



**Every Sport...  
Every Athlete...  
Every Level...**

### **Creating the World's Most Dangerous Athletes**

If you want to become an unstoppable force in the pool, swim practice alone is not enough. You need an effective strength training program to get you stronger and prevent common swimming injuries.

As a swimmer, you put a lot of stress on your shoulders. If you're not doing the right type of training OUTSIDE the pool – you are not reaching your full potential and risking your shoulder health..

And until now, you had to rely on antiquated training methods and longer and longer hours in the pool.

But those days are over.

ICON Performance Swimming Speed, Strength and Conditioning is the only resource in the area filled with a full year of swimming-specific workouts created exclusively for serious swimmers who want to become champions..

Strength training, swim power, injury prevention, and flexibility it's all in here at...

ICON Performance

**MASTER TRAINER:**  
**Jeff Green MS,CSCS,CES,PES,USAW,USATF**  
Exercise Physiologist  
Certified Strength and Conditioning Specialist  
USA Weightlifting Coach  
USA Track & Field Level 1 Coach  
Clinical Exercise Specialist  
Performance Enhancement Specialist  
National Strength & Conditioning Association  
Alabama State Chairman  
American College of Sports Medicine Member  
State & National Champion Powerlifter

At the Icon Performance Center, our goal is to help the athlete's speed, power, explosive strength and flexibility. By using multi-joint explosive training exercise we are able to produce total body movements. These exercises are similar to the movements involved in sports and will aid the athlete in becoming a force to be reckoned with!!

- **LEAVE YOUR MARK!**

**(205) 970.2348**



## **ICON Performance Swimming Speed & Strength**

The Icon Performance Center possesses the most experienced training staff ever assembled in the state of Alabama. Our Center offers under one roof, the best strength, conditioning and speed professionals from every level of sport, with extensive experience in high school, collegiate, and professional athletics.

**What can the Icon Performance Swimming Speed, Strength & Conditioning Program do for me?**

**Would You Like to Have Instant Access to The World's Largest Selection of Step-by-Step, 'In the Trenches' Dryland Workouts for Serious Swimmers?**

I know your time is valuable – do you really want to waste even one more minute on the Internet scouring through millions of pages of never-ending scientific mumbo-jumbo and lots of 'theories', only to be left without an actual sample weight loss exercise plan for you to follow?

What good are fitness 'tips' and 'articles' that don't provide real usable workouts you can begin following right away? Or worse, articles that give generic advice like 'just run for 20 minutes'!

My name is Jeff Green and I am an exercise physiologist and professional strength and conditioning specialist who is fed-up with the bull and wanted to give you something more. I brought together the area's elite performance enhancement specialists to create the ICON Performance Swimming Specific Strength & Conditioning Program. We went on a mission to eliminate time-wasting clutter and give you what you really want: A full array of dryland strength and conditioning workouts just for competitive swimmers.



Research into the effects of high-volume swim training on performance suggests there is no advantage to piling on the laps. Exercise physiologist, Jeff Green, has studied thoroughly a great deal of research on athletic training over the last three decades. In one study, a team of scientists followed two groups of swimmers over a 25 week training period. Both groups began with once daily training, but one group moved to twice daily training in weeks 10 to 15, reverting to once daily for the rest of the study period. At no stage of the 25 week training period did this group show enhanced performance or increased aerobic capacity as a result of their extra training. It was a waste of time. Most swimmers completed two training sessions per day where swimmers trained at five specific intensity paces. Over the whole season, the swimmers who made the biggest improvements were those who performed more of their training at higher paces. The volume of training had no influence on swim performance.

Stop wasting your time with the "death march" of endless laps up and down the pool. Make those muscles capable of putting out more power over and given amount of time you choose. Be the master of your own competitive destiny and leave "luck" to the unprepared.

**Gain SPEED Now!**

Swimming excellence doesn't happen by accident ... no hit or miss in this sport. It takes a great training plan, practice and focus, in the water and on deck, to stay on top. But when you hit the water, great training gets great results. Swimmers and Coaches – if you could have expert weekly workouts specifically designed every week, would you do it? We're talking five days of daily workout agendas designed to keep you training smarter ... more efficient use of your pool time and a focused approach to improvement, increased stamina and strength. Imagine eliminating time spent developing training plans on your own, worrying about remembering what exercises you did last week or figuring out what to add this week. That training time that will become ten times more efficient. Workouts can actually be spent where it counts ... in the pool, increasing your speed and sharpening your competitive edge. Traditional Dryland training will not be enough to get you to that next level. At ICON Performance, we use tried and true proven Russian Training Methodologies to simultaneously train year around for max power, speed and strength without burn out or worse yet, injuries.

***Choose the Right Training Equipment and You Can Dramatically Improve the Quality of Your Workouts. Choose Wrong... and Your Workout Can Quickly Turn Into Overtraining. I'll Share My Field-Tested and Recommended List of Equipment.***

***A Powerful Drill Which Helps You Increase Your Balance in the Water.***

***Got a Weak Kick? Here's What You Should Do.***

***2 Core Drills that Build Your Free-style Foundation!***

**Six Powerful Reasons Why You'll Be Delighted With Your Training Experience at ICON Performance...**

- 1. Develop a 'never say die' attitude.*
- 2. Watch your strength, speed and endurance allow you to do things that will even surprise you.*
- 3. Drive, dedication, iron will and desire will become your synonymous with your name.*
- 4. Overtraining and injuries will become a thing of the past.*
- 5. Acquire lean muscle and lose that body fat that weighs you down makes you slower and more fatigued.*
- 6. Get used to seeing your name on the TOP of the leader boards at every competition you continue to DOMINATE.*

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