ROB RICHES

10 STEPS

A BEGINNERS GUIDE TO REACHING THEIR FITNESS GOALS.

WRITTEN BY ROB RICHES. 2018

10 STEPS TO FITNESS SUCCESS

CHAPTERS

THIS GUIDEBOOK HAS BEEN CREATED WITH YOU IN MIND. IT CAN BE USED AS A REFERENCE GUIDE FOR WHEN YOU NEED TO KNOW SOMETHING, BUT WE RECOMMEND YOU READ IT FROM START TO FINISH IF YOU REALLY WANT TO GAIN SOME KNOWLEDGE AND SET YOURSELF UP FOR SUCCESS WITH YOUR HEALTH AND FITNESS GOALS

You'll notice icons throughout the guidebook. These indicate a number of different areas that are worth highlighting. These include when you are encouraged to *write* things down, highlighted in bold to show its significance, or visit our website for further information relating to that topic.

"MOVING IN THE RIGHT DIRECTION IS SO MUCH MORE IMPORTANT THAN SPEED. MANY ARE GOING NOWHERE FAST"

WHAT CAN YOU EXPECT?

This training guide is intended to....

Show you the tried & tested methods that have worked for myself over the last ten years, as well as for thousands of others who have followed such practices. Within this guide you will see how a structured meal plan alongside the right training program, will move you faster towards your goals and help you maintain it.

There are no crazy methods of dieting or extreme training within this guide. In fact, you may not appear to see anything that you haven't heard or read before, but by following these 10 steps, and remaining committed to them for the next 30 days, you will start to see how everything comes together.

Make use of the tools and recourses within this guide, throughout my website (robriches.com), and be sure to check in on the Facebook Support Group to chat with others, and to see new content that will continue to help motivate, educate, and support you towards your fitness goal.

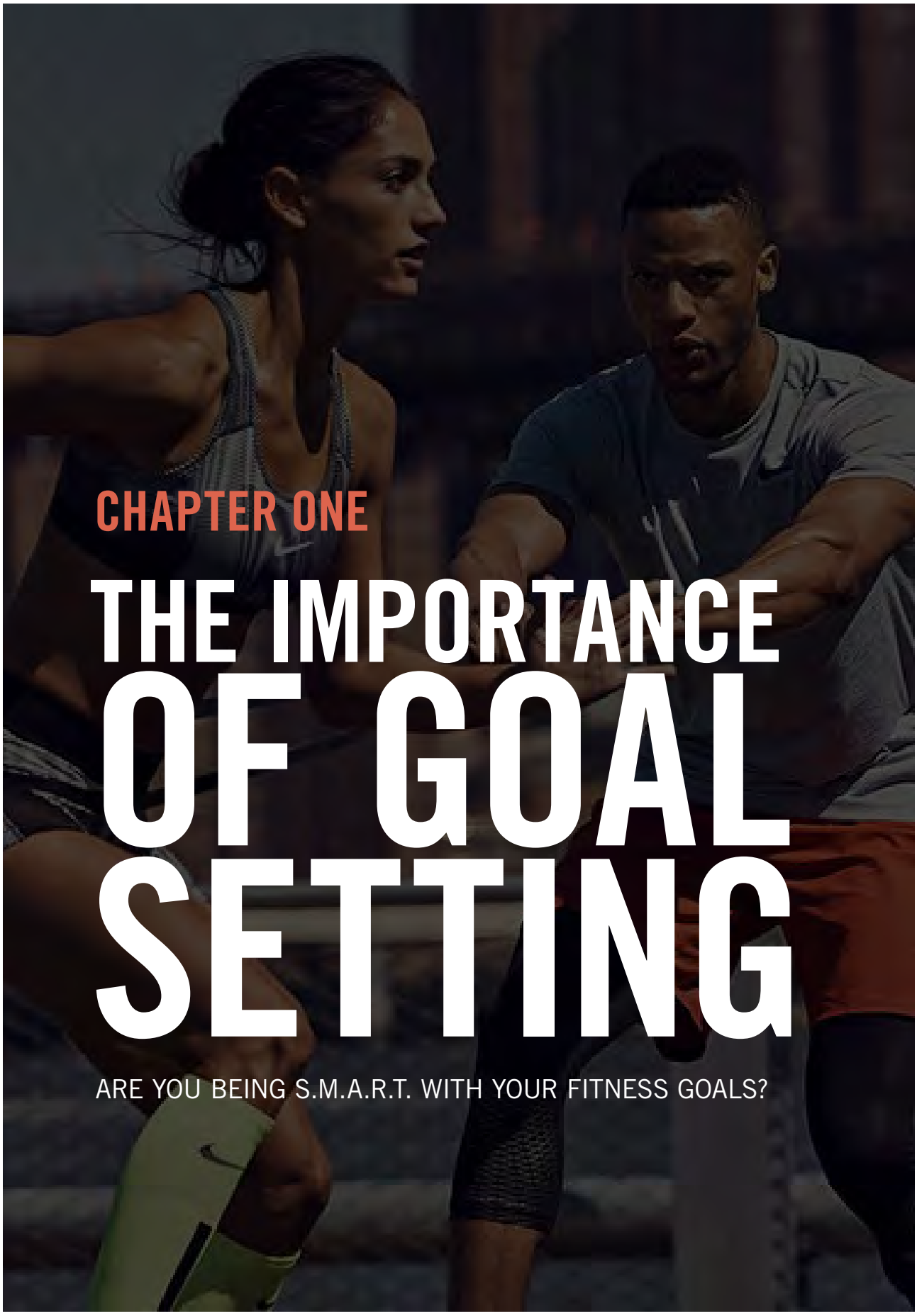
YOUR FITNESS MENTOR

"ALLOW ME TO HELP GUIDE YOU THROUGH YOUR FITNESS JOURNEY, BYPASSING MANY OF THE MISTAKES & SETBACKS THAT BEGINNERS OFTEN ENCOUNTER"

My goal within this guidebook is simply to guide you through each chapter, highlighting many of the key factors that I've found to be highly beneficial in achieving my own fitness goals.

There is no 'one-size-fits-all' approach to this, as we all have different body types, live different lives, and often want different goals, so the information presented to you on the pages ahead outlines several approaches, and allows you to choose which options best suit you.

Perhaps the best piece of advice I can give you at this stage is that no matter how great your program may be, it will only be effective if you're able to consistently follow it. Therefore, having a training routine and diet that is not extreme or difficult for you, is a must, especially for those of you just starting. Consistency and progression go hand-in-hand. After several months of steady progress, you can begin to modify several factors and continue to make improvements.



CHAPTER ONE

THE IMPORTANCE OF GOAL SETTING

ARE YOU BEING S.M.A.R.T. WITH YOUR FITNESS GOALS?

GET SMART

S.M.A.R.T. IS AN ACRONYM THAT IS USED TO GUIDE THE DEVELOPMENT OF MEASURABLE GOALS

This fitness guidebook is set up to allow you, the reader, to determine your exact goal, when you can expect to achieve/arrive at that destination, and guidance in the form of food, training, and supplementation to help you get there.

There is no one-set plan that will achieve this for every single reader. We are all different, each with different goals. This guidebook is set up to allow you to establish precisely what it is that you wish to achieve, and help support your goal by revealing which tools will be best for the job.

The great thing about this guidebook is that if your goals change over time (or rather you've achieved your first target goal), you can simply return to this guide and make use of the tools that will best suit your new goal.

If you're serious about achieving your fitness goal, I am positive that the information within this guide (and supporting articles, videos, and information available on the website), will assist and support you so that you understand what is required to achieve that goal, and how precisely you are going to do it.

First, we must first take a deep look and establish exactly what it is that you want to achieve. We will do this by first answering 5 basic, but highly important questions.

SPECIFIC
MEASURABLE
ACHIEVABLE
RELEVANT
TIMELY

This acronym is used countless times across many different businesses, and using it to set (and achieve) your fitness goals is no different.

Below you will see what is required from you for each word. You should read through each paragraph, thinking to yourself how you would answer each question, but don't start writing anything yet. After each word has been elaborated, you will have a space to write your answers, and see real-life examples of how to be very specific with each one.

This won't take you long to do, and you can always return to this chapter to further expand on your answer, but you should start now. Words can be a powerful motivator, especially when you commit your thoughts to paper. Now you have accountability and purpose to follow through with everything you expect to achieve, knowing exactly what you want, what needs to be done to achieve it, when it will be achieved, and how

"TO BE SUCCESSFUL YOU MUST FOLLOW IN THE FOOTSTEPS OF OTHERS WHO HAVE PROVEN TO BE SUCCESSFUL"

– YOU CANNOT REPLICATE SUCCESS WITHOUT AN EFFECTIVE PLAN.

1.	SPECIFIC	Be as specific as you can when answering the questions. "What do you want to achieve?", "How will you know once you've achieved it?", and describe the results (end product) of the work to be done.
2.	MEASURABLE	It's important to have measurable goals, so that you can track your progress and stay motivated. Assessing progress helps you to stay focused, meet your deadlines, and feel the excitement of getting closer to achieving your goal.
3.	ACHIEVABLE	Is your goal achievable? Can the measurable objective be achieved by the person? Does he/she have the experience, knowledge or capability of fulfilling the expectation? It also answers the question - Can it be done giving the time frame, opportunity and resources?
4.	RELEVANT	Is your goal relevant? It might sound like a strange question for something you want to do/achieve, but the real question here is "should it be done?", "why?" and "what will be the impact?"
5.	TIMELY	No goal can be met without having a realistic time frame in place. "When will it be done?" Your goal will no doubt have several milestones or check points to help you or assess how well something is going before it is finished so that corrections or modifications can be made as needed to make sure the end result meets expectations. If you're time-frame is unrealistic, or not followed to the plan, then it's highly unlikely you will become frustrated with the lack of real progress, and ultimately may never arrive at your final destination.

As you start to write your fitness objectives on the next page, remember that these can be continually refined, modified, or changed over time. What you write now will serve you as a guide throughout your journey. Journeys can, and often do change, so be as detailed as you can now so that when the time comes, you can be sure you have achieved what you are planning to set out to do.

LET'S START SOMETHING GREAT!

To help give you a framework to follow, there is a space for you to write your answers, and an example below to give you an idea of how to effectively answer each question that's best for you. Do not simply follow the examples (even if they are the same as your goal). Make each answer your own words.

Think of it this way: If you can provide all the answers to a computer and it will magically give you the result you want, but your answers have to be very specific, how would you write each answer effectively? The questions below are designed to assist and support you so that you understand what is required to achieve that goal, and how precisely you are going to do it.

#1. SPECIFIC

What is it that you want to achieve? (Give more than one goal if necessary, although be as specific as you can for each goal).

#1. Example - Specific

I want to see abdominal definition in my stomach, and will commit following a manageable training schedule to be able to achieve this. I will pay more attention to my diet, and only allow a cheat meal after no fewer than 3 days of clean eating. I will also commit to waking up by 6am so as to allow myself the time needed to exercise before my daily schedule starts as I find I am too tired at the end of the day.

#2. MEASUREABLE

How will you measure if you're successfully moving closer towards your goal?

#2. Example – Measurable

With body fat reduction as my top goal, I will keep a weekly journal on my bodyweight at the same time every Friday morning. Whilst my body fat percentage is unknown, I will take the same style selfie each time I weigh myself, and comment on a pinch test below my belly button to see if I notice less body fat being able to be pulled away. This weekly 'check-in' will serve to continually motivate me, especially during the week when I know I have a weigh-in each Friday.

#3. ACHIEVABLE

Is your goal achievable within an expected time frame? (Make notes on all the areas that you believe you need in order to achieve your goal. Tools, knowledge, support, information ~ Remember that my website: www.robriches.com offers many topics relating to everything discussed within this guidebook).

#3. Example – Achievable

I truly believe my goal of reduced body fat is achievable, so long as I can remain consistent on a suitable program. I need to learn more about making better nutritional choices, and am often short on time for exercise and cooking due to other time constraints. I have never followed a resistance program before, so need to increase my knowledge of which exercises and what routine I need to be following based on my goal.

#4. RELEVANT

Is your goal necessary, and should it be done? What will be the impact? (Remember to make your goal and consequent targets, truly unique to you. You may want to achieve something on a bigger scale, but that isn't achievable or relevant at this point. You must take baby steps – in the right direction, before you can start running).

#4. Example – Relevant

My ultimate goal is be able to feel confident enough, and proud of my journey, so as to compete in a physique competition on stage one day. To achieve this goal, I will first need to master my own physique, by reducing body fat (to between 12-15% within the next 3 months), and learn more about which exercises and how to best perform them, so as to improve my strength, especially when using free weights.

#5. TIMELY

How long are you planning for to achieve your goal? (Keep in mind that even though habits can be learned and applied in a matter of weeks, the results may take several months and longer, especially in the case of body fat loss, and muscle gain).

#5. Example – Time Oriented

I realize that my goal of 12% body fat may take several months for me to achieve, but I am ready to commit myself and make all the necessary changes to the best of my ability. So long as I see some within the first 4 weeks, I will be happy that I am heading in the right direction. Even if I trip up, and make mistakes, I will not allow them to change my plan of progress.

Now that you have really thought about your goal and answered the questions above, you should refer back to this as often as you like/need in order to remain focused and confident that you will achieve your goal within the time frame set. At least once a week, you should read through and ensure that you are executing what you have set out to do.

Just like an airplane flying from Los Angeles to New York, the pilot will need to make continual small adjustments to remain on track, but ultimately the plane always lands on the time specified upon take off. That's just how effective a plan can be executed and the target goal achieved if the necessary goal markers are checked off at key checkpoints, and corrected if needed.

BONUS QUESTION

Provide 3 (or more) reasons why you think you have failed to achieve your goal in the past.
What in particular has caused you to stop, or may impact your progress during your journey?

If you see one (or more) of your reasons as to why you believe you've yet been able to achieve your goal, that isn't shown in the table below, let us know – send an email to us at info@supplementsworld.com titled 'Reasons I Failed my Goal'

Below is a table of some of the most common obstacles people have listed in the past as to why they have not been able to achieve their desired goal.

To the right of them, there are several solutions as to how to overcome these obstacles. Of course, if it was as easy as being aware of the solutions and implementing them, then everyone would be able to set out and achieve whatever they wanted (providing it meets the S.M.A.R.T. objectives). The truth is – it really is! You just have to be willing to make a few 'course-corrections' to your target destination as you go.

CAN YOU RELATE TO ANY OF THESE OBSTACLES?

If so, don't worry. You are not alone. The next page highlights 10 of the most common obstacles people struggle to deal with/overcome before being able to truly see progress towards achieving their desired fitness goal.

Jeff M. 27

I usually get bored with my workouts after the first few weeks, and frustrated from not seeing any changes

Amanda F. 35

I've started many different diets before, but each time I just can't help myself by eating all the foods I was craving.

10 COMMON REASONS WHY PEOPLE FAIL THEIR GOALS

#	REASONS FOR FAILING TO ACHIEVE YOUR GOAL
1	**LACK OF TIME** *Finding time to add something new into your already busy schedule may seem like you simply don't have enough time in the day to do everything. When you look hard at all of your priorities in the day, which ones can you move around and rearrange in order to invest no more than one hour, several times a week exercising, and 30 minute to prepare all of your meals for the day.*
2	**LACK OF UNDERSTANDING/KNOWLEDGE** *As children, we ask questions all the time to understand something new and learn it for ourselves. As adults, we tend to do this less, and so struggle to grasp the concept of something new. The good news here is that this guidebook, and all supporting content on the website, is presented in key chapters, each relating to a specific topic. You can use it as a learning guide and a reference guide.*
3	**BAD DIET/ CAN'T STOP EATING THE 'WRONG' FOODS** *Eating the wrong types of foods, or too much of what's good for us, can really hold you back from achieving your goals in the shortest time. Usually, this type of self-indulgence occurs at home where we have all of these foods available. If simply not buying them is not an option for you, try keeping them out of view, or leaving notes on the foods that state your fitness goal, helping you remain strong.*
4	**LACK OF SUPPORT/INFLUENCE FROM FRIENDS TO GO OUT** *It's all too easy to find ourselves influenced by our friends and family, especially when everyone's having fun and enjoying themselves in the group. It's important to tell your friends before everyone's out how much this fitness journey means to you and that you'd like their support. Make use of your cheat meal to go out and enjoy yourself, therefore, you have something to look forward to each week.*
5	**BORED DURING WORKOUTS** *Not everyone loves exercising, and whilst your goal may still be motivating you, the process of achieving it may find you lacking interest and enthusiasm. Try inviting a friend to join you for a workout or exercise class, or visit a different gym now and then for a new environment. Create a favorite playlist for you to listen to. You could even set small challenges each workout to help motivate yourself.*
6	**NOT SEEING EXPECTED RESULTS** *It can be discouraging and disheartening to not see the results you were expecting after having put all the hard work in. This doesn't mean that nothing is happening. It can take up to 4-6 weeks before the results may be visible, but there'll have been many signs of progress before then, such as increased energy levels and healthier skin. The big picture will start to take shape, it just takes patience.*
7	**NO ACCESS TO A GYM/LIMITED EQUIPMENT** *Even with the most basic gym set-ups, you can still have an effective workout that can produce impressive results. It can be a little challenging when you don't have the range of exercise equipment that other gyms may have, but so long as you have something to provide resistance, and a mat or bench to work on, you'll be surprised at just how much you can do. More on our website about this.*
8	**BAD GENETICS/TOO LATE TO START** *It's true that genetics does play a big role in your physical structure and potential, but it doesn't mean much if you're not putting in the effort. Even those who may feel they lack great genetics, a couple of years or solid training can really make up the gap, and reveal an impressive physique that anyone would look at and be envious of. Each and everyone of us has great potential inside us.*
9	**PRE-EXISTING HEALTH ISSUES** *We all face our own limitations in our training and life in general, so all that can be asked of yourself is to commit and apply yourself the best way that you can. If you're unable to perform certain exercises then look for suitable substitutions. If intense cardio is out of the question, try incorporating supersets into your exercise program to mimic the anaerobic conditions . There's always a way .f.orwards.*
10	**THIS IS THE FIRST TIME YOU'RE MAKING CHANGES TO YOUR HEALTH** *Congratulations. You're about to embark on some truly life-changing differences. It may not be easy, and sometimes just downright tough, but - this will be one of the best decisions you'll have ever made. Your investment into a healthy lifestyle will pay dividends in the long run, and will likely help impact and influence others around you to also make healthier choices. Be a force for change.*

Mistakes will be made, and frustration will ensue, but through establishing, implementing, and following the information within this guidebook – you will find yourself much closer to your goal, and no doubt find new motivation, willingness, and dedication to make up the difference needed to finally reach your goal.

