arlington Park (45 minutes @ \$200.00)	Edit	Duplicate	Direct Scheduling Link ▼
Private Swim Lesson - Arlington Park (1 hour @ \$70.00)	Edit	Duplicate	Direct Scheduling Link ▼
Private Swim Lesson- Your Pool (1 hour @ \$85.00)	Edit	Duplicate	Direct Scheduling Link ▼
Semi Private Swim Lesson- Arlington Park (2 person min) (30 minutes @ \$20.00)	Edit	Duplicate	Direct Scheduling Link ▼
<u>ALTS- RL Taylor</u> Direct Scheduling Link ▼			
RL Taylor- Adult Learn to Swim Jul 9-25th (4 hours 30 minutes @ \$60.00)	Edit	Duplicate	Direct Scheduling Link ▼



• Set Availability

< July 2019 >

S	M	T	W	Th	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

- Appointments
- Client's Scheduling Page
- Business Settings
- Availability**
- Appointment Types
- Forms
- Packages, Gift Certificates & Subscriptions
- Manage Users
- Integrations
- Sync with Other Calendars
- Payment Settings
- Email Settings

Availability

Show Walkthrough
Help is on its Way (Click Here)

Calendars Rooms/Resources

Default Client Scheduling Limits

Display start times: Based on appointment types

Allow clients to: Reschedule, cancel, edit forms

Minimize Gaps: Avoid any gaps

Prevent clients scheduling new appointments: less than 12 hours in advance and more than 365 days in the future

Prevent canceling or changing appointments: less than 12 hours in advance.

EDIT DEFAULT LIMITS

Block Off Time

Calendar Settings

Waddle's Adult Swim Academy

- Private Swim Lesson - Arlington Park
- Private Swim Lesson - Arlington Park
- Private Swim Lesson - Your Pool

AVAILABILITY Using default limits

7 Today	8 Mon	9 Tue	10 Wed	11 Thu	12 Fri	13 Sat
Closed	11:00am-11:45am,	11:00am-11:45am,	11:00am-11:45am,	1:00pm-1:45pm	12:00pm-5:00pm	12:45pm-5:00pm
	1:00pm-1:45pm,	1:00pm-1:45pm	1:00pm-1:45pm,			



- Setup Intake Form

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

- Appointments
- Client's Scheduling Page
- Business Settings
 - Availability
 - Appointment Types
 - Forms
 - Packages, Gift Certificates & Subscriptions
 - Manage Users
 - Integrations
 - Sync with Other Calendars
 - Payment Settings
 - Email Settings
- My Account
 - jeffwaddle@yahoo.com

ps://secure.acuityscheduling.com/admin/scheduling-link

Form Questions

ADD QUESTIONS ?

- Textbox
- Drop Down List
- Checkbox
- Checkbox List
- Yes/No Choice
- File Upload
- Address

INTERNAL USE ONLY ?

This form is for internal use only, don't show it to clients

SHOW THIS FORM WHEN SCHEDULING: ?

- Select All
- Private Swim Lesson - Arlington Park
- Private Swim Lesson 5 Pack - Arlington Park

FORM NAME (OPTIONAL) ?

Group Lessons intake form

DESCRIPTION (OPTIONAL) ?

Write any instructions you have for your clients here. (Optional.)

Address *

Date of Birth *

Age *

Preview



- Setup Terms and Conditions

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

- Appointments
- Client's Scheduling Page
- Business Settings
 - Availability
 - Appointment Types
 - Forms
 - Packages, Gift Certificates & Subscriptions
 - Manage Users
 - Integrations
 - Sync with Other Calendars
 - Payment Settings
 - Email Settings
- My Account
affwaddle@usms.com

Form Questions

ADD QUESTIONS ?

- Textbox
- Drop Down List
- Checkbox
- Checkbox List
- Yes/No Choice
- File Upload
- Address

INTERNAL USE ONLY ?

- This form is for internal use only, don't show it to clients

SHOW THIS FORM WHEN SCHEDULING: ?

- Select All
- Private Swim Lesson - Arlington Park
- Private Swim Lesson - E. Park

FORM NAME (OPTIONAL) ?

Terms & Conditions - Adult Learn to Swim

DESCRIPTION (OPTIONAL) ?

