

# Life of a Triathlete

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## HOW TO SURVIVE AND SUCCEED

A GUIDE FOR AMATEUR AND PRO ATHLETES

In May of 2011, after thirty-nine straight Ironman finishes, Meredith Kessler passed out on the twenty-second mile of the marathon at Ironman St. George. At the time, she was all alone in second place. Even as a veteran of the sport, she still made a mistake that cost her \$25,000 in podium and sponsorship funding and a \$3,000 emergency room hospital bill. ***Life of a Triathlete*** is a guidebook to help elite and amateur competitors reach their goals by reducing the trial and error that plagues the sport.

Triathlon books have traditionally focused on some combination of training methods, gear, and inspirational coaching. While these subjects cannot be ignored when participating in the sport, these alone will not help you reach your objectives.

Kessler approaches the book through a practical, business point of view, where the things done in preparation for a race will enable an athlete's peak performance. In the first two books of her ***Life of a Triathlete*** series, she covers topics ranging from the off-season, nutrition, hydration, and supplements to race-week tips, marketing, social media, expenses, taxes, and general organization.

***Life of a Triathlete*** examines how a perennial above-average amateur learned, through much trial and error, how to elevate herself and navigate the pro ranks. This manual does not discriminate based on level of competitiveness, and the tips and techniques can be used across all sports. Meredith Kessler wants to share her hard-earned knowledge with the triathlon world and beyond so that athletes everywhere can reduce the time it takes to achieve their dreams.

*Authored By:*

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