Are you ready to start your journey, and achieve your desired goal? Let me hear say yes. C'mon, you can do better than that. Let me you say 'I WILL ACHIEVE MY GOAL OF That's better.
Now, keep that enthusiasm up, and lets get started on the next chapter.

CHAPTER TWO

THE NEED FOR CARDIO

OUR BODIES ARE MADE TO MOVE. NOT SIT AROUND ALL DAY AND YET,

AEROBIC EXERCISE

CARDIO, THE SHORT VARIANT FOR CARDIOVASCULAR EXERCISE, REPRESENTS ANY MOVEMENT THAT GETS YOUR HEART RATE UP AND BOOSTS BLOOD CIRCULATION.

We all know we're supposed to do cardio exercise. We know it burns calories and can help us lose weight, but do we know why we really need to do cardio exercise?

That's not the only question you may have. There's plenty of confusion about what to do, how long to do it and how hard to work at it, making it hard to figure out just how to set up an effective cardio program.

It's tough keeping all these rules straight but the good news is that you don't have to. Sometimes it's best to forget the rules and get back to basics: Cardio isn't just for weight loss.

If you have a sedentary job, think about how your body feels at the end of the day. Do you have tight muscles, an aching back, feel exhausted even though you haven't done anything physical?

Now, think about how your body feels after a workout. If you do it right, your muscles are warm and flexible, the blood is pumping through your body, providing oxygen and energy. You feel energized, confident, proud of yourself and ready to take on the world. It's much different, isn't it?

Our bodies are made to move, not sit around all day and yet, that's exactly what we're doing.

4 BENEFITS OF CARDIO EXERCISE

MAINTAINING A HEALTHY WEIGHT

Since cardiovascular exercise requires energy, the food that you eat, and fat stored in your adipose tissue are used as fuel when you exercise. The longer your exercise session is, the more calories you will burn. When the readily available glucose is used up in your blood, your body will resort to burning extra fat, therefore increasing your chances for successful weight loss. Cardiovascular exercise will also increase muscle tone, which will increase your basal metabolic rate, or the amount of calories it takes to sustain your body's functions at rest.

INCREASING THE BODY'S EFFICIENCY

When you attain cardiovascular endurance, several internal adaptations take place in your body that make you healthier, with a greater ability to handle intense cardiovascular exercise. Your heart becomes stronger, with the ability to pump blood throughout your circulatory system much more efficiently. The delivery system of oxygen to your working muscles becomes much more effective, as with the ability for waste and carbon dioxide to be carried out of your muscles. Also, you develop more haemoglobin in your blood and more capillaries, for a greater ability to transport blood to the areas of your body where it is needed.

REDUCING THE RISK OF DISEASE

By participating in cardiovascular exercise and gaining cardiovascular endurance, you will reduce your risk of several chronic and life-threatening diseases, such as coronary heart disease, type 2 diabetes, and some cancers, such as colon cancer, breast cancer, lung cancer and multiple cancers. The American College of Sports Medicine states that higher levels of cardiovascular fitness are associated with a 50 percent reduction in cardiovascular disease risk. If you participate in regular cardiovascular exercise, you will also increase your insulin sensitivity and glucose metabolism, reducing your chances for developing type 2 diabetes.

IMPROVING YOUR STATE OF MIND

Building your cardiovascular endurance through exercise does more than just improve the health of your body physically. Being active is an effective way to combat anxiety, stress and even depression. Exercise triggers the release of endorphins, which can quickly elevate your mood. Finding time to exercise several times per week can not only make you feel better, but can also lead to an increase in your self-esteem.

HIGH VS. LOW INTENSITY CARDIO

01. Low Intensity Steady State Cardio

Low Intensity Steady-state cardio workouts are simple, and can be performed by practically everyone at any fitness level. Perform your exercise at a steady, challenging-but-manageable pace (60 to 70 percent of maximal effort) for 20 minutes or more, aiming for a heart rate of 120 to 150 beats per minute. Steady-state cardio is aerobic: It requires oxygen and is fuelled mostly by stored fat.

Many of your physical functions from digestion to breathing, to everyday movements like walking, standing, and sleeping — are powered by the aerobic system. In other words, build a better aerobic engine, and you'll get better at everything else!

Several common beliefs about the dangers of steady-state cardio have recently been proven untrue. Unless you log an excessive number of hours each week doing steady-state cardio, and do little else in the way of exercise, "it doesn't slow you down, and it doesn't make you weak,"

Steady-state cardio also causes unique adaptations in the heart. At a lower intensity (such as steady state cardio, and thus, a lower heart rate), the left ventricle fills completely before it contracts, which causes it to grow in capacity — and thus pump more blood with each contraction — over time. This triggers your heart rate to drop substantially, both at rest and during exercise.

Beyond a low baseline level, you won't build much strength, power, or muscle. And contrary to what many people believe, you won't burn an appreciable amount of fat, either. Steady-state cardio is also repetitive.

Still, for a low-key workout that reduces your stress level and improves recovery while delivering general health and an efficient aerobic engine, old-fashioned steady-state cardio is underrated and tough to beat.

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02. High Intensity Interval Training

HIIT workouts are slightly more complex. Perform your activity as hard as you can (90 to 100 percent of maximal capacity) for a brief, set time period (usually two minutes or less), then back off for a predetermined rest interval (usually three minutes or less), and repeat the cycle four times or more. HIIT is anaerobic, meaning the training intervals don't rely exclusively on oxygen, and are fuelled mostly by stored carbohydrates. (HIIT makes you breathe harder, and can actually burn more fat, than steady-state cardio.

Interval training — in the form of sprints, shuttle runs, and timed lap swimming — has been a staple among athletes for at least a century. Starting in the late '90s, however, a number of studies, including one by Japanese researcher Izumi Tabata, who popularized the Tabata Protocol, suggested that short, intense interval workouts may produce results similar to longer, slower cardio workouts in a much quicker time period.

One 1994 study at Laval University in Quebec, Canada, found HIIT was nine times more effective for losing fat than steady-state cardio.

If you're trying to lose fat, it's pretty clear that HIIT is a more effective tool than long-distance cardio. One popular theory behind this is due to the so-called afterburn effect, in which the metabolism remains elevated for several hours.

Your capacity to transition smoothly from burning fat (before your workout and during rest periods) to burning carbohydrates (during your work intervals) and back again — known as your "metabolic flexibility" — improves with HIIT, as well. All these benefits result from time-efficient workouts that are much shorter than your average lower-intensity cardio session. Regardless of your goals, it's hard to argue against including at least some HIIT in your routine.

One of the biggest misconceptions about HIIT is that it develops the aerobic system and the anaerobic system equally. high-intensity training can be downright brutal. With HIIT, you have a higher probability for overreaching and overtraining, especially if you're doing strength training as well.

The best approach towards cardiovascular training isn't the all-or-nothing approach. Rather, it's a mixture of both higher-interval and lower-intensity cardiovascular training that's tailored more towards your goal.

Beginners' needs are different from those of competitive athletes. "Before you can decide on what type of cardio is best, you need a goal."

All beginners should start with steady-state cardio first, regardless of their long-term goals. Aim for at least two sessions of low-intensity steady-state cardio weekly, and build up to 30 to 45 minutes at a stretch, for a period of two to three months.

Once you've improved your aerobic system, dial back the steady-state training and switch to HIIT. Make sure, however, that your resting heart rate stays below 65 beats per minute. If it shoots above 65, return to aerobic work and limit HIIT.

In general, because of the toll it can take on your body, avoid doing HIIT regularly for more than three months in a row

This approach can be effective where you want to look your best, sub in HIIT for steady-state workouts. After the event, back off the HIIT, return to steady-state for two or three more months, and alternate two- to three-month training blocks throughout the year.

Don't make the mistake of trying to excel at HIIT and steady-state cardio at the same time. Remember, the two systems place different demands on your body. Training in blocks is ideal.

A better approach is to "periodize" your workouts, or switch them on a regular basis. You'll reduce your chance of injury, stave off boredom and fitness plateaus, and stay lean and healthy.

If you compete in sports, your priority during your in-season should be your activity or sport of choice. When you specialize, your risk of injury goes up exponentially.

There's a time and a place for both low- and high-intensity training. You just have to figure out how to put it together into one seamless, integrated package.

The first step? Recognize that the best workout program for you is probably the one you're not doing right now.

QUICK REFERENCE CARDIO GUIDE

LOW INTENSITY

Low Intensity Steady State
LISS

1. Perform for 30-60 minutes at an intensity level of 50-70 maximal effort.
2. Ideal for beginners
3. Steady-state cardio is aerobic: It requires oxygen and is fuelled mostly by stored fat.
4. Can help lower heart rate both at rest and during exercise.
5. Allows for a lower intensity, chill-workout that can be beneficial for easier relaxation & sleep.
6. Reduces stress, improves recovery, and improves aerobic function.

HIGH INTENSITY

High Intensity Interval Training
HIIT

1. Perform all-out effort for 20-30 sec, followed by a recovery phase of 30-60 sec
2. Requires all-out-effort, but can be completed within 6-12 minutes.
3. One study found HIIT was nine times more effective for losing fat than steady-state cardio.
4. Metabolism remains elevated for hours.
5. These metabolic benefits bolster health and athletic performance.
6. HIIT becomes more beneficial when your resting Heart-Rate is below 65 at rest.

START WITH A SCHEDULE THAT WORKS FOR YOU.
[You'll know when to start to push for more]

LISS

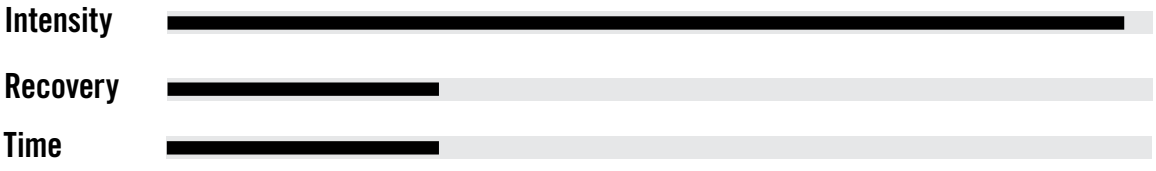
LOW-INTENSITY STEADY-STATE CARDIO

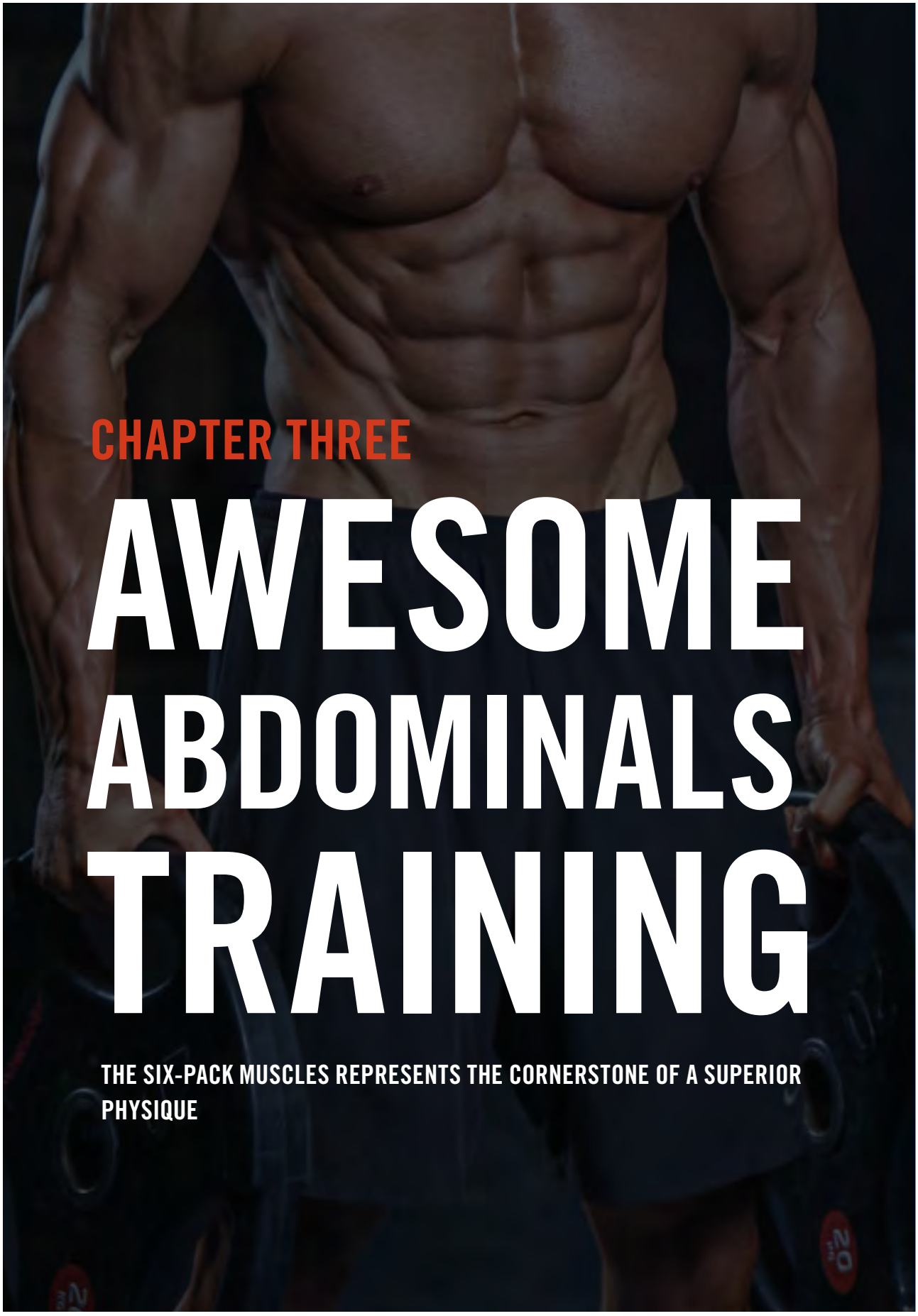
- Can be performed 3-5 days a week for 30 - 60 minutes per session
- Ideal machines include treadmill, stationary bike, elliptical and cross-trainer
- Allow 3-5 minutes of gradually building up the pace until you reach the desired intensity to maintain.
- Final pace should be maintainable for most of duration of being on the machine

HIIT

HIGH-INTENSITY INTERVAL TRAINING

- Can be performed 1-3 days a week for 6 - 12 minutes per session
- Ideal machines include incline treadmill, outdoor sprints, rower, and spin bike
- Use a machine that allows for quick adjustment from fast-to-slow speed for when transitioning from all-out-effort to recovery phase.
- Allow 5 minutes to warm up before starting first interval.





CHAPTER THREE

AWESOME ABDOMINALS TRAINING

THE SIX-PACK MUSCLES REPRESENTS THE CORNERSTONE OF A SUPERIOR PHYSIQUE

TONED & DEFINED

A TONED ABDOMEN HAS BECOME THE GOAL FOR MANY WISHING TO ACHIEVE PHYSICAL GREATNESS, BUT THE CORE SERVES A MUCH GREATER PURPOSE THAN WASHBOARD ABS ALONE

The abdominal region is composed of several key muscles that contribute to core function and spine stability in a variety of postures, providing the ability to flex, side bend, and rotate the trunk. These muscles also serve to protect the abdominal organs.

Before you even think about training and dieting for a ripped midsection, you need to understand the abdominal musculature and the function of each area. Your breathing pattern will also impact how effectively you can perform each exercise.

The abdominal muscles have different important functions. They assist in the breathing process, and moreover, these muscles serve as protection for the inner organs. Furthermore, together with the back muscles they provide postural support and are important in defining the form. They also prevent hyperextension.

There are three layers of the abdominal wall. From the outside to the inside, they are: external oblique, internal oblique, and the transverse abdominus.

The four main abdominal muscle groups that combine to completely cover the internal organs include:

Rectus Abdominis

The rectus abdominis (RA)— Commonly referred to as the six-pack and has thin bands of fibrous connective tissue (called the tendinous intersections) that cross the RA giving it that washboard appearance.—provides both core stability and trunk mobility, as well as flexing the trunk and stabilize the pelvis, and is most trained through exercises such as the crunch.

Transversus Abdominis

The transversus abdominis (TA) is the deepest of the three flat abdominal muscles (and therefore, it cannot be touched from the outside,) which lies below the internal obliques and wraps around the abdominal area. (Think of this as the body's own weightlifting belt). It compresses the abdomen and plays a significant role in core stabilization, especially during rehabilitation

External Obliques

The external oblique is the most superficial muscle of the three flat abdominal muscles (the external oblique, internal oblique, and transversus abdominis). These muscles are on each side of the abdominis and run diagonally down and toward the midline of the body. These muscles laterally flex the trunk, and rotate it, but to the opposite side of whichever external oblique is contracting. For example, the right external oblique contracts to turn the body to the left.

Internal Obliques

These muscles lie below the external obliques and are located just inside the hipbones.. They run diagonally upward and toward the midline of the body and operate in the opposite way to the external oblique muscles. The internal obliques rotate and laterally flex the trunk and compress the abdomen. They operate in the opposite way to the external oblique muscles. They also functions to provide spine stability, and it flexes and rotates the trunk toward the same side. For example, twisting the trunk to the left requires the left side internal oblique and the right side external oblique to contract together.