Assumption of Risk and Waiver of Liability: Swimming, like all athletic activities, involves elements of risk to participants, and can be a challenge for some persons. In consideration of my being allowed to participate in the Waddle's Adult Swim Academy swim lessons program based at 1820 Laurel St, Sarasota FL and/or any similar host site, the participants

I have read and agree to the terms above *

Preview



- Payment Settings

Calendar for July 2019 with navigation arrows and a sidebar menu containing: Appointments, Client's Scheduling Page, Business Settings (Availability, Appointment Types, Forms, Packages, Gift Certificates & Subscriptions, Manage Users, Integrations, Sync with Other Calendars), Payment Settings, and Email Settings.

Payment Settings

Buttons: Show Walkthrough, Help! I have no idea what to do!, Search...

CURRENCY ?

\$ (USD)

ACCEPT PAYMENTS FROM CLIENTS USING ?

PayPal

[Learn more about payment processors »](#)

WHEN CLIENTS SCHEDULE AN APPOINTMENT ?

Payment is optional

Save Settings

PayPal Settings

Clients will be redirected to PayPal's website to pay for their appointment.

YOUR PAYPAL EMAIL *

jeffwaddle60@gmail.com

Save Settings



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Scheduling

- Client Scheduling Link




Choose Appointment Your Info Confirmation


Returning? [Log in](#)

Redeem Coupon

Private Swim Lesson - Arlington Park (30 minutes @ \$35.00)
2650 Waldemere St, Sarasota Fl



Private Swim Lesson 5 Pack-Arlington Park (30 minutes @ \$150.00)
2650 Waldemere St, Sarasota Fl



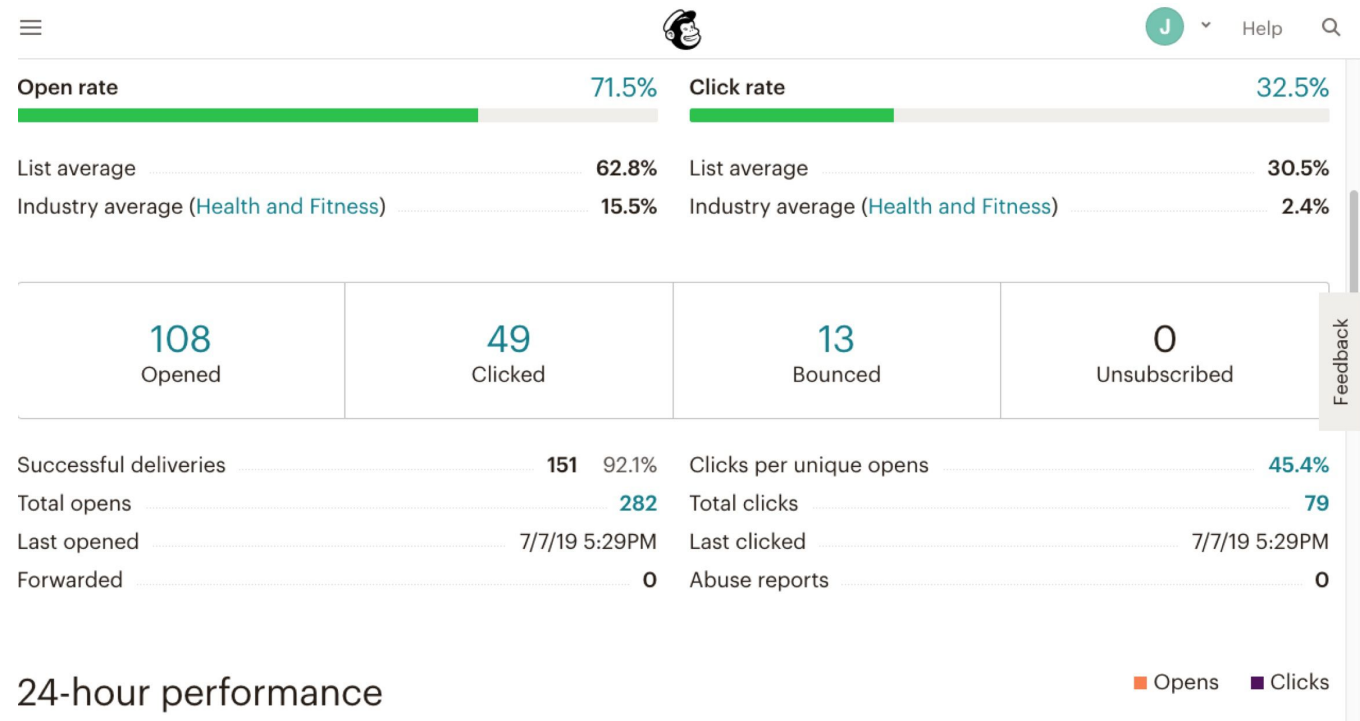
It really is awesome, I first signed up for the free account but soon upgraded to the next level that turned on many features more specifically the ability for a client to pay. This cost \$15 Monthly but the best money spent on simplifying your life.



