

THE BADASS BODY BLUEPRINT

Cracking the code to a good looking and athletic physique

MAIN MANUEL

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Sing in your own voice. Don't worry about finding inspiration. It comes eventually. BEING POOR SUCKS.

EVERYBODY HAS THEIR OWN PRIVATE MOUNT EVEREST THEY WERE PUT ON THIS EARTH TO CLIMB.

Start blogging. The choice of media is irrelevant. Write from the heart.

THE BEST WAY TO GET APPROVAL IS NOT TO NEED IT. Don't try to stand out from the crowd, avoid crowds altogether. SAVOR OBSCURITY WHILE IT LASTS.

You are responsible for your own experience. power is never given. Nobody cares.

Whatever choice you make, The Devil gets his due eventually. power is taken. Do it for yourself.

BEWARE OF TURNING HOBBIES INTO JOBS. Worrying about "Commercial vs. Artistic" is a complete waste of time.

Merit can be bought. Passion can't. When your dreams become reality, they are no longer your dreams.

allow your work to age with you.

Keep your day job. Ignore everybody. If You Accept the Pain, It Cannot Hurt You.

Remain frugal. Dying young is overrated.

If your biz plan depends on you suddenly being "discovered" by some big shot, your plan will probably fail.

NEVER COMPARE YOUR INSIDE WITH SOMEBODY ELSE'S OUTSIDE.

THE MOST IMPORTANT THING A CREATIVE PERSON CAN LEARN PROFESSIONALLY

IS WHERE TO DRAW THE RED LINE THAT SEPARATES WHAT YOU ARE WILLING TO DO, AND WHAT YOU ARE NOT.

Everyone is born creative; everyone is given a box of crayons in kindergarten.

Companies that squelch creativity can no longer compete with companies that champion creativity.

The hardest part of being creative is getting used to it.

Selling out is harder than it looks. You have to find your own schtick.

The world is changing. AVOID THE WATERCOOLER GANG. Put the hours in.

Meaning scales, people Don't.

The more talented somebody is, the less they need the props.

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FUCK YES!

I AM DAMN IMPRESSED. I REALLY AM. FOR A GUY LIKE YOU TO TAKE THE KIND OF DECISIVE ACTION YOU JUST TOOK IS RARE.

I want to congratulate you right now on making a wise and extreme profitable decision. It's going to pay off for you BIG TIME.

My bet is you're the kind of guy that, like me, has set his sights on the prize. One that refuses to be distracted by minutia.

Because we all know, deep down, every single guy wants to walk around looking like a greek god. Yet few are willing to do whatever it takes.

You, my friend are willing.

You're going to make it, too. Especially if I have anything say about it.

Welcome to Tzemis Fitness

From this day forward, consider me your personal coach, trainer and mentor. I want to congratulate you right now on making a wise and extremely profitable decision. It's going to pay off for you BIG TIME.

So, first things first...

**LET ME SHARE WITH YOU #1 SECRET TO BUILDING
A BADASS BODY IN MINIMUM TIME...**

A secret to *accelerate* your status building, body-sculpting efforts. Getting to that elite six pack status level simpler, faster and easier than you ever thought possible.

Because the fact is, I did it. And I know exactly what it takes. Now? I want to help you do the same. If you'll permit me,

I AM GOING TO TAKE CHARGE of your destiny.

That means nobody fails on my watch. NOBODY. It's time to finally:

F.O.C.U.S.

Follow One Course Until Successful.

Being a finisher is one of the most important life skills you can learn. How many times in the past have you started something and not finished it? Or said you were gonna do something and not followed through.

It's time it wipe the slate clean. By joining the Tzemis Empire, you are now a finisher.

By reading this you are committed to becoming the most badass version of yourself and bringing about that body, that badass head turning, panty soaking body that commands respect. This body has been laying dormant for years, pressed by society and their bullshit game...

Not anymore. Now your on my team. Get ready to meet the beast.

You're not the first to feel that trembling of the earth beneath your feet... that intoxicating rush of adrenaline... that overwhelming Hulk-like desire to pound your clenched fist on the table and say...

FUCK YES!

I'm doing this now and no one is going to stop me!
And with my help, YOU WILL.

Get ready to start walking around and have heads turning, staring in awe at your jaw dropping, superhero ready physique.

Get ready for ultimate respect and envy. Get ready to join the elite Badass Body Brotherhood...

Not long from now you're going to look back on the action you just took to bet on yourself and invest in the Badass Body Blueprint for men as one of the important decisions in your life

You wanna know something interesting about yourself that no ones really had the guts to tell you?