MATRIX

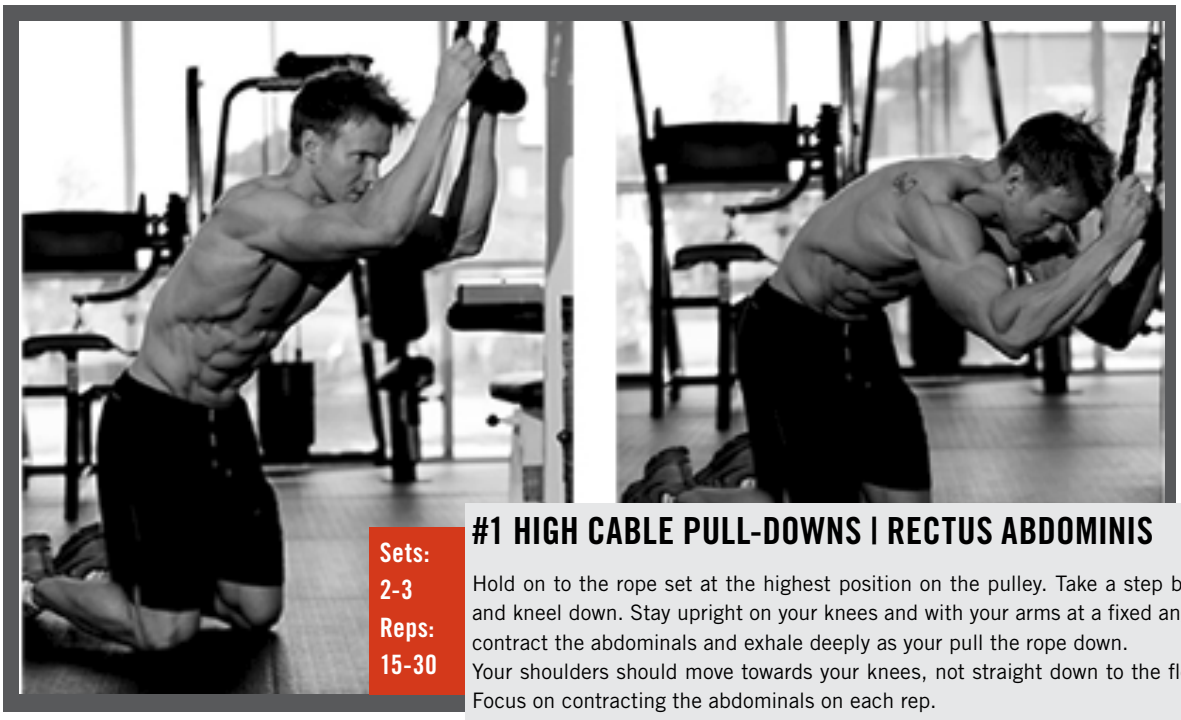
THE POWER OF 6
KEY POINTS ABOUT ABS

- The abdominal muscles support the trunk, allow movement and hold organs in place by regulating internal abdominal pressure
- The deep abdominal muscles, together with muscles in the back, make up your 'core' muscles and help keep your body stable and balanced, and protects your spine.
- Causes of abdominal muscle strains include over-stretching, overuse or a violent, poorly performed movement of the trunk.
- It is important to properly exercise the abdominal muscles together with the back muscles as when weak or overly tight they can suffer painful spasms as well as injuries
- When properly exercised, abdominal muscles contribute to improve posture and balance, and protect against injury by responding efficiently to stresses
- The abdominal muscles can be worked out by practicing disciplines of general body strength such as Pilates, yoga, T'ai chi, and jogging among others, as well as providing general flexibility when trained often.

KEY MOVEMENTS & MUSCLE GROUPS

Below are four main exercises highlighted for each of the key muscle groups shown. It's recommended that you perform each of these exercises at the same time, so as to strengthen and develop the core abdominal muscles as one.

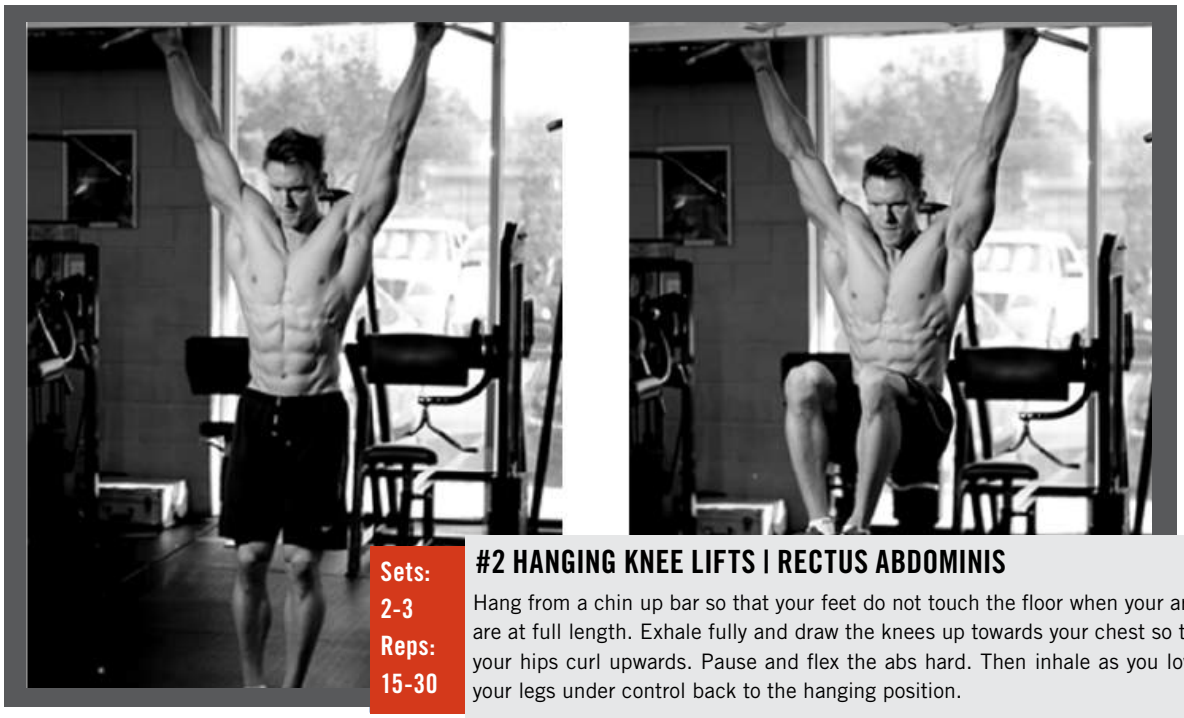
These can be performed either as a circuit, or each exercise performed several times before moving on to the next. You can find more exercises on our website under the training category.



Sets: 2-3
Reps: 15-30

#1 HIGH CABLE PULL-DOWNS | RECTUS ABDOMINIS

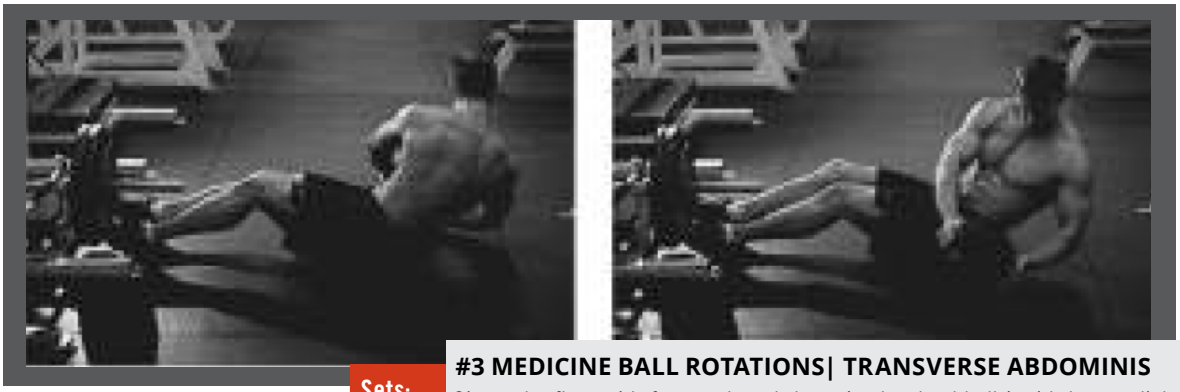
Hold on to the rope set at the highest position on the pulley. Take a step back and kneel down. Stay upright on your knees and with your arms at a fixed angle, contract the abdominals and exhale deeply as your pull the rope down.
Your shoulders should move towards your knees, not straight down to the floor. Focus on contracting the abdominals on each rep.



Sets: 2-3
Reps: 15-30

#2 HANGING KNEE LIFTS | RECTUS ABDOMINIS

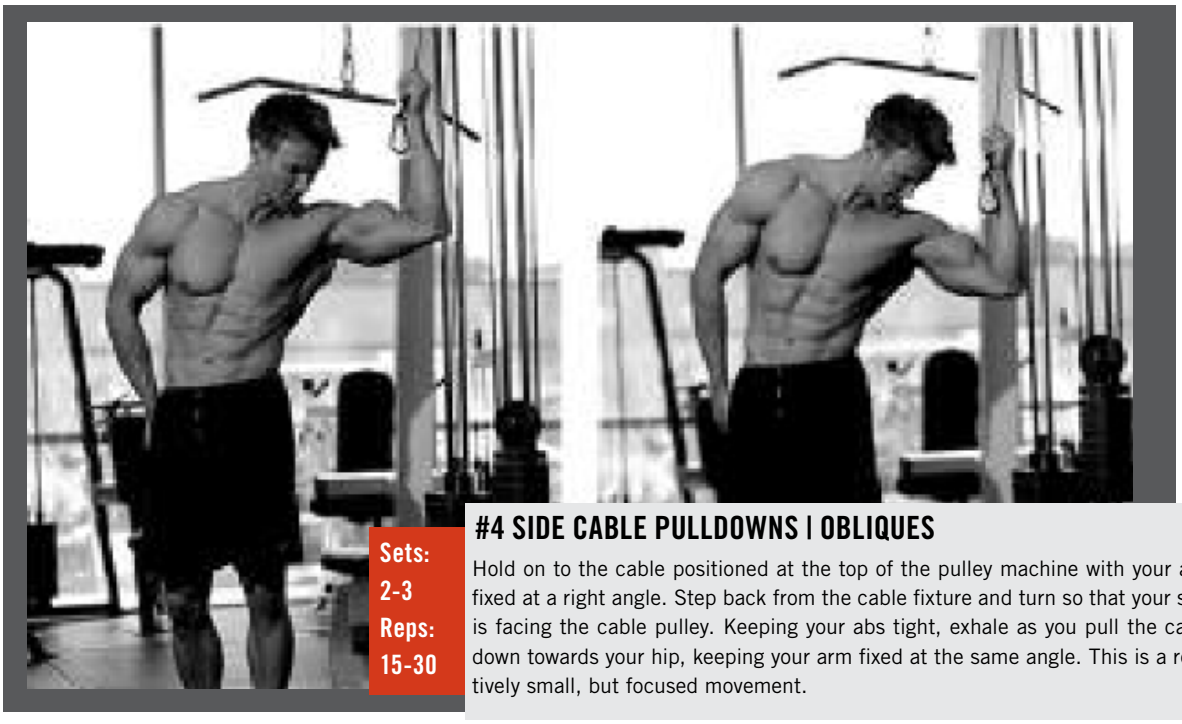
Hang from a chin up bar so that your feet do not touch the floor when your arms are at full length. Exhale fully and draw the knees up towards your chest so that your hips curl upwards. Pause and flex the abs hard. Then inhale as you lower your legs under control back to the hanging position.



Sets: 2-3
Reps: 15-30

#3 MEDICINE BALL ROTATIONS| TRANSVERSE ABDOMINIS

Sit on the floor with feet anchored down (under dumbbells) with knees slightly bent and lean back until you feel tension in your abs. Hold a medicine ball in front of your chest with a slight bend in your elbows. Rotate the ball from left to right, touching it down on the floor next to your hips. Keep the abs held in tightly and exhale every time you touch the medicine ball down.



Sets: 2-3
Reps: 15-30

#4 SIDE CABLE PULLDOWNS | OBLIQUES

Hold on to the cable positioned at the top of the pulley machine with your arm fixed at a right angle. Step back from the cable fixture and turn so that your side is facing the cable pulley. Keeping your abs tight, exhale as you pull the cable down towards your hip, keeping your arm fixed at the same angle. This is a relatively small, but focused movement.

WHEN & WHERE

CARDIO & CORE

Cardiovascular training and abdominal training are often performed together (so as to optimize fat-loss, and train the abdominal muscles with little, to no food having been recently eaten, which keeps the stomach muscles feeling tight).

If your goal is primarily to lose weight and reduce your body fat levels, then performing cardio separately to weight training (as you shall learn about in the next chapter), would be beneficial as you should perform it on an empty stomach (allowing for at least 2-3 hours after having eaten). This is so that your body won't have food to use as energy, and will make use of body fat as a preferred fuel source. (Remember that this only really begins to occur after the first 20 minutes of low intensity cardiovascular exercise performed).

Performing cardio first thing in the morning (before eating breakfast), can help optimize fat loss as the body has had no fuel since the previous day, and the stomach will also be flat - allowing you to fully contract and squeeze the muscles during the abdominal training.

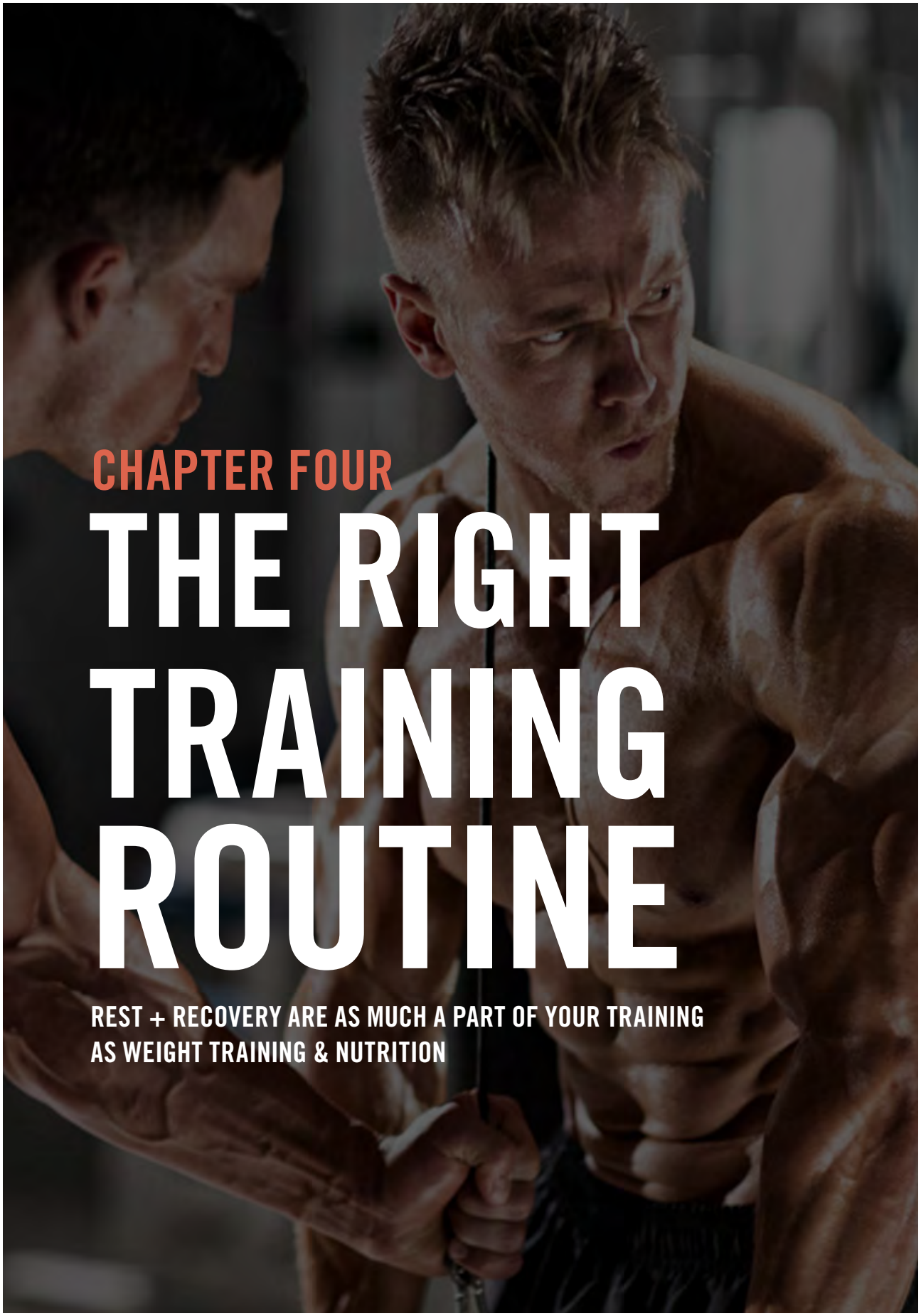
(Take a look at the supplements chart for recommended supplements to take during your morning cardio).

If you do not have the time to split your cardio/ab training from your weight training routine, then you can perform cardio after your weight training routine. (Weight training should be performed first when you have the most energy and can fuel the muscles from your last meal).

Below is a recommend weekly cardio routine to get you started. For further examples, including more advanced routines, be sure to check out robriches.com

MON	TUE	WED	THUR	FRI
TREADMILL 20 MINUTES LISS 2 AB CIRCUITS 12-15 REPS	UPRIGHT BIKE 30 MINUTES LISS 2 AB CIRCUITS 12-15 REPS	REST DAY	TREADMILL 20 MINUTES LISS 2 AB CIRCUITS 12-15 REPS	UPRIGHT BIKE 30 MINUTES LISS 2 AB CIRCUITS 12-15 REPS

SAT	SUN
ROWER 8 MINUTES HIIT 3 AB CIRCUITS 12-15 REPS	REST DAY



CHAPTER FOUR

THE RIGHT TRAINING ROUTINE

REST + RECOVERY ARE AS MUCH A PART OF YOUR TRAINING AS WEIGHT TRAINING & NUTRITION

THE BENEFITS OF
RESISTANCE TRAINING

Click **here** to view more content from this chapter on our website.

No matter what your physical goal may be, resistance training will benefit you in more ways than one.

No longer does resistance training (commonly referred to as weight lifting), have the stigma of overly-muscled bodybuilders pumping iron and eating their weight in protein all day long. Resistance training can, and should, be enjoyed by everyone - especially those wanting to reduce body fat levels, and improve their physical strength.

First of all, resistance training, along with a healthy diet and regular cardio, is a great way to boost your metabolism. “Muscle uses energy. The more muscle mass, the more energy you use, and so it helps lower body fat.