Email Marketing

- There again many options but I chose to use Mail Chimp, I use their Free Version and It works great, I created a campaign for my launch and the results were really good and the emails are very professional looking. This program integrates with Acuity Scheduling so your clients flood over to Mail Chimp. Here is part of a report generated

:





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Sample Email

- Of all the Marketing parts and pieces fact is that emails remain to have the highest capture rate on impressions and click thrus. So please make them look good as possible and relevant. Always link to your website, that is where you want everything to tie back to.

The screenshot shows an email campaign preview for "Waddle's Adult Swim Academy". The subject line is "Introducing Waddle's Adult Swim Academy". The email content features a large black banner with the academy's logo (a stylized swimmer in red) and the text "WADDLE'S ADULT SWIM ACADEMY" and "teach-coach-inspire". Below the banner is a photo of a man in a pool, also with the "teach-coach-inspire" logo. The text below the photo reads "An adult-centric swim program for all levels" and lists "Learn-to-Swim, Masters 101, Fitness, Competitive and Triathlon:" followed by a bulleted list: "Private Lessons", "Semi-Private Lessons", and "Group Sessions". A blue "Find Out More" button is at the bottom. Social media icons for Facebook, Twitter, LinkedIn, and Instagram are at the very bottom.

Introducing Waddle's Adult Swim Academy

[Campaign Preview](#) [HTML Source](#) [Plain-Text Email](#) [Details](#)

WADDLE'S ADULT SWIM ACADEMY
teach-coach-inspire

Introducing
Waddle's Adult Swim
Academy

teach-coach-inspire

An adult-centric swim program for all levels
Learn-to-Swim, Masters 101, Fitness, Competitive and Triathlon:

- Private Lessons
- Semi-Private Lessons
- Group Sessions

[Find Out More](#)

Please share this email and like the social media links below

[Facebook](#) [Twitter](#) [LinkedIn](#) [Instagram](#)



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USMS Registration

USMS Registration

- Register your business with USMS as a club, this gives you great exposure, their SEO (search engine optimization) is much more effective than you can make your website on your own. Clients will reach out to you, it allows you to take advantage of your certifications and gives you a status that no other swim instructors will enjoy. Cost is \$60!

Waddle's Adult Swim Academy

Welcome to an adult-centric swim program for all levels:

Learn-to-swim, Masters 101, Fitness, Competitive, and Triathlon.

Group sessions, private and semi-private lessons.

Practice Information

By Appointment

- | | |
|---|--|
|  Arlington Park Pool
1.2 2650 Waldemere Street
Sarasota, FL 34239 |  25y
Outdoor |
|  Robert L Taylor Complex
2.3 1845 34th Street
Sarasota, FL 34234 |  25y
Outdoor |

[Join USMS Now](#)

Club Contact

Jeff Waddle
843-422-6766
jeffwaddle@yahoo.com

[Visit Club Website](#)

Connect With Us



USMS Certified
Coach



USMS Certified
ALTS Instructor



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SSLF Funding

SSLF FUNDING

- Apply for the Swimming Saves Lives Foundation Grant- this will allow you to reach more people and offer scholarships to those in need. There is some record keeping involved but well worth the effort.





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- Finally, there are no shortcuts, yes you can spend dollars for the parts and pieces you are not comfortable with, but try it on your own first and if you hit a brick wall then get help. All said I spent under \$550 for everything including the liability insurance, if you already have that in place then I'm at just \$300 to launch!





