

Water Ski Racing Legend Mike Avila Releases New Book on Overcoming Adversity and Never Giving Up

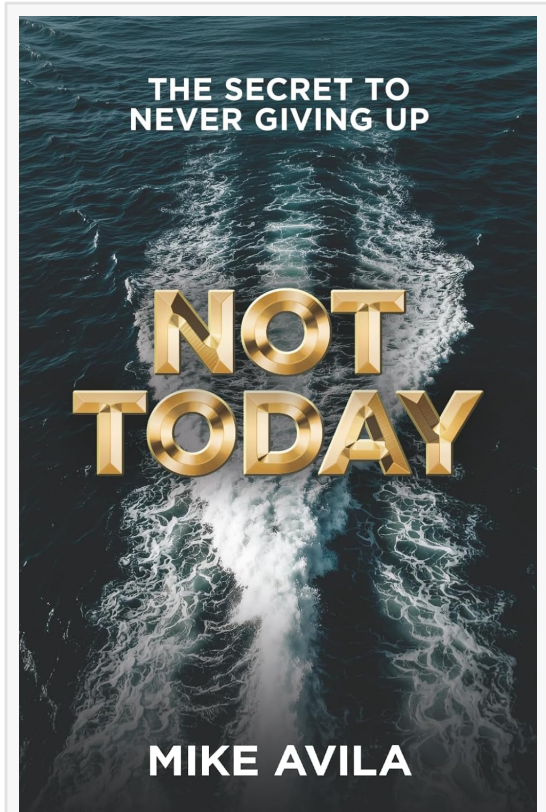
Water ski racing legend and entrepreneur Mike Avila announces the release of his new book, [Not Today: The Secret to Never Giving Up](#)

LOS ANGELES, CA, UNITED STATES, September 21, 2026 /EINPresswire.com/ -- Water ski racing legend, entrepreneur, and mentor Mike Avila announces the release of his new book, [Not Today: The Secret to Never Giving Up](#). The book reached #1 in Personal Transformation, #1 in Sports and Outdoor Biographies, and #1 in Addiction and Recovery in the Kindle Store. Part memoir and part practical blueprint, the book explores the mindset that helped Avila move forward after a devastating accident left him with a third broken neck, a broken jaw joint, and paralysis on the right side of his body.

Before the accident, Avila had already built a legendary career in water ski racing. He had returned from three career-ending injuries and continued competing at the highest level, earning a reputation for perseverance, leadership, and relentless determination. After being pulled lifeless from the water, resuscitated, and rushed to the hospital, he faced a challenge unlike any he had encountered before. For the first time, the competitor known for never quitting felt ready to give up.

Not Today: The Secret to Never Giving Up recounts Avila's recovery and the two-word mindset that helped him continue one day at a time. The book shows readers how a daily commitment to persistence can provide strength during moments of uncertainty, loss, physical hardship, and personal struggle.

Written for readers facing challenges in their relationships, careers, physical health, mental health, or other areas of life, the book offers a direct and personal account of what it means to keep moving forward when progress feels impossible. It also speaks to those who are satisfied



Not Today: The Secret to Never Giving Up

with their current lives but remain committed to pursuing larger goals and creating a more meaningful future.

Through his [professional journey](#), Avila has applied the same mindset to athletics, business, coaching, and mentorship. In addition to his record-setting racing career, he built a multimillion-dollar construction company and has helped other entrepreneurs establish and grow their own firms. His new book extends that work by giving readers a framework for responding to adversity with discipline, conviction, and relentless commitment.

About Mike Avila

Mike Avila is a champion water ski racer, entrepreneur, coach, and mentor whose career has been defined by perseverance. Over several decades, he won 27 National Championships, 31 High Point Championships, five World Team Championships, and three World Cups. He held every course record in the United States except one and every fastest average speed record in the world. Avila served as captain of Team USA for several years and became the first racing-only athlete inducted into the Water Ski Hall of Fame.

Avila continues to compete in boat racing while coaching and mentoring others. He also built a multimillion-dollar construction company and has helped business owners develop their own successful firms. His leadership in racing and business reflects the same philosophy at the center of his book: face each challenge one day at a time and refuse to give up today.

Mike Avila

MRC Built

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