Regular strength training also combats the postural imbalances that sitting at a desk all day causes, and it can increase mobility as you age. Athletes involved in other sports, like running or tennis, can prevent injury by lifting weights as part of their cross-training.

When enough resistance is applied to muscles, they develop tiny tears in the muscle fibers. As the body repairs those tears, the muscles adapt to the resistance by growing stronger.

There really is no one-size-fits-all program. Certainly, if you wish to fulfill your training goals as outlined in Chapter One, within this chapter, you will learn about what may work best for your goals, and how to set up your ideal training routine.

Remember, you can always find more training routines on our website under Workouts.

1

MUSCLE FIGHTS FAT

Lifting weights can improve whole-body metabolism, helping your body make use of greater amounts of body fat to be used as fuel while at rest. This is one reason why it's important to push outside of your comfort zone during your workouts so as to receive the full benefits.

BETTER BLOOD SUGAR CONTROL

2

Whether you have diabetes or risk factors, weightlifting can help regulate blood glucose. Weight training improves lean muscle tissue, which aids in lowering blood glucose because it uses glucose for energy.

3

IMPROVED POSTURE & BALANCE

If you work in an office, you know that sitting at your desk all day can wreak havoc on your lower back, leading to stiffness and pain. Weightlifting can help strengthen the muscles of your core. You'll also be training smaller muscle groups that will help stabilize you during every day activities.

PHYSICALLY & MENTALLY STRONGER

4

Weightlifting teaches you the skill of perseverance, the ability to overcome discomfort and how to challenge yourself. By weight training regularly, you'll learn to push yourself, not only physically, but mentally - especially when you start seeing the improvements.

5

BETTER HEART HEALTH - LIVE LONGER

Studies have shown that there was up to a 20 percent decrease in blood pressure in arteries and blood flow after 45 minutes of moderate-intensity strength training. This helps to strengthen the heart, and ensure blood is being effectively pumped throughout your body.

CHOOSING THE RIGHT APPROACH FOR YOUR GOAL

There's more to resistance training than just lifting weights. Based on several different factors, such as how many repetitions are performed, varying levels of resistance, types of exercises, and frequency of workouts they can all deliver slightly different outcomes.

This can often create misunderstanding and frustration for those who first start a resistance training program, but we've taken away much of the confusion for you, and outlined what you need to know based on your desired goal.

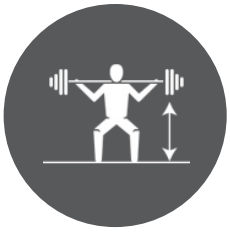
Below, we've outlined 4 main training goals. Throughout this chapter, we'll expand on each one. Simply follow the one that best suits you, and if your goal changes over time then you can return to this guide and follow a different approach that best suits your new goal.

ATHLETIC

Overview	Powerlifting type movements, mixed with conditioning exercises. Opposing muscle groups worked together to develop balance and improved performance
Duration	30-45 minutes per workout
Cardio	Combined with resistance training during workouts
Frequency	4-6 days per week

WEIGHT LOSS

Overview	Multi-muscle group workouts that will rely mostly on body fat as the preferred fuel source
Duration	40-60 minutes per workout
Cardio	Can be performed after resistance training, but will be more efficient if performed separately
Frequency	3-5 days per week



STRENGTH

Overview	Single muscle group workouts to focus on optimal performance and strength gain
Duration	45-60 minutes per workout
Cardio	Minimal cardio performed, so as to keep energy high for weight lifting days
Frequency	3-4 days per week

MUSCLE

Overview	A mixture of low-volume powerlifting movements and high intensity volume training, to encourage optimal muscle growth
Duration	45-60 minutes per workout
Cardio	Low-to-moderate depending on current body fat levels.
Frequency	4-6 days per week

ATHLETIC

An athletic physique combines strength and power with a lean and healthy body mass. After all, an athlete needs to be very functional and effective at the sport they play.

Their training is dictated by the type of movements required by their sport, and whilst different sports require didn't types of functional and dynamic training, all athletes are the same in the sense that they train with a specific outcome: To be faster, stronger, more capable, as well as to help better protect themselves against injuries.

The great thing is that you don't *need* to play any type of sport to be able to train *like* an athlete. Within this guidebook, the focus on athletic is for a strong and lean physique, in which you'll look like an athlete.

The exercise program below shows an example of a 4-day training split that is ideal for someone at a beginner or intermediary level.

For further information on athletic training, head over to our website and check under Workouts.

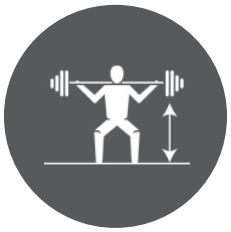
Example of a 4-day Routine

Weekday	Workout	Exercises	Target Sets & Reps	Weights Lifted / Notes
Mon	CHEST & BACK	Dumbbell Flys	3 x 15, 12, 12	
		Lat Pulldown	3 x 12, 12, 10	
		Bench Press	3 x 12, 12, 10	
		Seated Cable Row	2 x 15. 12	
		Cable/Machine Flys	2 x 15, 12	
Wed	LEGS	Lying Hamstring Curl	3 x 15, 12, 10	
		Leg Press	3 x 15, 12, 10	
		Walking Lunges	2 x 20, 16	
		Calf Raises	3 x 15, 15, 12	
Fri	ARMS	Triceps Pressdown	3 x 15, 12, 12	
		Barbell Curl	3 x 12, 12, 10	
		Overhead Dumbbell Extension	2 x 12, 10	
		Preacher/Machine Curl	2 x 12. 10	
		Barbell Wrist Curls	2 x 15, 12	
Sat	SHOULDERS	Shoulder Presses	3 x 15, 12, 10	
		Lateral Dumbbell Raise	3 x 12, 12, 10	
		Reverse Cable Fly	2 x 12, 10	
		Dumbbell Shrugs	3 x 15, 12, 10	

- Information on cardio & abdominal training can be found in Chapters 2 & 3

Training Tips

As with any exercise routine, you should perform several minutes on a piece of cardio equipment, followed by a few minutes of light stretching (this will be covered within the next chapter). The goal is to perform each exercise with a weight that is challenging, but doable, to complete each recommended rep. Rest no longer then 60-90 seconds before starting the next set. If you are able to lift more weight, increase the resistance by a small amount. Keep track of the weights, sets, and reps for each workout, and use this to try to improve upon each workout by moving up a weight, or by achieving an extra few reps until you have the strength to move up to the next weight.



STRENGTH

The goal of becoming stronger can apply to a range of people, not just powerlifters. Strong muscles can mean strong bones and tendons, which becomes especially important as we age.

Improving your strength can also help towards greater mobility, improving posture (especially if you sit at work all day), and prevent back-related issues due to muscle imbalance.

Building strength in your muscles doesn't necessarily mean getting bigger, although lifting weights will encourage muscle growth, but this doesn't mean you'll start looking like a bodybuilder after just a few weeks.

Building strength in your muscles, or rather the ability to perform a task that involves an exerted force (which for some can be as simple as getting up from a chair), increases over time, and requires lots of rest (along with good nutrition, which will be covered in following chapters).

The program example below shows a 3-day training split, with a workout followed by a days rest. Light cardio and abdominal work can be performed on these days.

Example of a 3-day Routine

Weekday	Workout	Exercises	Target Sets & Reps	Weights Lifted / Notes
Mon	CHEST & TRICEPS	Bench Press	4 x 15, 10, 8, 6	
		Dumbbell Flys	3 x 12, 10, 8	
		Pullovers	2 x 12, 10	
		Dips	3 x 12. 10, 8	
		Triceps Pressdowns	3 x 12, 10, 8	
Wed	LEGS & SHOULDERS	Leg Extension	4 x 15, 12, 10, 8	
		Barbell Squat	3 x 12, 10, 8	
		Stiff-Legged Deadlift	2 x 12, 10	
		Shoulder Presses	3 x 12, 10, 8	
		Dumbbell Lateral Raises	3 x 12, 10, 8	
Fri	BACK & BICEPS	Chin Ups / Lat Pulldown	4 x 15, 12, 10, 8	
		Barbell Rows	3 x 12, 10, 8	
		Close-Grip Cable Rows	2 x 12, 10	
		Barbell Curls	3 x 12. 10, 8	
		Seated Dumbbell Curls	3 x 12, 10, 8	

- Information on cardio & abdominal training can be found in Chapters 2 & 3

Training Tips

As with any exercise routine, you should perform several minutes on a piece of cardio equipment, followed by a few minutes of light stretching (this will be covered within the next chapter). The goal is to perform each exercise with a weight that is challenging, but doable, to complete each recommended rep. Rest no longer then 60-90 seconds before starting the next set. If you are able to lift more weight, increase the resistance by a small amount. Keep track of the weights, sets, and reps for each workout, and use this to try to improve upon each workout by moving up a weight, or by achieving an extra few reps until you have the strength to move up to the next weight.

WEIGHT LOSS

Often when people talk about weight loss, they're referring to body fat. A drop in overall body mass (through restrictive diets, and long hours spent performing cardiovasulcar exercises), may show a weight drop, but this is often a combination of lean muscle mass and some body fat.

The more lean muscle you lose, the harder it will be to actually lose body fat.

Even if your weight actually increases slightly (due to lean muscle weighing more than fat), you'll actually look slimmer, and feel much healthier.

The example routine below shows a circuit-based routine, meaning one exercise is performed, followed immediately by the next one, and so on, all with minimal rest in between. Then you repeat the circuit once or twice more.

This style of training will ensure all your muscles work together, which increases the energy needed to meet the physical demands, which will be used from available body fat stores.

For further information on weight loss training, head over to our website and check under Workouts.

Example of a 4-day Routine

Weekday	Workout	Exercises	Target Sets & Reps	Weights Lifted / Notes
Mon	Push/Pull Upper Body Circuit #1	Dumbbell Chest Press	2 x 15, 12	
		Seated Cable Row	2 x 15, 12	
		Lateral Dumbbell Raises	2 x 15, 12	
		Triceps Pressdown	2 x 15. 12	
		Dumbbell Curls	2 x 15, 12	
Wed	Push/Pull Lower Body Circuit #1	Leg Curl Machine	2 x 15, 12	
		Leg Extension	2 x 15, 12	
		Walking Lunges	2 x 20, 16	
		Leg Press	2 x 15, 12	
		Calf Raises	2 x 15, 12	
Fri	Push/Pull Upper Body Circuit #2	Dumbbell Flys	3 x 12, 12, 10	
		Lat Pulldown	3 x 12, 12, 10	
		Shoulder Presses	3 x 12, 12, 10	
		Overhead Dumbbell Ext'	3 x 12. 12, 10	
		Barbell Curls	3 x 12, 12, 10	
Sat	Push/Pull Lower Body Circuit #2	Barbell/Smith Squats	3 x 12, 12, 10	
		Stiff-Legged Deadlifts	3 x 12, 12, 10	
		Leg Press	3 x 12, 12, 10	
		Lying Hamstring Curl	3 x 12, 12, 10	
		Calf Raises	3 x 12, 12, 10	

- Information on cardio & abdominal training can be found in Chapters 2 & 3

Training Tips

As with any exercise routine, you should perform several minutes on a piece of cardio equipment, followed by a few minutes of light stretching (this will be covered within the next chapter). The goal is to perform each exercise with a weight that is challenging, but doable, to complete each recommended rep. Rest no longer then 60-90 seconds before starting the next set. If you are able to lift more weight, increase the resistance by a small amount. Keep track of the weights, sets, and reps for each workout, and use this to try to improve upon each workout by moving up a weight, or by achieving an extra few reps until you have the strength to move up to the next weight.

MUSCLE

Adding muscle is a relatively simple process in principle. If the muscle is met with a force that is greater than its own capacity to perform, then through regular training it against that force, it will go through a state of hypertrophy (the repairing and rebuilding of micro-tears in the muscle fibers - don't be alarmed, it's a natural process).

The body is made up of 640 different muscles, with often many muscles being involved for any one muscle group being trained.

Therefore, to develop each of the major muscle groups, along with many of the smaller, ancillary muscles that help support the larger ones,

workouts tend to be more frequent within a week, with a focus on 1-2 muscle groups per workout.

This allows the exerciser to focus on individual muscle groups, working them through a variety of different exercises and stressing them from a range of angles that will ensure the greatest potential for growth.

Take a look at some of the training techniques that can be incorporated within your training, to help ensure maximal effort and tension applied to the muscles, which will help towards greater muscle growth.

Example of a 5-day Routine

Weekday	Workout	Exercises	Target Sets & Reps	Weights Lifted / Notes
Mon	BACK & FOREARMS	Barbell Deadlifts	4 x 12, 10, 8, 5	
		Lateral Pulldown	3 x 12, 10, 8	
		Bent Barbell Rows	3 x 12, 10, 8	
		Reverse Grip EZ Bar Curls	3 x 15, 15, 12	
		Barbell Wrist Curls	3 x 15, 15, 12	
Tue	QUADS & CALVES	Leg Extensions	4 x 12, 10, 10, 8	
		Leg Press	3 x 12, 10, 8	
		Walking Lunges	3 x 20, 18, 18	
		Standing Calf Raises	3 x 15, 15, 12	
		Seated Calf Raises	3 x 15, 15, 12	
Thu	CHEST & SHOULDERS	Dumbbell Flys	3 x 12, 10, 8	
		Bench Press	3 x 10, 8, 5	
		Dumbbell Shoulder Presses	3 x 12, 10, 8	
		Bent Rear Delt Flys	2 x 12. 10	
		Seated Lateral Raises	3 x 12, 10, 8	
Fri	HAMSTRINGS & CALVES	Lying Hamstring Curls	3 x 12, 10, 8	
		Stiff-Legged Deadlifts	3 x 12, 10, 8	
		High-Footed Leg Press	3 x 12, 10, 8	
		Standing Calf Raises	3 x 15, 15, 12	
		Seated Calf Raises	3 x 15, 15, 12	
Sat	ARMS & FOREARMS	Seated Dumbbell Curls	3 x 12, 10, 8	
		Barbell Curls	3 x 12, 10, 8	
		One Arm Preacher Curls	3 x 10, 10, 8	
		Reverse Grip EZ Bar Curls	3 x 15, 15, 12	
		Barbell Wrist Curls	3 x 15, 15, 12	

- Information on cardio & abdominal training can be found in Chapters 2 & 3

Training Tips

Refer to the Training Tips shown on page 30.

SHOCKING PRINCIPLES

Below are ten of the most common, and proven techniques to incorporate into your training routines to help increase effort, and push the muscles harder, allowing for greater recovery and growth. Some techniques may require you to haev a training partner, or spotter on hand to assit you.

Koios

WATCH VIDEO

WIN A 6-PACK OF KOIOS NOOTROPIC DRINKS

To be in for a chance of winning 1 of 5 Koios Nootropic (6-pack) Drinks, all you need to do is watch the associated video and pick one of the 10 Shocking Principles listed below, film yourself demonstrating it in use, and post it on Instagram tagging Rob (@robrichesfitness) and Koios (@koiosbeverageagecorp). 5 winners will be picked by December 1st, 2018. For more information on Koios, check out their website here.

Click on the video icon above for timestamps of each principle within video description

1

STRAIGHT SETS

Straight sets usually do not employ any other training methods or shocking principles, and requires reaching muscle failure close to your final few reps. If your target reps are 10 then find a weight that allows you to achieve close to 10 reps at maximum effort with good form. Only increase by small increments on following reps.

2

DROP SETS

A drop set consists of performing an exercise at a set weight until you reach muscle failure. Then you lower the weight/resistance (typically by 10-30%) and immediately perform another set. This technique keeps tension high on the muscle being trained, and can include 1-2 dropsets (lowering of weights) in any given set. Typically used at the end of an exercise.

3

REST-PAUSE

This technique is especially useflul when training alone and you do not want to lift too much weight without a spotter. When muscle failure is reached, the user will re-rack the weight, or rest from the exercise for 15-20 seconds, and continue performing several more reps with the same weight.

4

SUPERSETS

A super set is similar to a circuit, although it usually only pertains to two exercises. An example would be performing dumbbell flys immediately after a bench press, with minimal to no rest between each exercise. This back-and-forth technique is commonly used to work the same muscle group across two different movements.

5

CIRCUIT

A circuit can include two or more different exercises that are performed without rest bewteen the first and second movement. The entire workout can also be performed in a circuit-manner, keeping recovery times to a minimum and may be ideal for those short on time. It can also be included at the end of each exercise to further increase intensity.

6

ASSISTED / SPOTTER

This technique requires a training partner or spotter to provide assistance during the final few repetitions of an exercise, when muscle failure is about to occur. The spotter will provide enough support by assisting with the liftting of the weights so that the exerciser can continue to exert maximum force for a few more reps.

7

NEGATIVES

Similar to assisted reps, a spotter will be heavily involved with the final few reps after muscle failure is reached. an example would be if failure is reached on a bench press at the 10th rep. The spotter will provide 100% effort to help lift the barbell up, providing assistance as the exerciser controls the weight back down. Usually performed 2-3 times after failure.

8

PARTIAL REPS / 21'S

Partial reps consist of performing the exercise through a partial range of motion. This can be used at the end of an exercise when muscle failure is reached, or to focus on a region of the muscle. an example would be during dumbbell flys, when failure is reached and the exercise is unable to fully close the arms, so performs 2-3 partial reps at the bottom.

9

TEMPO

Tempo refers to the speed at which you control the weight down and lift it back up. For this example, we look at a slow tempo of 2 seconds to lower the weight, pause for a second at the bottom of the rep, and 2 seconds to raise the weight back up. This technique focuses on time-under-tension for the muscle.

10

BANDED RESISTANCE

This technique uses looped pull up resistance bands to hook around one part of the machine, and another around the section that is being moved. The further the band is stretched, the more resistance is increased on the muscle. This is ideal for performing unilateral work on a machine

CHAPTER FIVE

WARM-UPS COOL-DOWNS & STRETCHING

THE IMPORTANCE OF AN EFFECTIVE WARM-UP, COOL-DOWN, AND STRETCHING, OFFER MORE BENEFITS THAN YOU MIGHT THINK!