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Finding Your WHY — Inspiration from an ALTS Program Making A Difference

Thursday, August 27, 2020

Adult Learn-to-Swim Programming Committee

William Kolb — wmkolb@gmail.com — 502-553-5154



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“The Little Program That Could”



- Central Adult Learn-to-Swim, Inc. was formed in 2018 by William Kolb and Amy Benton.
- Located in West Louisville at Central High School, we are our city’s sole provider of barrier-free access to adult swim lessons and aquatic fitness programming.
- In April 2018, we taught 40 adults to swim with our first SSLF grant.
- In April 2019, we taught 70.
- Since our formation, we have taught over 250 adults to swim and feel safe around the water and have a over FIVE HUNDRED people on our waiting list.
- Despite our success, graduates still lack equitable access to public aquatic facilities...



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Program Overview

- All beginner sessions are totally ***FREE*** of charge— we have removed ALL financial barriers to becoming an adult swimmer.
- Our classes are for adults with limited to no prior swimming experience or those with a fear of water who wish to learn the basics of swimming (steps 1-11)
- Beginner sessions are taught in a group format by volunteer instructors at a 1:2 student to instructor ratio
- Each session consists of four one-hour classes
- Students come to our program with a broad range of experiences, both **positive and negative**.
- We allow students to become familiar with our curriculum, choose their own end goal, and **move at their own pace** to reach that goal.
- This looks like learning to float to save yourself in an emergency to accomplishing all five American Red Cross skills or anything in between... **or beyond**.



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WHO?

Who makes ALTS happen?

- Masters Swimmers
- ALTS Instructors
- Masters Coaches
- Aquatics Directors
- Community Leaders
- Sponsors & Partners
- “Friends of the Water”





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WHO?

Who do you want to teach?

- fearful non-swimmers
- **fearless** non-swimmers
- swimmers with some experience
 - good and bad
- continuing ALTS students
- ALTS graduates





**U.S. MASTERS
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Special Guests

Who are you and why are you here?



Patricia Mathison



D'Andria Cole

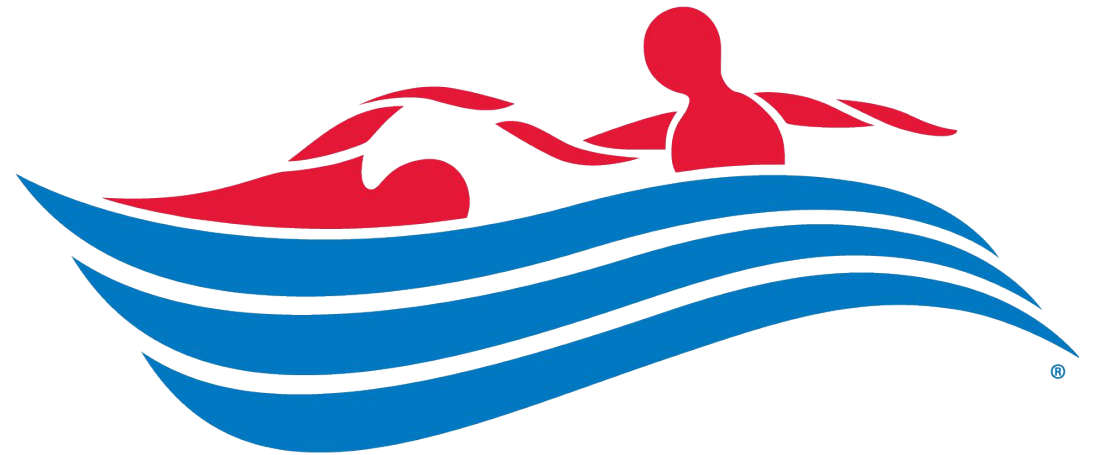


**U.S. MASTERS
SWIMMING**

WHAT & WHEN?

What kind of program do you want to have?

- nonprofit, for-profit
- grant-funded
- group classes
- private teaching
- April-only programming
- year-round programming
- Something else?