You're not normal

You're not like everyone else and you've known it for a long time too

Neither am I dude...I've known it for a long time too. Everyone else is "average". Normal. Satisfied with a decent home, 9-5 job, settling down with an average woman and satisfied with waking up every morning, looking in the mirror seeing an average physique.

I am not.

I loathe normal. I laugh at it

Even when I was broke and obese; I was not normal.

And now when I do fitness photoshoots with cover model worthy girls I am still not normal.

In fact my taste are simple - I prefer the best. Period. Nothing more, nothing less.

As one of my mentors told me in regards to money, women and superhero bodies : “Look around Peter...there is no preference for average”

Bottom line is this...

I don't care how much money you have or many girls you bang. If you can't take care of yourself you can never be a leader.

By investing in yourself today you've said loud and clear that your not like the aimless sea of mediocrity out there.

You want more, you deserve more.You're destined for greatness.

YOU'RE ONE OF US...

Look, You may not want to admit it, but that excess fat can and will destroy your most precious relationships, your health and even your career. It will sap your energy and drain you of your manhood, 1 pound at a time...

I don't want ANY of these things happen to you. And I don't want to see you end up like “everyone else” who goes through life WISHING they looked leaner and felt better about themselves.

So to answer your question, why I wrote this book it is for one reason.

So that you can reclaim your body, your health and ultimately your life. So you can become the man you were always destined to be. The man we both know deep down, you dream to be.

It's a strange phenomenon, but when you find a way to break free and see your body evolve every single week and master your body, your whole life just tends to follow suit.

You'll look better, feel better, and have more energy, while improving your personal and social life in ways you could never imagine. It's time to flip the six pack switch now...

Welcome to the Team brother...

Let's CRUSH this TOGETHER!



Peter Tzemis,
America's Honest Fitness Coach
PETERTZEMIS.COM

BADASSARY 101 - THE PERCEPTION PORTAL

In order to be the kind of person that walks around with a body that turns heads...

A body that is lean, healthy and strong year round...

To be the kind of person who has a body everyone dreams of...

We first have to know what it is what we want.

So let's define a few things...

BADASS BODY - A body that looks good, provides peak performance and that the opposite sex drools over. A body where Aesthetics meets Peak Performance.

AESTHETICS - also known in Greek as Αισθητική, or "Aisthētiké" is a branch of philosophy dealing with the nature of art, beauty, and taste, with the creation and appreciation of beauty.

PEAK PERFORMANCE - is a state that is also known as peak experience, the zone of optimal functioning and flow. It refers to a moment when an individual puts it all together, when they are in

the zone, when everything flows, and when they achieve an exceptional performance.

Ready to unlock your dormant badass body?

In just a few short weeks you'll have a body that resembles a Michelangelo creation and performs like Tony Robbins does on stage for his 10 hour seminars.

NOW...

Let me introduce you to the most powerful tool in your toolbox on your quest to building superhero bodies and world domination...

YOUR VISION

To live the life of your dreams, you must dream.

And dream fucking big!

As children we lived in fantasy worlds and imagined far away places. We lived in total ecstasy and abundance and ironically we were happy 80% of the time.

Unfortunately, as we move through the kid prison system, aka public school, we are told to stop dreaming and just accept everything as it is...

The perfect citizen will go to work, do his job, come home, watch some TV, eat junk food and do it over and over again. They are predictable.

Dreamers are unpredictable; thus bad for society.
People always told me that I'm unrealistic.

But it's been a big reason why I am successful the way I am. It's the reason I can travel the world making money from everywhere. It's the reason why I can pretty much eat my favourite foods all the time and maintain a body girls drool over. It's the reason I have 1000's of testimonials for my products and services.

I want all that for you too!

Because the truth is this:

Dreamers and visionaries are the ones that change the world. Look at Elon Musk, Steve Jobs, Thomas Edison, Donald Trump. These people have permanently stamped the world with their success and everyone is better because of it.

So what is YOUR Badass Body Vision?

It's thing you want the most more than anyone else. It's something that pulls you everyday towards greatness. It's something that you cant get out of your head because you are

destined to achieve it. Dreamers have visions not dreams. That's the reason they are able to live out and impact the world in such dramatic function

So what's the difference between a dream and a vision then?

One Simple, Beautiful word

DETAILS

Your Vision must be crystal clear for you to achieve it. You have to be able to taste it, feel it, smell it before it comes about in your life. This compels you to take action towards it every single day, which then actually brings it into the physical world.

Clarity is 100% power. When you are extremely clear on what you want you know exactly when you don't want. It's when you can channel all your energy towards the exact vision of what you want.