TIME WELL SPENT

PREPARING FOR EXERCISE

DONE CORRECTLY, WARMING UP AND COOLING DOWN MAY OFFER HELP IN REDUCING YOUR RISK OF JOINT AND MUSCLE INJURY AND IMPROVING YOUR ATHLETIC PERFORMANCE. IT'S ALSO BENEFICIAL TOWARDS HELPING YOU PREPARE PHYSIOLOGICALLY AND PSYCHOLOGICALLY FOR EXERCISE.

THE IMPORTANCE OF AN EFFECTIVE WARM-UP

A good warm-up before a workout dilates your blood vessels, ensuring that your muscles are well supplied with oxygen, allowing them to loosen up, which can raise the flow of oxygen to the muscle cells.

Doing this gradually increases the body's temperature. This then increases the speed and force of muscular contractions, because nerve impulses travel faster at higher body temperatures, and muscles become less stiff or more pliable.

They also help to gradually increase the heart rate and ensure that the demand made on the circulatory and metabolic systems is gradual as well.

In a safe and gradual way they allow blood to be diverted away from other parts of the body such as the digestive system to the muscles.

This initial part of your exercise session helps to improve neural function and co-ordination, protect major joints as it takes time to increase the supply of lubricating synovial fluid and to thicken the articular cartilages – the body's shock absorbers.

The warm up's intensity should cause perspiration but not cause fatigue. The type of warm up needs to be appropriate for the activity planned.

Begin by doing the activity and movement patterns of your chosen exercise, but at a low, slow pace that gradually increases in speed and intensity. This is called a dynamic warm-up.

A warm-up may produce mild sweating, but generally won't leave you fatigued. A warm up should last between 5-10 minutes in duration.

DON'T FORGET ABOUT A COOL-DOWN

The cool down period of an exercise session is just as important as the warm up. The aim is to decrease the intensity of the aerobic session and to return the body to a state of rest.

The benefit of a cool-down can help prevent blood pooling, returning the blood back to the heart rather than allowing it to pool in the muscles that have been worked, as well as bringing the heart rate back down, gradually.

It can also help prevent fainting by ensuring that the brain continues to receive a sufficient supply of blood and oxygen, not to mention reducing the blood lactic acid levels, which can help lessen any potential muscle soreness in the following days.

Once you have completed the main component of your session you can then focus on the cooling down phase.

The key here is 'gradual', which can consist of a few lower-resistant sets on several of the major exercises that you've performed, followed by a few minutes on a piece of cardio machine, which will bring your breathing under control and back to normal.

Once your heart rate has returned back to a state of rest you can then follow this with some stretching. Stretching the muscle groups you used in your workout will return them to their normal length, reduce the delayed onset of muscular soreness, aid recovery and assist your body in its repair process. Don't forget to include some deep breathing as this will help to oxygenate your system.

ARE YOU STRETCHING ENOUGH?

Even if you've been exercising for several years, and consider yourself to train safely, injury potential is still there if your muscle's aren't properly looked after.

Proper stretching can help maintain and improve muscle tissue quality when applied correctly. In general, there are two major types of stretching – dynamic and static stretching.

Dynamic Stretching – Before Exercise

Dynamic stretching involves putting muscles through their full range of motion by way of mobilizing the joints to which the muscles attach. Good examples of the movements would be leg swings, and arm circles.

The goal with dynamic stretching is to make your nervous system get to a point that it's fired up, and ready to move some heavy weights.

Dynamic stretching will elevate the muscles' temperature, and ramp the nervous system up so the body's right where it needs to be when your first set begins.

Static Stretching – During & After Exercise

The typical "stretch – and – hold" method is simply known as static stretching.

If you notice a muscle getting too involved in an exercise when it's not welcome (a good example would be the quads dominating a squat and not leaving room for the glutes and hamstrings), you can strategically static stretch your quads between sets to lower their nervous involvement and give more of the work to the wanted muscles.

After you've finished your workout, and when the nervous system's stimulation is no longer a factor, a good static stretch to all major muscle groups that have been trained is recommended.

Apply these tips and stay mobile and injury free through your training weeks.

WARM/COOL DOWN

Before starting your workout, and even before stretching, performing just 5-8 minutes of cardiovascaulr exercise can help better prepare your mind and muscles for the workout ahead. It can also be beneficial to perform several minutes after you've completed your resistance-based workout, and can help improve your recovery and reduce muscle soreness.

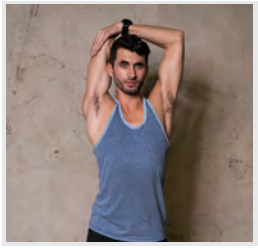
Below are several examples of how to perform a warm-up and cool-down. Try switching up which cardiovascular pieces you use, so as to ensure a full spectrum of exercises each week. It also helps keeps your workouts varied & interesting.

EXERCISE	NAME	WARM-UP	COOL-DOWN
	CYCLING	Cycling is a great, low-impact cardiovascaulr exercise, which may be ideal if your legs are feeling sore from previous workouts. Spend 5-8 minutes at a moderate intensity that may lead you to break a sweat but not become fatigued.	Similarly to the warm-up, performing 5-8 minutes cycling after a workout, especially legs, can help flush lactic acid from the muscles by increasing circulation. Start with a higher intensity level, and reduce it towards the end so that your heart rate can lower.
	TREADMILL	Ideal warm-up for leg day and lower back. Start on a brisk walking pace for 3 minutes, then increase the incline for 3-5 minutes. You should not hold on, and focus on full strides. Keep your upper body up straight.	Start your cool-down on a higher incline, with a jog, or brisk walk. Remain consistent for several minutes before starting to lower the incline and reduce the speed. End once you feel your heart rate has returned to near resting.
	ELLIPTICAL	The Elliptical can be a great upper-body warm-up when using the arms in addition to the legs. 5 minutes with a focus on pushing and pulling with the arms can help increase blood flow to the upper body muscles, and also better mobilize joints.	Begin your cool-down with a higher intensity level than you would a warm up. Use the arms and legs together, and then after several minutes, reduce the effort level and allow your heart rate to fall back to near resting rate.
	ROWER	Rowing is a great, non-impact exercise, that can warm up every muscle in the body. After several minutes at low effort, begin increasing the intensity for a further 2-3 minutes. Ensure your back is straight, and you're performing it with full extension at the legs.	If you focused on any of the upper body muscles during your workout, then the rower may be best for your cool down. Start with a moderate intensity for several minutes, before then reducing your effort level. Allow your heart rate to return to near resting before finishing.
	CIRCUIT	Even after you've warmed up on cardio, you should still warm up the muscles that will be focused on during the main workout. This can be achieved by performing a circuit of several featured exercises, at only 50% of the resistance. Focus on full range of motion, and actively engaging the muscles on each rep.	After completing your workout, it's important to cool-down the muscles. A circuit of several exercises, using much less resistance, but higher volume, can help flush lactic acid and any toxins that may have built up, away from the muscles. This can also be combined with your post-workout stretches.

UPPER BODY

When it comes to focusing on the muscles in your upper body (chest, shoulders, back, and arms), you're often involving two or more muscle groups in any one exercise. Therefore, it's especially beneficial if you focus on at least one stretch per major upper body muscle.

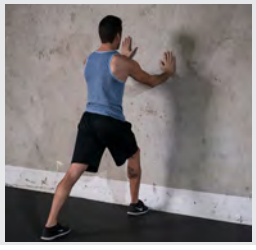
After performing your cardio warm up, each stretch only needs to be held for 15-20 seconds, meaning your upper body stretch routine should take no more than a couple of minutes.

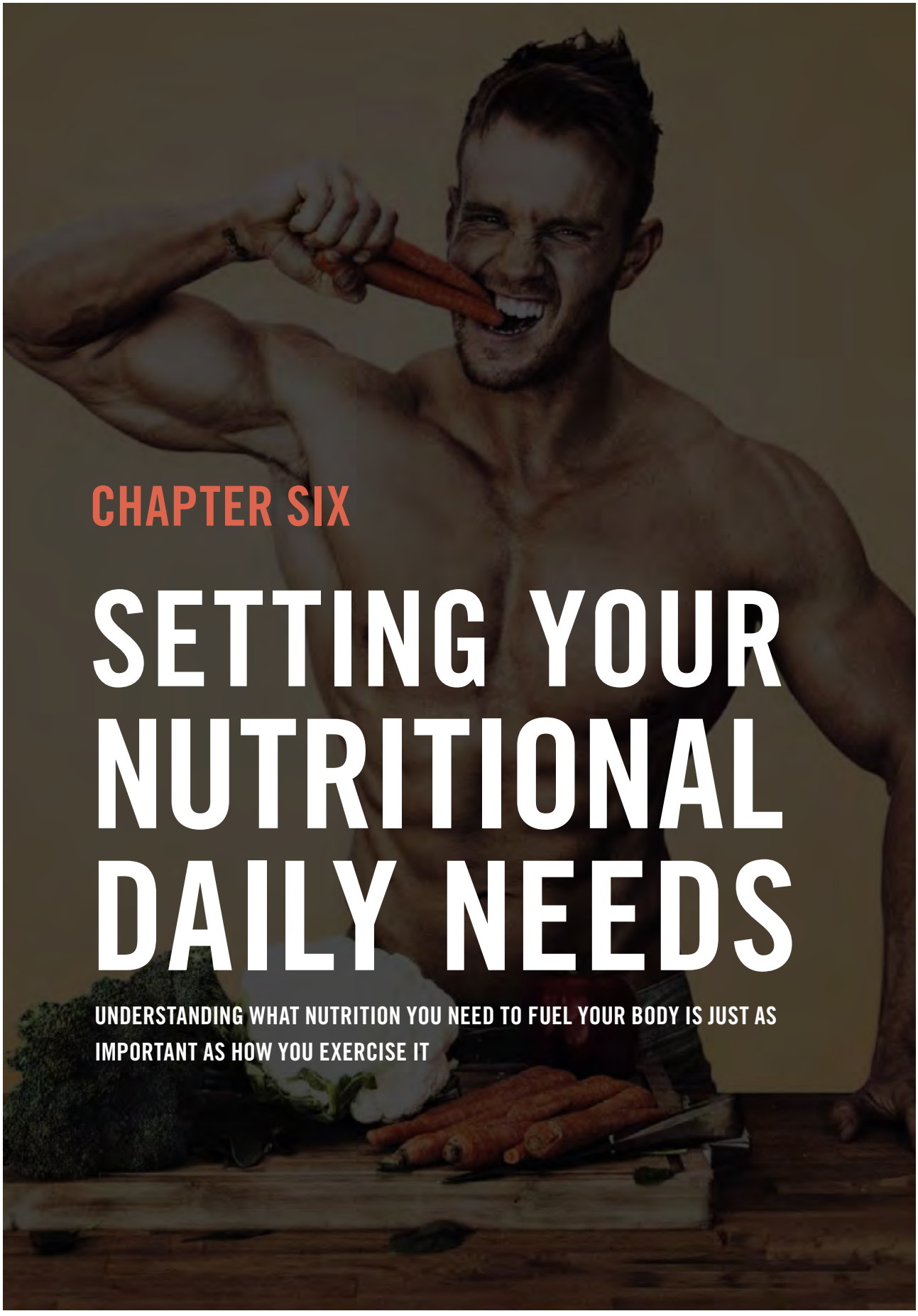
STRETCH	PRIMARY MUSCLE	NAME	INSTRUCTIONS
	CHEST	Bent Arm Chest Stretch	Stand in a door frame with your arms holding on to the wall. Lean your weight forward. You should feel a stretch across your chest muscles and under your armpit. Move your arms up and down along the door frame to increase the stretch and to stretch different areas of the chest. Hold for several breaths and release. (Can also be performed against a wall).
	BACK	Total Back Stretch	Find a sturdy beam or handle that you can grip on to and it won't move. Holding on with both hands together, or one hand at a time, push your hips back whilst arching your back until you feel a deep stretch in your back, shoulders, and arms. Hold for several breaths and release. (If performed with one arm, repeat on the other side).
	SHOULDER	Posterior Shoulder Stretch	Stand straight while maintaining the natural arch in your lower back. With your shoulders down and relaxed, reach one arm across your chest, parallel to the floor. With the other arm, place your hand on the elbow. Gently pull your elbow in toward your chest. Hold the stretch. Relax and repeat on opposite side.
	TRICEPS	Overhead Triceps Stretch	Stand with feet hip-width apart and roll your shoulders down and back (depress and retract the scapulae). Reach your right arm to the ceiling keeping your shoulder down (away from your ears). Bending at the elbow, let your right hand drop to the middle of your back, palm facing your back.
	BICEPS	Standing Biceps Stretch	Clasp your hands behind your back with your palms together, straighten arms and then rotate them so your palms face downward. Raise your arms up and hold until you feel a stretch in your biceps.

LOWER BODY

Whilst the upper body may contain more muscles than the lower, it's the lower portion of the body that contain many of the largest muscle groups (such as the quadriceps and hamstrings). The hips and calves are also involved quite a lot with many of the leg exercises, and so it would be beneficial to perform one of each of the exercises below, holding each stretch for 15-20 seconds (per leg), after having performed your cardio warm up.

You may also choose to hold several, if not all, of these stretches during your exercise cool down, before finishing with a cardio cool-down.

STRETCH	PRIMARY MUSCLE	NAME	INSTRUCTIONS
	QUADS	Standing Quad Stretch	Stand tall with your feet hip-width apart, pull your abdominals in, and relax your shoulders. Bend your left leg, bringing your heel toward your butt, and grasp your left foot with your right hand. Switch legs and repeat the stretch.
	PSOAS	Psoas (Hip) Stretch	The front shin should be vertical. The pelvis should be neutral, which means that the pelvis does not tip forward to sink deeper – only go as far forward as you can keeping the front plane of the pelvis vertical. The ribs do not thrust and the back does not arch.
	HAMSTRING	Towel Hamstring Stretch	To start, lie on your back with your knees bent and feet flat on the floor. Put a towel behind one knee or calf. Use the towel to pull the leg toward your chest, keeping the leg straight or slightly bent. Hold for 30-60 seconds. Then lower the leg. Repeat 2 times. Switch legs.
	CALVES	Seated Towel Calf Stretch	Gently pull on the towel, allowing your foot to slowly bend up toward your knee while keeping your knee straight. You should feel a slight stretching feeling in the back of your lower leg. You may feel the stretch behind your heel or behind your knee, depending on where the muscle or tendon is particularly tight.
	CALVES	Standing Wall Calf Stretch	Stand facing a wall from several feet away. Stagger your stance, placing one foot forward. Lean forward and rest your hands on the wall, keeping your heel, hip and head in a straight line. Attempt to keep your heel on the ground. Hold for 10-20 seconds and then switch sides.



CHAPTER SIX

SETTING YOUR NUTRITIONAL DAILY NEEDS

UNDERSTANDING WHAT NUTRITION YOU NEED TO FUEL YOUR BODY IS JUST AS IMPORTANT AS HOW YOU EXERCISE IT

.THE RIGHT NUTRITION

"WHAT FOOD SHOULD I EAT MORE OF, AND WHAT FOOD SHOULD I STAY AWAY FROM?"

If only it were that simple. It sounds almost like medicine: "Eat this food three times a day and stay away from this, that and those foods." What about choice?

What if that food isn't available or you don't like it? Or what if you simply can't stick to a regimen that rigid? Well, fortunately for you, it's not quite that black and white.

For the purpose of the body, food is the raw material that provides energy for every cell in our body. Three things happen when we eat food:

1. It can be burned as immediate energy.

2. What is not immediately used as energy can be stored in the form of fat cells.

3. Excess sugars can be stored short term as glycogen in the muscles and liver.

There are three main subgroups of calories, known as macronutrients: Carbohydrates, Proteins, and Fats.

All three macronutrients supply energy, with carbohydrates and protein yielding four calories for every gram and fat yielding nine calories per gram.

Whereas carbs and fat provide energy, protein also provides the structural components necessary for growth and repair of muscle tissue, which is why it's considered the most important of the macronutrients when it comes to fat loss and muscle growth.

The total calories consumed each day can affect bodyfat levels, as can the types of calories we eat. Each gram of protein, carbohydrate and fat has different calorie values, bioavailability (the body's ability to access those calories) and effects on insulin levels.

BELOW ARE THREE IMPORTANT FACTORS TO REMEMBER ABOUT FOOD

1

Quality Food

The types of foods you eat has a direct impact on your health and fitness goals. Nutrition is fuel for your body, and just like any finely-tuned piece of machinery - if it doesn't have the right type and amount of fuel, it won't function as well as it should, When shopping for food, or eating out, be smart about the choices that you make. Look for natural, minimally-processed, fresh, nutrient-dense foods. More about this on our website.

2

Portion Sizes

Even if what your eating is considered healthy, too much of it can still have an impact on your fitness goals. Your body is in a constant flux of using and storing energy (in the form of food). If you consume too much in a short time (especially if it's high in sugar), then it may be stored as body fat. Ideally, your portions should include a balance of complex carbohydrates, complete protein, healthy fats, and also fiber - in the form of fresh salads and vegetables, which are high in essential vitamins and minerals.

3

Meal Times

Eating only 1-2 times a day can result in high volumes of food being digested, some of which may be stored as body fat if the body (muscles in particular) does not need it all at once. Smaller, frequent meals or snacks (grazing) is a great way to ensure that you're nourishing your body with the right fuel when it needs it, and not over feeding it. Consuming nutrition every 3-4 hours is considered the optimal time by many.

CHOOSING THE RIGHT
NUTRITION FOR YOUR GOALS

Having the right nutrition plan to support your training goals is based on a number of different factors. This can include the total calories consumed each day, the amount of carbohydrates (energy) consumed, and even the number of meals eaten.

There are more than just one body type, and so just like with different training plans, there are different nutrition plans, each one purposeful in it's requirement to support your goal. The information below can help you better decide which type of meal plan is best for you.

Remember, that just like training programs, meal plans can change, both as you progress over time, and also if you're just not feeling it, so whatever you decide to start on doesn't mean you need to always stay with it.

You'll find several meal ideas on the following pages, and remember; you can find lots more information relating to meal guidance and recipes on our website, under the nutrition tab.