**ADULT
LEARN-TO-SWIM**

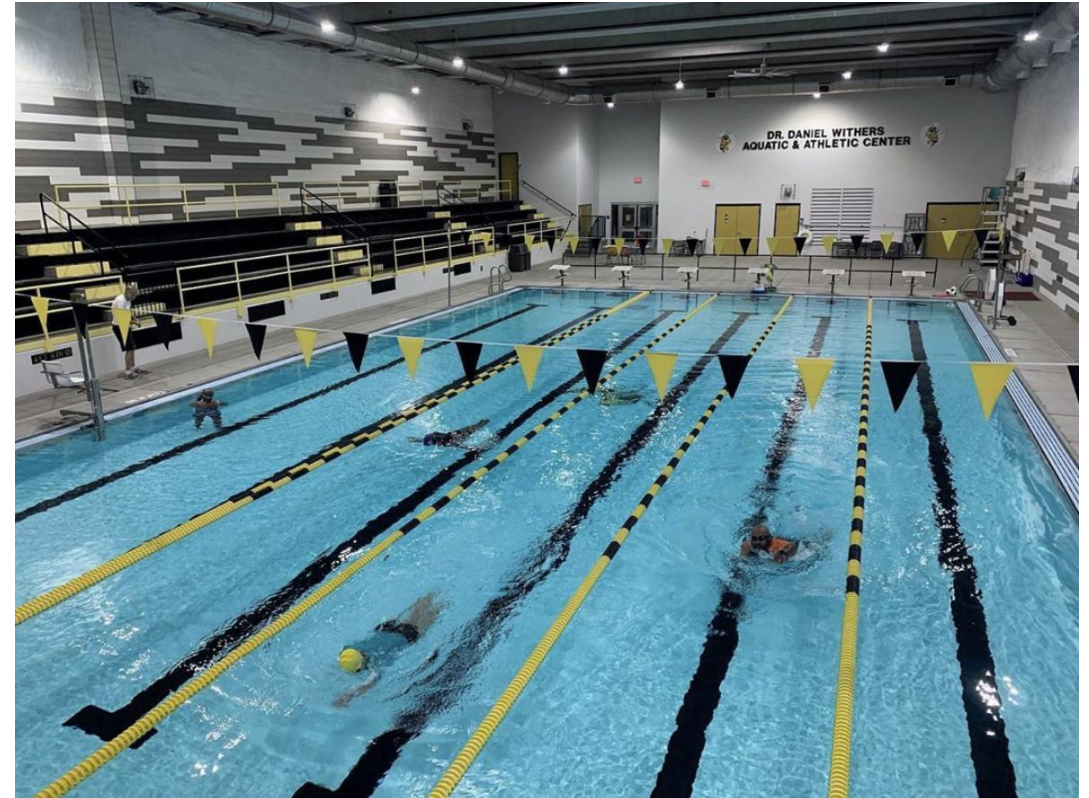


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WHERE?

Location, location, location...
facilities, facilities, facilities...

- water depth
- entrances/exits
- accessibility
- other facilities — restrooms, parking, etc.
- existing programming/relationships





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WHERE?

“THIS... is where adults learn to swim!”





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SWIMMING**

How?

What makes our program different?

- first contact & follow-up
- introductions
- **GIVE THANKS**
- utilize a “lead” instructor/conductor
- comfort first — breathing before getting wet
- tension drills/relaxation to eliminate all doubt
- “student showcase” after every class
- pomp & circumstance -- graduations & mini graduations



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SWIMMING**

How?

CELEBRATE!!!



- share stories with writing, photos, and videos
- Ask students to share **THEIR OWN** stories and testimonials
- tag, tag, tag and share, share, share!
- there is no such thing as “too much” good social media presence



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How?

Community Building

- chit chat at swim practice
- host a Fitness Series event
- invite ALTS students to your practices, meets, events
- celebrate ALTS success in newsletters
- make fliers and decorate bulletin boards
- visit your students, engage in their community





U.S. MASTERS SWIMMING

How?

Get published!

- magazines
- newspapers
- radio
- local TV spots
- YouTube/Facebook Live
- more!





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Why?





U.S. MASTERS SWIMMING

Why?





**U.S. MASTERS
SWIMMING**

Why?





U.S. MASTERS SWIMMING

Why?





***U.S. MASTERS
SWIMMING***

QUESTIONS?