CLARITY OF VISION = SELF-MOTIVATION

The point is that the vision switch is when you go from being the marketed to to being the marketer the world and choose your destiny for yourself and having your vision pull yourself towards your vision. When you make this switch you are not searching for hope anymore, but are actively creating it.

All the badasses who ever lived had this delusional idea that they were meant to be fucking legends. Alexander the great was meant too. Steve jobs said he would be the person of the generation.

You wouldn't be here if me and you both fucking knew that you were destined fro greatness.

ME and you are meant to be fucking legends. Thats just the way it is. I'm giving you permission right now. It okay, some of us are meant to legendary things. That's just the way it is.

Conrad Hilton became a billionaire at a time when their were no billionaires. At 30 he was broke and sitting in his mothers kitchen sketching a hotel on paper. His mother asked what he was doing...he replied “ *Im putting a dream on paper mother*”.

Conrad hilton boils down his success to one thing...You have to dream. And you better dream fucking big because no one achieved ever achieved a goal because it was mediocre.

If you aren't pulled toward your dream every day then it's because it doesn't inspire you. That being said, in the beginning the most important is to get an early win. This is because momentum is a powerful thing - something we touch upon the next chapter.

So considering this about engineering your badass body, were going to bring this back around to fitness now.

What you are going to do right now is this. Your going to open up the bonus report titled

YOUR PERFECT BODY: THE 10K VISION TRANSFORMATION

and your going to go through it and do the exercise.

(As part of the masters of Fitness Inner Circle, You should have received this download link by now.)

Do it now. Seriously, no fucking around here. Go do it.

F.O.C.U.S. and be a finisher.

Welcome back, what did you think of the exercise? Are you ready to do everything necessary to get that goal?

The most powerful thing now is to make seeing this goal a habit so that you are pulled every single day towards it and it becomes a reality. To do this every morning and every night you are going to write out your goal on a piece of paper. Every single morning and every single night.

There is no exception.

You have no idea how powerful this can be until you follow through and do it. *Follow One Course Until Successful.*

The game is never over until you quit. Colonel Sanders was 65 years old before he sold his Famous chicken recipe and started the multi-million dollar chicken franchise KFC. So I don't care how old you are or how young, don't ever give up! Have the discipline to see past the immediate pain to achieve the future greatness.

“When times are tough, vision is the first causality. Before conditions can improve, it is the first thing we must recover.”

Michael Hyatt

THE MATHEMATICS OF A BADASS BODY

One of the best things about getting your health in order is that you start looking more appealing to the opposite sex.

Your wife or girlfriend takes notice. You might even catch other girls looks start to linger longer. Maybe sometimes too long...

It turns out that there is a mathematical formula known as _the golden ratio_ to depict the perfect proportions for functional aesthetics.

Yes you can achieve olympic caliber performance, with GQ level aesthetics.

The Golden Ratio

Being a voracious reader, I had stumbled across this ratio before. I just never realized it was ****the ratio**** ; depicting nature's ability to perfectly balance function and structure.

In nature you can see The Golden Ratio's proportions in the contours of seashells, in the composition of chemical compounds, the arrangement of branches along the stems of plants and even in the shape of a hurricane.

Some of the most astounding architecture in the world, like the Egyptian pyramids, was constructed using the principles of The Golden Ratio.

Sculptors used The Golden Ratio to create sculptures that defined the ideal powerful and masculine body. Greek gods and powerful warriors were all depicted with The Golden Ratio, and artists went to great lengths to ensure their sculptures exemplified this ratio to perfection.

The Golden Ratio also dictates some of the proportions of the most attractive faces. Plastic and dental surgeons actually use the golden ratio to help rebuild and shape faces and mouths when undergoing reconstructive surgery.

Even human DNA is built according to The Golden Ratio. Every cell of your body is filled with millions of examples of The Golden Ratio at work in the most perfect system of all – the human body.

When we apply the Golden Ratio to certain areas of our body we can dramatically improve structure and function by adjusting the size of different body parts in relation to the other; so that they form the golden ratio.

The Greek God Ideal

The ancient greeks were known to regularly put on display what they thought was the ideal male physique. The statues often

portrayed what you think is the ideal male body: A good shoulder to waist ratio, bulging biceps and muscular but not overly developed legs.

Yes the sculptors actually used a formula for building these statues. In the bodybuilding world this formula is now known as the grecian ideal.

The grecian ideal was created by legendary strongman Eugen Sandow.

He built his physique based on the mathematics he discovered when he analyzed the sculptures in the greek and roman museums.

How to calculate the golden ratio for your body.

It starts with establishing reference points. These body parts will serve as starting points to reveal what the other parts need to be to create what I like to call **The Aesthetic Athlete**.