WEIGHT LOSS

Overview Even if your goal is weight loss, you still need to fuel the body throughout the day. Restrict your carbohydrate sources to mostly around breakfast and after exercise, with healthy fats and protein making up the rest of your days meals. Include plenty of fresh, green vegetables for fiber, which will help keep you from feeling hungry

Daily Calories 10-14 calories per pound of bodyweight

Macro Split 40% Protein | 25% Carbs | 35% Fats

WEIGHT GAIN

Overview Gaining weight in the form of lean muscle tissue takes time and requires a strong focus on resistance training. Simply eating whatever you want, whenever you want is a sure way to pack on the fat pounds, not muscle. A caloric surplus is necessary, but this should still be carefully watched to ensure body fat is not increasing more than it should be.

Daily Calories 16-22 calories per pound of bodyweight

Macro Split 40% Protein | 45% Carbs | 15% Fats

MAINTENANCE

Overview Your weight will always fluctuate slightly, but by keeping your food intake steady and balanced, you'll have much more control over maintaining your optimal body weight. Ensure that you have a varied diet, rotating different food sources, so that you have plenty of choices, and your body won't become too accustomed to the same diet week after week.

Daily Calories 13-16 calories per pound of bodyweight

Macro Split 40% Protein | 40% Carbs | 20% Fats

VEGAN

Overview Whatever your reasons may be for following a meat-free diet, ensuring that you get enough complete protein can be a challenge. Mixing proteins such as a beans and brown rice can help provide a full spectrum of amino acids. Rotating between different foods frequently will also help ensure a wide range of nutrients

Daily Calories 10-22 calories per pound of bodyweight (depending on your fitness goal)

Macro Split 30% Protein | 40% Carbs | 30% Fats

BREAKFAST

Breakfast is often said to be the most important meal of the day, and in many ways, it is. After all, it's the first meal of the day after your body has been without any food for the longest period - since the night before. Even when you are sleeping, your body is still using fuel to repair and grow, so what you feed your body in the morning is important.

Even if mornings are typically busy, you should try to make time to eat a proper, nutritious breakfast, that includes complete proteins, both complex and some simple carbohydrates, and a small amount of healthy fats. If you are short on time, either prepare a meal the night before to take with you, or ensure that you have a well-balanced smoothie that provides complete nutrition.

Meal	Calories	Instructions

Turkey Omelette

328 Calories
35g Protein
11g Carbs
16g Fats

Eggs are a great source of complete protein, but can be difficult to meet the protein requirement for each meal.
Using 3-5 eggs (2 full eggs, and 2-3 egg whites), whisk together with a teaspoon of olive oil. Cut 2-3 oz of turkey (minced works fine), or chicken breast, and cook in a pan using coconut oil.
Cook eggs in a separate pan, and allow liquid to set before turning omelette over.
Once turkey/chicken is thoroughly cooked, add into center of omelette (along with some onions, mushrooms, and bell peppers if you like), and fold over the omelette.
Serve with a garnish of fresh greens.

Oatmeal Bowl

381 Calories
23g Protein
52g Carbs
9g Fats

Oats are a great source of complex carbohydrates, and can be mixed up many different ways.
Start by adding a cup of steel cut oats into a pan of boiling water, and bring to a simmer. Stir often, adding cinnamon and stevia to sweeten. Once cooked, remove from heat and add in a scoop of protein powder. Stir in well.
Serve in a bowl, and add a handful of your favorite chopped fruit, berries, seeds, or raw nuts. Top with a spoon of peanut butter or honey, and enjoy.

Tofu Scramble

500 Calories
42g Protein
56g Carbs
12g Fats

Pan fry Tofu (firm) using a little olive oil or coconut oil, over a low-to-medium heat. Stir in some chopped onions and tomatoes and reduce heat, stirring occasionally until all ingredients are cooked. Lightly toast two slices of ezekiel bread and serve with scramble loaded on top. (If extra protein is required then include a scoop of hemp or plant-based protein in a shaker cup mixed with water and serve alongside tofu scramble.

LUNCH

Even if you ate a fulfilling breakfast, it shouldn't mean you should skip or go light on lunch, even if you do have a busy day at work. Make time for yourself to enjoy lunch that you've either prepared the night before, or make a smart choice if eating out.

Just like with breakfast, your lunch meal should contain a balanced mix of protein, carbs and fats, especially if your workout is after you finish work (in which case, you may also want to include some additional carbohydrates within your pre-workout meal or snack, ensuring you have plenty of available energy for the body during your resistance-training workout. Even if you really are unable to eat a solid meal, you should at least have a protein shake with some fruit or a handful or raw nuts, like almonds, to provide some nutrition to your body, and keep your metabolism fired up.

Meal	Calories	Instructions

Chicken Quinoa

434 Calories
41g Protein
45g Carbs
10g Fats

Quinoa is great alternative to rice or pasta, and contains more protein than both. Follow the instructions on the quinoa packet to cook properly (usually boiling it, and bringing it to a simmer, just like with rice. Try adding a little olive oil during cooking). Broil or bake the chicken breast (cutting it up before cooking to ensure it is fully cooked). Chicken can be seasoned prior to cooking with herbs and spices. You can also pan-fry it (chopped), using coconut oil, along with a selection of garden vegetables. Allow to cool before storing it in the fridge if preparing the night before).

Tuna Wrap

348 Calories
28g Protein
41g Carbs
8g Fats

Wraps are an easy way to combine all the ingredients into a simple meal that's ideal for when you're traveling, or short on time. Using 1-2 whole wheat tortillas, add a layer of lettuce or kale, along with some chopped cucumbers, bell peppers, or tomatoes (you'll soon discover many more combinations). Open and drain a tin of tuna (in brine). Mix with some low-fat mayonnaise or olive oil, and add into the center of the tortilla. Tightly wrap everything together, and serve with a green salad for added fiber.

Black Bean Burger

475 Calories
36g Protein
49g Carbs
15g Fats

Sauté some onions until soft. Mash the beans in a large bowl until almost smooth. Add the sauteed onions to the beans, along with the crumbled bread, seasoned salt, garlic powder, and onion powder, mixing to combine well. Then, add the flour a few tablespoons at a time and mix to combine well. Your veggie burger mixture will be very thick (you may want to use your hands to work the flour in well). Form the black bean mixture into individual patties, and fry them in a small amount of oil over medium-low heat until slightly firm and lightly browned on each side, about 3 minutes. Serve with fresh salad or vegetables.

DINNER

The average American consumes the majority of their daily calories during their evening meal. Whilst this is typically a time for family and loved ones after a long day at work, it can also affect your training goals. This is due to higher-then-usual food amounts eaten towards the end of the day when the body is starting to wind down and not require as much energy as it might during the morning and mid-afternoon.

When the body has too much food in one sitting, it runs the risk of being stored as body fat - even if you may not have eaten much during the day. Ultimately, it comes down to "does the body need the amount of food you've provided it during that meal". If it's too much, it may be stored as body fat, and if it's not enough, the body may become catabolic, meaning it will destroy healthy tissue muscle to get what it needs from it. This is why smaller, more frequent meals run less risk of body fat being stored, and ensures the metabolism is kept running smooth and consistently.

Meal	Calories	Instructions

Salmon & Brown Rice

426 Calories
34g Protein
32g Carbs
18g Fats

Salmon is an excellent source of healthy fatty acids (Omega-3's), which are essential for the optimal functioning of our bodies. You can steam, bake, or pan-fry salmon, and serve with a 1/2 cup of brown rice (or Quinoa), and a side of garden vegetables, such as peas and asparagus. Prior to cooking, you can store the salmon pieces in an air-tight bag/container, and marinade it with lemon juice, dill weed, and other herbs and spices.
If you are not a fan of salmon, try another cold-water fish, like trout or mackerel.

Meatballs & Pasta

392 Calories
43g Protein
37g Carbs
8g Fats

Using minced turkey for the meatballs is a great way to keep protein content high, and fat low. Try using a variety of different herbs and spices when making the meatballs, including throwing in a handful of bread crumbs or ground up oats to thicken the consistency. Oven bake and serve with a 1/2 cup of whole wheat pasta (can substitute for Quinoa or brown rice). Sliced zucchini, bell peppers, and a low-fat tomato sauce finishes off this dish nicely.
(This is also an easy recipe to cook multiple servings at the same time, allowing lunch to be prepped for the following day).

Ⓥ

Marinated Tofu Steaks

412 Calories
24g Protein
43g Carbs
16g Fats

Combine tofu and marinade ingredients and set aside for 20 minutes or so to let the flavors develop. Combine the Nuoc Cham ingredients and mix well to dissolve the sugar. Adjust to your taste (spininess, lime, sweetness) and set aside. Soak rice stick noodles in hot water for 6 to 8 minutes. Cook the marinated tofu over high heat on the stove top, or it is also great done on a BBQ, until caramelized and slightly crispy on each side. To serve - toss together the noodles with the vegetables, place into bowls and top with tofu, then drizzle with sauce.

SNACKS

Even with the typical 3-square meals a day (breakfast, lunch, and dinner), it's easy to find yourself feeling hungry, especially during the times between breakfast and lunch, and lunch and dinner. A steady flow of the right nutrition to the body is important, even more so if you are exercising on a regular basis, as your body then requires more fuel to provide the necessary energy needed to get through the workout.
These snacks below are a little short of a main meal, but still pack a nutritious punch when it comes to giving the body what it needs. These can substituted for main meals if you're not feel as hungry, or added in between main meals on days when your workouts require you to eat a little more food.

Meal	Calories	Instructions

Protein Pudding
257 Calories
28g Protein
16g Carbs
9g Fats

Having a protein shake on hand is always a good idea, but sometimes you may feel like more of a meal than drinking a shake. By using either yogurt or cottage cheese as a base, you can mix in a scoop of your favorite protein powder and top with fruit (sliced banana or berries), or a spoon of peanut butter, for a delicious high-protein treat that tastes more like a cheat meal but without the guilt.

Hemp Protein & PB Rice Cakes Ⓥ
384 Calories
24g Protein
45g Carbs
12g Fats

Mix a scoop of hemp or other plant-based protein in a bowl with a tablespoon of peanut or almond butter. (You may need to stir in a very small amount of water to get the smooth consistency right). Spread generously over 2 rice cakes and serve with some sliced banana or berries on top.

POST-WORKOUT

Your body needs nutrition/fuel immediately after a resistance-based workout so it can begin the process of repair and recovery. This means it needs nutrition that is fast acting, and easy for the body to breakdown and absorb. This is why protein powders quickly became one of the most popular supplements worldwide after more research showed that the need for protein is at its highest after training. You don't need to consume a huge amount of nutrition, but knowing the right types of foods, supplements, and how much to take, can really help fast-track you towards your goals. More on that in the next chapter.

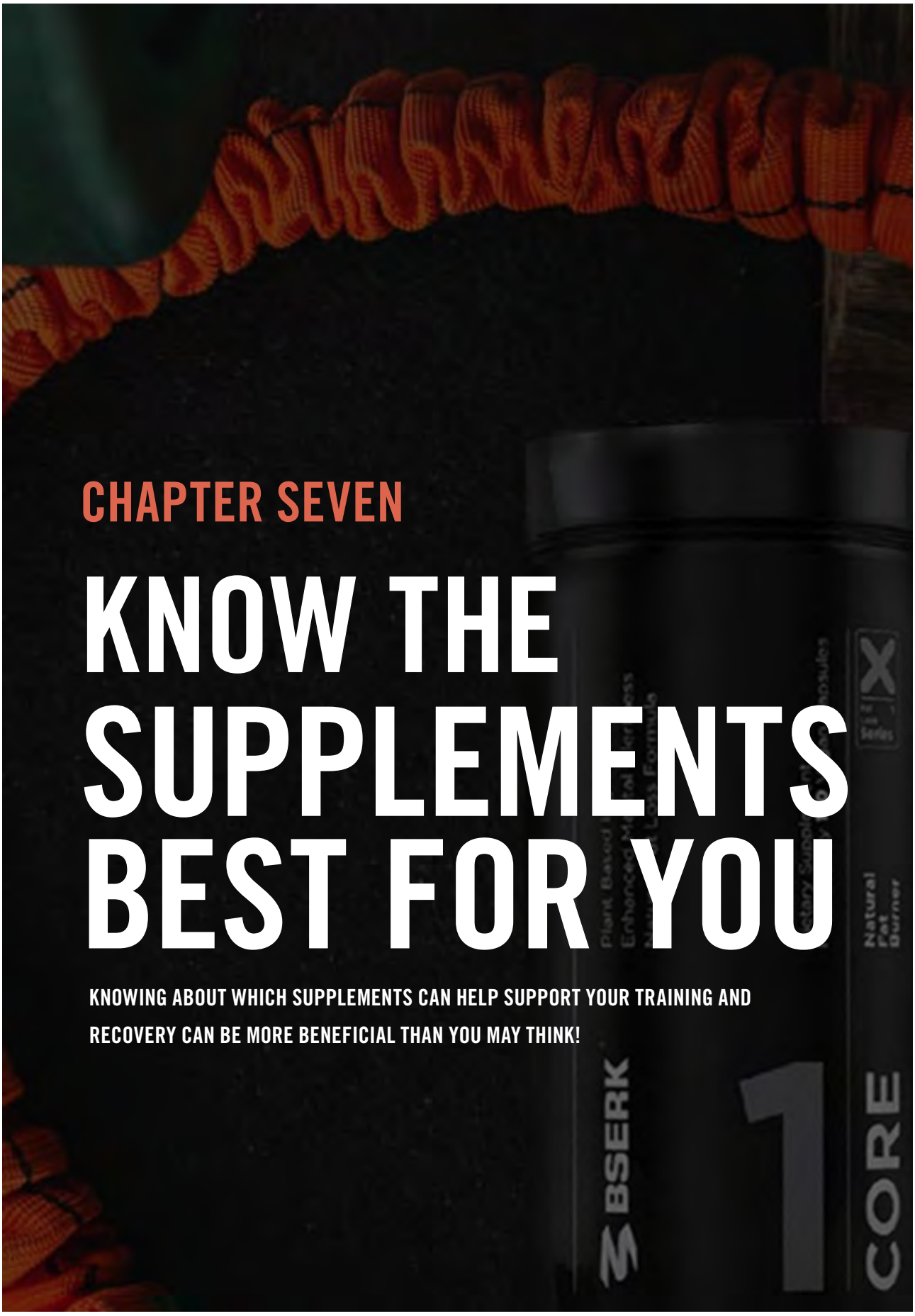
Meal	Calories	Instructions

Protein Smoothie Ⓥ
428 Calories
38g Protein
42g Carbs
6g Fats

Combining everything in a blender means that the body has less work to breakdown the food molecules and absorb them into the blood stream, where they're then transported to the muscles. 1-2 scoops of protein, along with some simple sugars such as a banana, honey, or even dates, are a great way to provide the body with fast-acting nutrition when it needs it most. You can also drink your protein shake after leaving the gym, along with a couple of rice cakes and a spoon of honey. (Use a plant-based protein if following a vegan meal plan)

Eggs & Yam Potatoes
315 Calories
24g Protein
39g Carbs
7g Fats

Sometimes, a protein shake just won't curb the cravings, and so what's the next best thing to eat besides drinking a smoothie? Well, eggs are an excellent source of complete protein, and are easily metabolized and absorbed by the body. Using 3-5 egg whites (the yolk contains all the fats, and can slow the digestion of food, meaning a delay for fuel to the muscles, make an omelette or scramble, and serve with a yam potato that's been diced and boiled, for a healthy dose of carbohydrates to support the refilling of muscle glycogen.



CHAPTER SEVEN

KNOW THE SUPPLEMENTS BEST FOR YOU

KNOWING ABOUT WHICH SUPPLEMENTS CAN HELP SUPPORT YOUR TRAINING AND RECOVERY CAN BE MORE BENEFICIAL THAN YOU MAY THINK!

THE BENEFIT OF USING

SPORTS SUPPLEMENTS

Click **here** to view more content from this chapter on our website.

The benefits of using sports supplements do not stop at pushing the boundaries of elite performance. They can be used to kick start any health and fitness plan into action. For many, sports supplements provide the convenience and benefits of protein shakes, carbohydrates, creatine, and pre-workout, etc.

Athletes often attempt to go beyond training and use substances and techniques, often referred to as ergogenics, in attempts to gain a competitive advantage. Many athletes have turned to various dietary strategies, including the use of various dietary supplements (sports supplements), which they presume to be effective, safe and legal.

Using sport supplements can help benefit your performance, physique and well-being, and whilst a well-balanced, healthy diet may leave you thinking that you don't need to be adding anything extra in, many people can become deficient in a number of micronutrients (vitamins and minerals) without even knowing it unless they take an extremely close look at their diet. Micronutrients play an important role in cell health and function, therefore lacking in micronutrients can have a negative impact on you reaching your goals

"SPORTS SUPPLEMENTS ARE EFFECTIVE FOR A WIDE RANGE OF PEOPLE; ATHLETES, FITNESS ENTHUSIAST, BEGINNERS & HEALTH CONSCIOUS INDIVIDUALS".

Vitamins function in the human body as metabolic regulators, influencing a number of physiological processes important to exercise or sport performance. For example, many of the B-complex vitamins are involved in processing carbohydrates and fats for energy production, an important consideration during exercise of varying intensity.

Several B vitamins are also essential to help form haemoglobin in red blood cells, a major determinant of oxygen delivery to the muscles during aerobic endurance exercise. Additionally, vitamins C and E function as antioxidants, important for preventing oxidative damage to cellular and subcellular structure and function during exercise training, theoretically optimizing preparation for competition.

In the world of athletic performance it would be easy, based on research findings, to make similar arguments for the consideration of branch chain amino acids, protein, carbohydrates, electrolytes, individual minerals (e.g. magnesium), creatine and other food-based chemicals found in a healthy diet. Emerging studies have clearly indicated that these and other nutritional factors are critical not only for maximal performance, both in the mental (cognitive) and muscular realms, they are vital for recovery and readiness for subsequent bouts of exercise.

Elite athletes and those who aspire to be like them – i.e. those in whom being physically active is part of their psychological identity – are usually more aware of the benefits of sports nutrition than the average citizen. But what about the rest of us? Is all of this accumulation of knowledge related to nutrition and exercise physiology/psychology only for the elites? Are there broad implications to the research findings in sports nutrition? How might the larger group – the 85% of the population that do not meet even minimum guidelines for physical activity – use the lessons learned in sports nutrition to their own benefit?


