



Nick Irons and his incredible story have been featured in major newspapers and magazines, including *The New York Times*, *USA Today*, and *People*, as well as on countless TV and radio talk shows, including *Good Morning America*.



Connie Irons is Nick's mother. She is also a major contributor to this book, resident PR expert, and part of the family dream team behind this extraordinary adventure.

Clydesdale Press, LLC  
Bethesda, MD  
www.clydesdalepress.com

Cover Design by Sharon Thorpe  
Author Photos by Lauren Lavin  
Cover Writing by Susan Kendrick

## If a guy can swim the length of the Mississippi...

...imagine what he can tell you about making *your* dream come true. What's your Mississippi? Big or small, it's that one dream that won't let go: Write a bestseller...start your own business...bike across the U.S....kayak around one of the Great Lakes...sell that invention...whatever! *Swim Lessons* is your guide to plunging headlong into any dream, no matter how deeply personal, quirky, or outrageous. From getting started to hanging in there, you get fun, easy, step-by-step strategies and tips that will work for anyone.

### Learn how to:

- Start the planning process—what to do first and why
- Get help where you need it most—living your dream doesn't mean going it alone
- Get corporate sponsors on your side—they're looking for a good idea, too
- Deal with delays, disappointments, even boredom—it's all part of the process, so don't sweat it
- Stay motivated and have fun

*"Nick Irons is a true American hero."*

—GENE RANDALL, FORMER CNN NATIONAL CORRESPONDENT

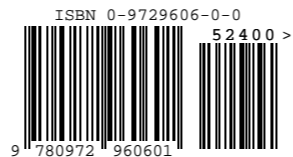
*"Big goals don't scare Nick Irons. His attitude? Take 'em on and make 'em count."*

—INVESTOR'S BUSINESS DAILY

*"He simply believed that he could do the nearly impossible—for no better reason than he decided that he would."*

—FAST COMPANY MAGAZINE

Transform *your* idea into an unstoppable dream



Nick Irons

SWIM LESSONS



# SWIM LESSONS



TEN SECRETS FOR MAKING ANY DREAM COME TRUE

Nick Irons

Having "just an idea" is enough

"I came up with the idea and worried about the rest later," says *Swim Lessons* author Nick Irons. As crazy as this may sound, it worked for Nick, and it can certainly work for you. And "the rest" is exactly what Nick figured out—what it takes to swim 1,550 miles of the mighty, muddy Mississippi River in four months to raise money for multiple sclerosis, the disease his father has lived with for more than twenty years. It's hard to think of a riskier, less-doable idea than that—especially when you have no idea how you'll pull it off. But he did! This book is Nick's highly entertaining story of the Swim and every pivotal lesson he learned along the way. What he shares here is not just inspiration—it is the rock-solid plan you need to make your biggest dream come true.