BSERK
Plant Based Ingredients
Enhanced Mental Alertness
Natural Fat Loss Formula
Dietary Supplement
Net Quantity 120 Vegan Capsules
Natural
Fat
Burner

UNDERSTANDING THE

RIGHT SUPPLEMENTS FOR YOUR GOAL

For many of us just starting out on our fitness goals, supplementation may seem like a quick-fix solution, but keep in mind that only when your workouts are at their best, and your diet is balanced and consistent, will supplementation give you that extra edge that many expect from day one. Supplements will never replace proper nutrition, but they can help you hit your fitness goals faster! Supplements complement your diet and help cover nutrient gaps, ensuring that your body has what it needs for peak performance. No matter what your training goals are, the right supplements can help improve your health, performance and physique.

With that said, there are several types of supplementation that can support a wide range of training goals from day one, particularly if your goals are to improve strength, and lean muscle mass. These typically fall into protein, amino acids, creatine, and pre-workout categories.

If your fitness goals are a little more specific, then include carbohydrate supplements, fat-burners (often referred to as thermogenics), and joint supplementation. Whilst general dosages can differ from person to person, and based on individual goals, there are some fairly standard guidelines when it comes to including the right supplementation, which are discussed in more detail below. Keep in mind that if you have any health or medical problems, you should always consult your doctor first before starting a supplement routine.

You should always know what supplements you are taking, and what they do. Don't use anything you don't understand!

5 OF THE MOST COMMON SPORT SUPPLEMENTS

1

PROTEIN POWDER

A protein supplement makes hitting your daily protein target much easier, and is digested by your body very quickly, compared to other proteins. Protein powders are perhaps most beneficial after you have worked out when your body needs protein for repair and recovery. Additionally, if you have difficulty getting in protein during the day, the protein supplements you can get, ranging from shakes to snacks, help to bolster the protein count of each meal.

2

AMINO ACIDS

Amino acids, depending on what form you take, are the essential building blocks to your muscles.
There are 2 main forms of Amino Acids; Branch Chain Amino Acids or BCAAs, which help protect your muscles from being broken down, and may help ensure your training sessions do not become counterproductive. The other is Glutamine, which can help towards healing sore muscles.

3

PRE WORKOUTS

Whilst using a pre-workout before a gym session can help make you feel more energized and engaged in your workout, the body can soon build up a tolerance to it. This means that the effect of the same dose of caffeine on your body gradually gets less effective over time. The occasional dose of pre-workout results in a very gruelling and successful workout.

4

CREATINE

Creatine is one of the most studied supplements, and may benefit you by increasing the ATP in your muscles, giving you a little more explosive energy in your muscles, which can allow for an extra rep or two. Creatine is useful not only for strength, but also for bursts of energy. So if your sport involves sprinting, or a similar exercise, consider supplementing with some creatine and you will notice a rise in speed, and possibly a reduction in fatigue.

5

FISH OIL

Fish oil's numerous benefits come from its high levels of omega-3 fatty acids, particularly EPA and DHA. Omega-3s are considered "essential fatty acids," which means they're necessary for human health, but aren't made by the body. Due to industrial farming, modern preservation methods and reduced soil quality, today's animal products typically contain fewer total omega-3 fatty acids.

PERFORMANCE

Supplements that may help improve your performance during your workouts are typically taken 15-20 minutes prior to exercise. Some may provide a noticeable difference immediately, whilst others may require time to build up within your system.

BETA ALANINE

3-6 GRAMS PRIOR TO WORKOUT

Beta-alanine claims to raise muscle carnosine levels and increase the amount of work you can perform at high intensities.

CREATINE

5-15 GRAMS PRIOR TO WORKOUT

This is a form of stored energy in the cells, as it helps your body produce more of a high-energy molecule called ATP.

PRE-WORKOUT

LIMIT ONE PER WORKOUT DAY

The majority of pre workouts are based on stimulating your body, and the majority of them have quite a big hit of caffeine included.

CITRULLINE MALATE

2-6 GRAMS PRIOR TO WORKOUT

Citrulline malate helps increase blood flow because your body converts it into L-arginine and then into nitric oxide.

PROTEINS

Protein powders can help fullfill daily protein requirements easier, as well as provide fast-absorbing protein to the muscles after a workout to help aid repair and recovery. There are different types of protein powders, so choose which one best fits your needs before buying.

WHEY PROTEIN

30-40 GRAMS IN A SHAKE

Whey protein is considered a complete protein as it contains all 9 essential amino acids. It is low in lactose content.

CASEIN PROTEIN

20-35 GRAMS IN A SHAKE

Casein extends the release of amino acids into the bloodstream, improving nitrogen retention, making it ideal before bed.

PLANT PROTEIN

20-30 GRAMS IN A SHAKE

A powerhouse of good nutrition, a good source of plant protein, loaded with disease fighting phytonutrients, cholesterol-lowering fiber and naturally low in cholesterol and sodium.

MATRIX PROTEIN

30-45 GRAMS IN A SHAKE

A blend of faster and slower-releasing proteins, making it an ideal source of protein during the day when you need to boost protein intake

RECOVERY

Recovery supplements are typically taken after your workout to help aid recovery and may also assist in shortening or lessening recovery times and muscle soreness. Each product may have different dosages and recommended times to take, so read all packaging instructions carefully.

BCAA

5-15 GRAMS A DAY

Branch chain amino acids (BCAA's), valine, leucine, and isoleucine, make up approximately 1/3 of muscle protein, and stimulate and fuel your muscles at the cellular level.

GLUTAMINE

5-10 GRAMS A DAY

Glutamine is the most common amino acid found in your muscles. L-Glutamine supplementation can minimize breakdown of muscle and improve protein metabolism

WAXY MAIZE STARCH

30-50 GRAMS AFTER WORKOUT

A complex, long-chain, high molecular weight carbohydrate that is free of sugar and lactose. It quickly provides recovery to the muscles after a workout.

GLUCOSAMINE

300 - 500MG A DAY

Glucosamine supplements may either increase the cartilage and fluid surrounding joints or help prevent breakdown of these substances, which leads to joint pain.

WELLNESS

Even with a healthy, and well-balanced diet, there can still be several deficiencies in essential nutrients. Ensuring that you have a good range of micronutrients in your diet can help eliminate any small issues that could be amplified during the stresses of exercise.

MULTI-VITAMIN
1 HIGH-POTENCY A DAY

A multivitamin is like an insurance policy, a daily guarantee to ensure your body gets the vitamins and minerals it needs.

FISH OIL
500 - 1000MG A DAY

Omega-3 fatty acids are essential nutrients that are important in preventing and managing heart disease.

PROBIOTICS
1 SERVING WITH BREAKFAST

Probiotics are live bacteria and yeasts that are good for your health, especially your digestive system, that help keep your gut healthy.

VITAMIN B-COMPLEX
2.4 MCG A DAY

With a key role in converting food into fuel, proponents claim that B complex vitamins can help with a variety of conditions.

WEIGHT LOSS

Weight loss supplements can work on many different levels. Some focus on increasing your energy so you can commit more during your workouts, whilst others increase thermogenis - a metabolic process during which your body burns calories to produce heat.

GREEN TEA EXTRACT
250 - 500MG A DAY

May inhibit an enzyme that degrades chemicals your body produces to burn fat resulting in greater energy expenditure and fat burning.

CLA
1 - 3 GRAMS A DAY

CLA is related to the omega-6 fatty acids, one of the two types of essential fatty acids that help the body increase metabolic rates, boost the immune system and keep cholesterol levels in check.

L-CARNITINE
2-3 GRAMS PER DAY

It plays a crucial role in the production of energy by transporting fatty acids into your cell's mitochondria (powerhouse of the cell).

RASPBERRY KETONES
100 - 300MG A DAY

Raspberry ketones are claimed to cause the fat within cells to be broken down more effectively, helping the body burn fat faster.

MEAL REPLACEMENT

When you're on the go, it can often be tricky to ensure that you can eat when you need to. This is where the right Meal Replacement can help keep you on track. Pay close attention to the nutritional facts, in particular to sugar and overall fat content.

PROTEIN BAR
1 SERVING IF YOU CAN'T EAT

Simple & easy snack that can help control portions and limit over-eating when you are hungry.

JERKY
15-20G OF PROTEIN PER SERVING

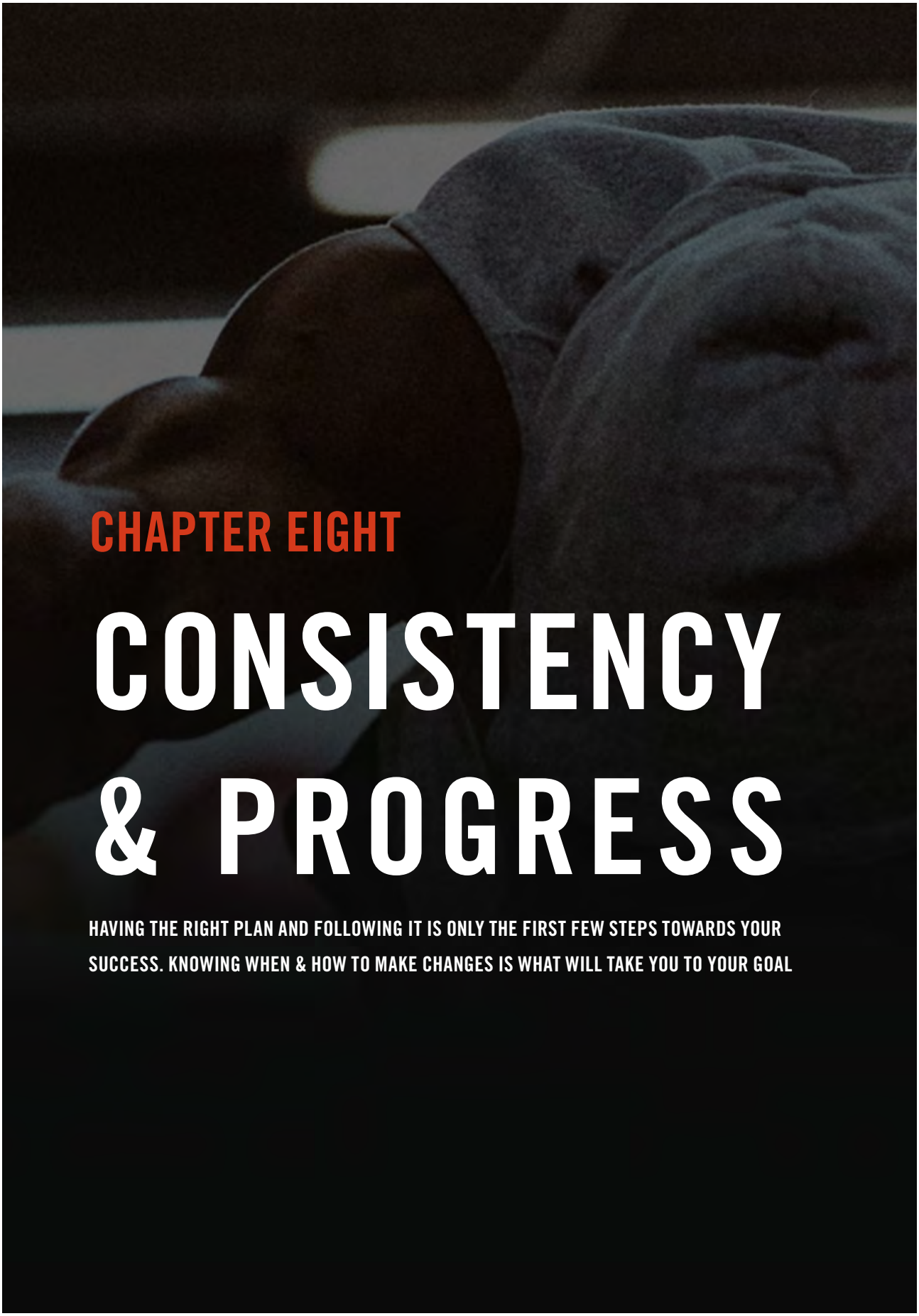
Jerky is high in protein, and can help bridge the gap between meals, especially if you miss a meal time.

READY-TO-DRINK (RTD)
NO MORE THAN 1 A DAY

RTD's offer a fast and effective solution to needing a boost of protein on the go. They often contain more calories though than a shake made using just powder and water.

OATS & WHEY
1 SERVING IF LIMITED ON FOOD

There are many food products available, such as oats & whey, that require little, to no preparation, making it an easy choice when you're short on time.



CHAPTER EIGHT

CONSISTENCY & PROGRESS

HAVING THE RIGHT PLAN AND FOLLOWING IT IS ONLY THE FIRST FEW STEPS TOWARDS YOUR SUCCESS. KNOWING WHEN & HOW TO MAKE CHANGES IS WHAT WILL TAKE YOU TO YOUR GOAL

KNOWING WHEN & HOW TO MAKE

THE RIGHT ADJUSTMENTS

There is one ingredient that keeps people from reaching their fitness goals –Inconsistency.

People tend to be impatient when it comes to exercise. Too many times people do not give their exercise plans enough time to reap the benefits they are looking for. You can have the best trainer in the world, and the best diet to follow, but if you do not stick with it consistently, you will wind up spinning your wheels. This can be very frustrating for someone who is trying to hit a certain goal.

There are four main components to an exercise program. These are resistance training, cardiovascular exercise, proper nutrition, and rest/recovery. All four are equally important and if one is not executed consistently, the other three will suffer and so will your progress.

No one is expected to be perfect, 100% of the time, and if you think you need to be then you are just setting yourself up for failure. Your goal should be to follow your program the best you can, day in and day out most of the time. In an ideal world with a perfect schedule, we'd all consistently reach these goals.

The body requires adequate recovery from physical exertion to maximize its gains. Heavy resistance training creates muscle damage, and the body then needs to repair that damage. Muscle repair and growth accrues during recovery – not during the workout. Generally speaking, the harder you worked out, the longer you need to recover.

Consistency is an aspect – and tool – of discipline, but it's not the core feature. Commitment is the real center here. If we're committed, we'll do what's necessary to maintain, if not progress, our fitness – however loosely (and sometimes inconsistently) that actually happens. The heart of commitment is a steady focus.

THE FACT IS, LIFE HAPPENS AND SOMETIMES THE BODY IS JUST TIRED. PUSHING IT ISN'T GOING TO HELP. YOUR FITNESS GOAL IS A LONG DISTANCE RACE, NOT A SPRINT

Working out all of the time – whether it's spending hours every day performing cardio, or not allowing adequate recovery times between lifting or other strength training sessions – won't give you the results you deserve, and may actually harper your overall progress.

If you haven't had a good nights sleep the night before, then you'll almost inevitably have a less productive workout. While light to moderate activity may help you modulate your energy and even support better sleep, intensive exercise probably won't do you any favors. Not only are you more prone to injuries, but the added strain on the body that's lacking in proper rest and recovery may worsen the stress of sleep deprivation.

Even excessive mental stress can likewise alter your body's response to exercise.

A consistent routine will take some time to develop. After a couple of weeks, it will be part of your every day routine. Sure, in the beginning it will be difficult at times to prepare all your meals, do all your cardio, and hit every training session, but you will get use to it, and there will come a point where you will not even think about it because it will be a consistent part of your daily routine.

When we're talking about consistency, however, we're not talking about long breaks from your routine. We're talking the odd missed workout here and there – with more workouts followed than missed. Sometimes, life can just get in the way, and you may find yourself lacking motivation. The key is in finding balance with your life and fitness goals, and finding a way to commit to both, even if at times one seems to take priority over the other.

5 TIPS TO MAXIMIZING YOUR PROGRESS & RESULTS

1

START SLOW & BUILD UP

Don't expect to follow an advanced workout routine and see immediate results if you've been living a sedentary lifestyle. Start slowly and then gradually increase the intensity of your workouts as you get fitter. It takes about 21 – 40 days to form a habit. So as you continue to repeat the easy routine, exercising will become a habit. Start with a 3 or 4-day routine for the first 30 days, then advance to a more challenging routine. The same applies with your diet. Start with a low calorie deficit then begin to increase the deficit once you learn to control hunger.

SET SHORT-TERM GOALS

2

Many of us set our fitness goals as 'the ideal', which is to say it's usually what we ultimately want to achieve. This can often take many months (even years) to achieve, and so it can easily become discouraging when you're not seeing the results you expect after the first few weeks. Maintaining a calorie deficit and exercising for such a long period is hard, and it may seem impossible to reach that goal. Don't focus on the big goal – instead, set smaller monthly goals. You'll be motivated to keep going once you attain the short-term goals. A simple monthly goal might be – to lose 8 pounds.

3

BE ACCOUNTABLE FOR YOUR ACTIONS

We each have our own fitness goals that are personal to us, which means it's usually us who benefits the most from achieving them. If you're not holding yourself accountable for your own actions, then who else is? It's easy to skip workouts or eat unhealthy foods if you're not accountable to anyone. Clearly thinking about, and writing down your goals will keep you focused, especially if these are seen daily, such as on the fridge, bathroom mirror, and even inside your workout book.

TRACK & REVIEW YOUR PROGRESS

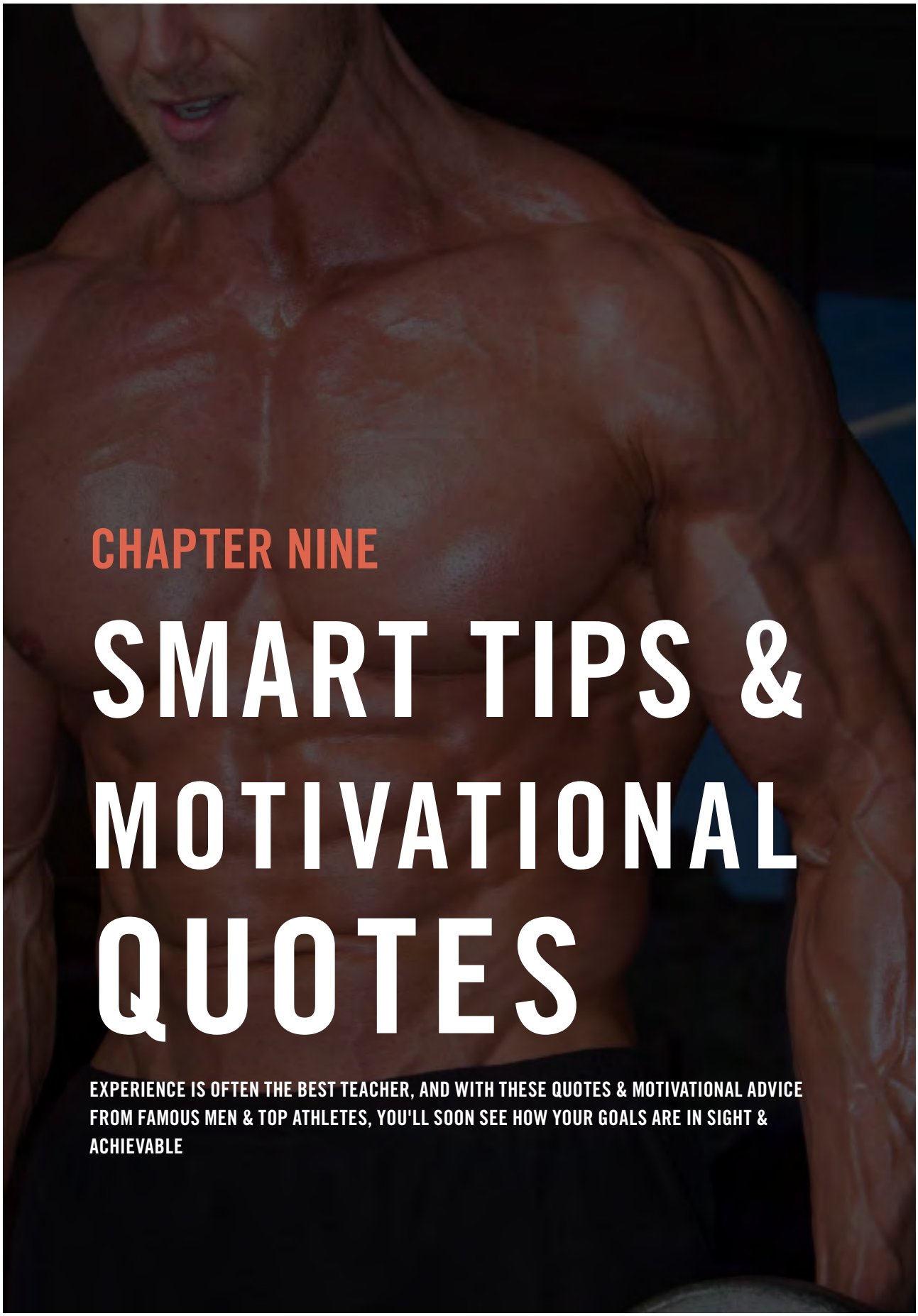
4

How do you know if you're on track and heading in the right direction towards your goals, if you're not tracking your progress through your workouts and diet? You don't have to write every single detail down every day, but by at least keeping notes of your workouts (which days you worked out, exercises, weights, sets & reps), as well as general eating patterns (did you follow your nutrition guide without fault for a week, or how many times did you eat something you weren't supposed to), you'll at least be able to see when you've been doing something for a while and know when to switch things up.

5

PRIORITIZE YOUR TIME

We all have the same amount of time in the day, and whilst some may be busier than others, it shouldn't be too difficult to see where you can be more effective with your work, errands, and even family life, so as to make enough time for yourself and your goals. This may include preparing several days worth of meals when you have a couple hours free one evening, or limit your time on your phone and social media until after your workouts, so as to keep focused and motivated during your sessions.



CHAPTER NINE

SMART TIPS & MOTIVATIONAL QUOTES

EXPERIENCE IS OFTEN THE BEST TEACHER, AND WITH THESE QUOTES & MOTIVATIONAL ADVICE FROM FAMOUS MEN & TOP ATHLETES, YOU'LL SOON SEE HOW YOUR GOALS ARE IN SIGHT & ACHIEVABLE

BLAST THROUGH PLATEAUS

THE ONLY WAY IS UP

Even with a well-laid out plan, there may need to be continual adjustments made along the way to ensure you're heading closer towards your goal and not just spinning your wheels.

Think about how an airplane takes off from Los Angeles en route to New York. The pilot has a precise map and set of instructions to follow, ensuring he'll touch down in New York at the precise time he told everyone they would whilst they were still in LA. Even with this meticulous and well laid out plan, he will still need to make continual adjustments to his speed, altitude, and turns (how ever small they may be), to counter slight variables in weather, wind-speed, and numerous other factors.

My point here is that even with a great plan and instructions, you can't afford to just sit back and leave it to autopilot to see you through to the finish line. It's YOU who'll need to be at the controls every day, making small adjustments to your training, nutrition, and lifestyle in general, when you need to.

There are many things that may throw you off your game plan, including unexpected issues at work, and family or loved ones seeming to pull you off track. With your hands always ready to grab the wheel and react to change course, you'll avert possible set backs in your training and be able to carry on the momentum forwards towards your goal.

1

HELD UP IN A MEETING AT WORK

If you find yourself called into an impromptu meeting at work that you know is going to run longer than is said, and you know it will interfere with your next meal time, then having a stash of nutritious food ready can seem like a real lifesaver. Individual protein packs, or at least a container of protein, some raw nuts, trail mix, and even a few rice cakes, can help provide a boost of fuel (at least until your next meal time), that can also improve concentration and focus. If you drive a lot, you may also want to have another stash within your car, so if you're stuck in heavy traffic. Being able to eat on time is one less thing you'll need to worry about.

2

YOU'VE MISSED A WORKOUT OR TWO

Whether it's car troubles stopping you from driving, or maybe a family member needing your time to help them with something, the fact is; there will be times where you're unable to follow your normal routine. Having something as simple as a jump rope, resistance bands, and yoga mat at home can still deliver a challenging workout. By focusing on body-weighted exercises in a circuit-like manner, and with minimal rest times, you'll find that you're able to challenge both your muscles and cardiovascular in one routine. Plus, you'll be even hungrier to push yourself next time you're back in the gym.

3

YOU'RE TIRED OF THE SAME ROUTINE

The first time you start a program, you're excited and filled with anticipation and hope. But what do you do when you've been following the same routine, week after week? Firstly, know that it's important to have a regular routine that you're constantly trying to improve upon (resistance and volume), but it can become a bit repetitive, especially once you've familiarized yourself with your weekly routine. Providing you're still able to advance one or two factors each workout, you can try reversing the routine. Start on your last exercise, and work through to the first one. Or, change one aspect of each exercise performed, such as hand position, cable attachment, or even tempo (speed) of each repetition performed.

4

FEELING FRUSTRATED FROM LACK OF RESULTS

So you've got your program and diet sorted, and you're following it without fault for weeks but you're not seeing any results. Sound familiar? First of all, don't worry; these things take time – like a log fire burning, which can seem like forever until the logs begin to glow orange and produce heat. If you're following the plan correctly then just give it time. Meanwhile, focus on short-term, measurable goals. These can include things like building up to lifting your own bodyweight for reps, or being able to squat more than your bodyweight. By focusing on smaller, more achievable targets, you'll feel much more satisfied by reaching them each week, whilst still working towards the big one.

5

TOO MANY GUILTY CRAVINGS

A big part of your success in achieving your goal is to establish a routine in which you're able to remain consistent on. It's better to be 80% good on your diet each week, than try to be 100% for a week, only to cave in to cravings and undo all the hard work by going on a binge for a day or two. By allowing several cheat meals each week, not only will you have something to look forward to, but it will also be easier to start to cut them back once you're seeing an improvement in your fitness and want to push for those results even harder.


CrossFit

MOTIVATIONAL QUOTES
FROM SPORTING LEGENDS

Experience is often said to be the best teacher, and who better than those at the top of their game to distill a few words of wisdom to help encourage and motivate you in your own quest for greatness. Greatness comes from overcoming your own setbacks and struggles, so whilst you read through 6 quotes from some of the very best athletes in the world, take some comfort in knowing even the sporting giants have faced disappointment throughout their journey. The difference is that they persisted through it all, to become the legends we know today.

MUHAMMAD ALI
AMERICAN PROFESSIONAL BOXER

"I HATED EVERY MINUTE OF TRAINING, BUT I SAID, 'DON'T QUIT. SUFFER NOW AND LIVE THE REST OF YOUR LIFE AS A CHAMPION"

ARNOLD SCHWARZENEGGER
BODYBUILDER, ACTOR, BUSINESSMAN

"STRENGTH DOES NOT COME FROM WINNING. YOUR STRUGGLES DEVELOP YOUR STRENGTHS. WHEN YOU GO THROUGH HARDSHIPS AND DECIDE NOT TO SURRENDER, THAT IS STRENGTH"

PELÉ
BRAZILIAN SOCCER LEGEND

"THE MORE DIFFICULT THE VICTORY, THE GREATER THE HAPPINESS IN WINNING"

DWAYNE JOHNSON
PROFESSIONAL WRESTLER, ACTOR

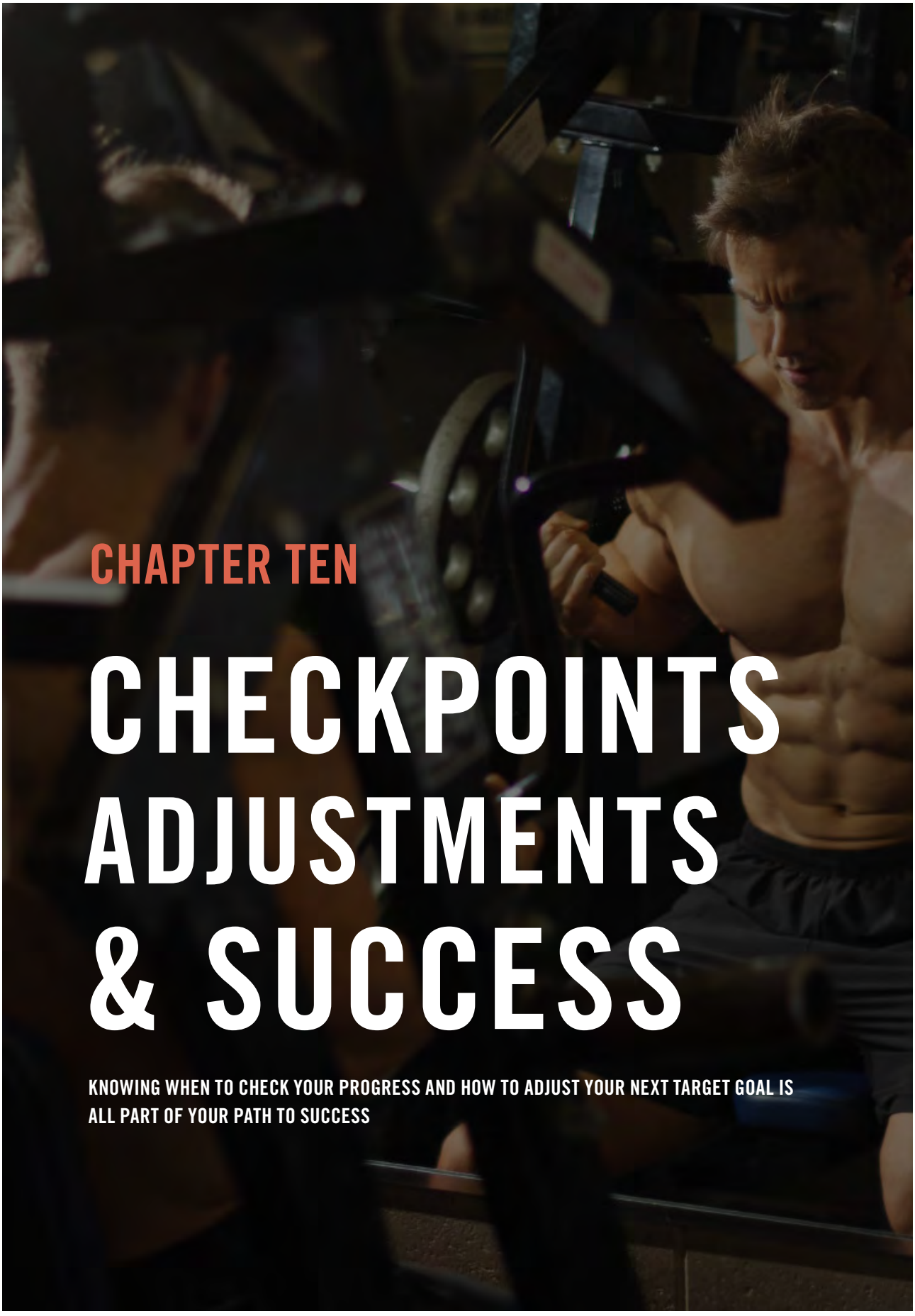
"SUCCESS ISN'T ALWAYS ABOUT 'GREATNESS', IT'S ABOUT CONSISTENCY. CONSISTENT, HARD WORK GAINS SUCCESS. GREATNESS WILL COME."

MICHAEL JORDAN
AMERICAN BASKETBALL PLAYER

"OBSTACLES DON'T HAVE TO STOP YOU. IF YOU RUN INTO A WALL, DON'T TURN AROUND AND GIVE UP. FIGURE OUT HOW TO CLIMB IT, GO THROUGH IT, OR WORK AROUND IT."

BRUCE LEE
MARTIAL ARTIST, ACTOR

"KNOWING IS NOT ENOUGH, WE MUST APPLY. WILLING IS NOT ENOUGH, WE MUST DO."



CHAPTER TEN

CHECKPOINTS ADJUSTMENTS & SUCCESS

KNOWING WHEN TO CHECK YOUR PROGRESS AND HOW TO ADJUST YOUR NEXT TARGET GOAL IS ALL PART OF YOUR PATH TO SUCCESS

KNOW WHEN & HOW TO

SELF-ACCESS PROGRESS

Congratulations. If you've read this guide through each chapter, and completed the necessary sections, you are already much closer to achieving your fitness goal then you may realize.

You've established precisely what it is that you want to achieve, when and how you're going to do it (don't worry about the finer details, as these can all be further established through the SupplementsWorld.com website), and you have an understanding as far as what type of training program, and diet structure you'll be following to help you achieve your dream physique. You've even covered how you'll overcome a range of obstacles, set backs and plateaus.

You're almost ready, and armed with everything you need to begin your fitness journey and start making progress, so what else is there left to do?

Before you head over to SupplementsWorld.com to select your first program and meal plan, along with any supplements you may need to begin your journey, take a few minutes to finish reading this final chapter on progress reporting, so that you'll know precisely when and how to check in on your own progress and ensure you remain heading in the right direction - think of it much like becoming a self-taught mechanic so that you'll be able to regularly check and monitor your car.

"THE STRONGEST FACTOR FOR SUCCESS IS SELF-ESTEEM: BELIEVING YOU CAN DO IT, BELIEVING YOU DESERVE IT, AND BELIEVING YOU WILL GET IT"

Knowing where you want to go is only half the battle. Being able to track and monitor your progress will help ensure that you remain on track and able to correct any issues before they turn into a bigger problem.

With the amount of techniques and methods out there, it is easy to get a little stuck. That's why the next page in this guidebook will help explain several different techniques that are proven to be useful tools to help you track your progress.

On a final note, remember that not everyone may be starting from the same point as you are, or have the same end goal as you. If you're starting this journey with a friend, just be aware of your own progress report and not to compare your results with them, or anyone else. All of our bodies are slightly different in some way or another, and even though many of the techniques and training principles within this guide have been proven to work for many different body types, ages, and fitness abilities, the rate of progress may differ for each and everyone.

Just because one person may see progress faster than another person, doesn't mean that what the other person is doing isn't working, so don't be so quick to give up on something that you've just started.

Most programs can take 3-4 weeks of steady commitment before any results can really be seen. If this is something that you really want to achieve and do, then you owe it to yourself to stay as focused as you can be, and commit as much as you can for the first 4 weeks before deciding if the program or diet plan that you're following is right for you.

You may want to only use the progress tracking tools mentioned on the next page every 2 weeks so as not to become disheartened if you are not seeing results as soon as expected.

Remember, you're in this for the long-term success, so treat it like a marathon, and not as a sprint.

TRACKING TOOLS & PROGRESS REPORTS

1. MEASUREMENTS

Taking measurements around your waist, hips, chest, arms and legs, will help reveal where you have tightened up and added size (depending on your goal). Be sure to measure from the exact same points, (even asking a friend or family member to help), and also at the same time of day, so as to always remain consistent. Measurements will only tell you part of the story, so think about including this along with 1 or two other tracking tools mentioned below.

2. SCALES

Stepping on the scales are great for telling you what you body mass is, but unless they're specialized scales, they won't differentiate between body fat and lean muscle mass. If you've gained lean muscle mass and dropped body fat, the scales may only show a slight drop, or even increase, but your body composition will have greatly improved. Use the scales every 2-4 weeks (at the same time) to keep an eye on your weight. It can also help reveal if your diet is on point and helping you lose weight or gain weight.

3. THE MIRROR/PHOTOS

We often look at ourselves in the mirror multiple times a day, but we're talking about really taking a good long look at your physique. Photographs are a great tool to compare against previous images to see where you have improved, and help you pinpoint your focus on specific areas. If you're unable to have a friend take a full-length picture of you (8 in total, of front, back, and each side, standing both relaxed and tensing), then set the camera up on a self-timer, so that you get a full-length, and ensure all images are taken in the same position, same time of day, and same lighting each time for better comparison.

4. JOURNAL

Keeping track of both your workouts and your diet (even if it's a general weekly rundown of good days and any setbacks), can help you look back each month and see if you can make any improvements for the next month. You can also keep notes of your mood and energy levels, in which you may find are connected to certain events or situations within your training or diet that may otherwise not have been seen. A journal can also be very useful if you are working with a personal trainer, or even just comparing your past week with your friends.

5. FITNESS TRACKER

There are currently many popular fitness-trackers available, that monitor aspects such as your heart rate, calorie usage, and allow you to input and track your workouts as they happen. This level of real-time data may help improve your training and remain focused on your diet. Most trackers allow some customization based on each individual's body and goals, although pairing this with one, or all of the other tools mentioned above is a great way to optimally track your progress.