Reference point #1 - Your waist to height ratio (44.7% of your height) Your ideal waist (in inches) is your height (in inches) x 0.447

Reference point #2 - Your shoulders should measure 1.618 x your ideal waist (above)

Reference point #3 - Your Flexed arm should be 150% larger than the circumference of your non-dominant wrist or 50% of your ideal waist

Reference point #4 - Your chest should measure 550% larger of than the circumference of your non-dominant wrist or 1.4x your ideal waist

Reference point #5 - Your upper leg circumference should be 75% larger than your knee circumference.

Reference point #6 - Your calves circumference (in inches) should equal your arms circumference (in inches)

Your Turn

Time to calculate your current measurements as well as your ideals.

Ideal Waist - $0.447 \times \text{height (in inches)}$

Ideal Shoulders - $1.618 \times \text{ideal waist measurement}$

Ideal Chest - $1.4 \times \text{ideal waist measurement}$

Ideal Arms/Calves $0.5 \times \text{ideal waist measurement}$

Ideal Legs - $1.75 \times \text{knee circumference measurement}$

Final Thoughts

Evolutionary psychology research tells us that people are evolved to be attracted to and seek out other people who display what is called genetic fitness.

Men with this proportion (the golden ratio) will capture the attention and stare of all people the same way a gorgeous woman can literally put people into a trance when she enters a room.

You and I might not like to admit it, but we will both size someone up and make a judgment about their personality intelligence, sense of humor and overall life within the first five or ten seconds of laying eyes on him (or her). This is the proverbial first impression, and you should make no mistake about it: People size you up before you have even spoken one word to them.

Because people judge you this quickly, it's in your best interest to use your look and your body to your advantage. Plus it doesn't hurt the ego too look damn good.

LEARNING FROM THE BEST

I believe to be the best, you have to study the best. This simple philosophy is applicable to all areas of life. I hope you come to realize that this statement rings true with you as well after this section.

The concept of mastery and mentorship was introduced to me by Robert Greene in his book, *Mastery*.

Mastery is defined as “comprehensive knowledge or skill in a subject or accomplishment.

In his second chapter, Greene dives deep into the long forgotten apprenticeship formula that has given us some of the greatest talents ever to walk on this earth.

Socrates had Aristotle

Luke had Yoda

Aristotle had Plato

Harry had Dumbledore

Greene writes: “Understand: when you enter a new environment, your task is to learn and absorb as much as possible. For the purpose you must try to revert to a childlike feeling of inferiority – the feeling that others know much more than you and that you are dependent upon them to learn and safely navigate your apprenticeship.

The reason you require a mentor is simple:

“Life is short; you have only so much time and so much energy to expend.”

This what my mentors have done for me and what I have done for you now with this book.

If you want to be the best, study the best.

Most people treat aesthetics and athleticism as mutually exclusive training components. It's as if, you can't look awesome naked and be a bad-ass athlete.

Well, that's fucking bullshit!

Save for the high-level bodybuilder or sport specific athlete, your training methodologies don't need to be all that different.

Athletes, demonstrate that you can perform amazing (winning gold medals takes some talent), and look fucking awesome doing it (check out sprinters, swimmers and divers bodies to name a few).

Athletes can train up to 7 days a week. Sometimes multiple times a day. Yet they are lean, powerful, usually injury free and always ready to perform.

They are the beautiful baby aesthetics and athletics created. Well some of them at least.

We are going to be learning techniques from around the world and fit them together to create a badass baby of our own...

But before we jump into the how, let me tell you a quick story.

Let me know when this sounds familiar...

Whenever You Start A New Muscle-Building Program, You Hit The Gym hard, Right?

Motivation is strong. You're fired up and ready to make shit happen. THIS will be the time you make the gains and add that lean mass.

You're in the gym 5-6 days a week, hitting the muscle groups from every angle, fatiguing them for maximum hypertrophy...Following some new routine that sounds like it's finally the thing you've been missing in your workouts.

A couple weeks go by. You're eating tons of food, taking the supplements you read about, the ones those magazines said were essential to bulking up. You're feeling good. Sore, but positive.

After a few weeks of diligent effort you notice a few changes. But they are not what you had expected...

Your chest isn't forming into the square, masculine pecs you wanted but instead resembles the dreaded man boobs.

Your arms aren't getting ripped and vascular, rather big and bloated.

Your stomach looks fat and puffy, instead of downright chiseled; abs are non where in sight.

Your clothes aren't fitting as well as they did, either.

The buttons on your shirt buckle under the strain when you sit down, making you feel like you have to constantly suck in. Your jeans are tight across the thighs, which feels constricting and unpleasant.

And then it hits you...

You actually look worse than you did before!

On top of that, you're spending way too much time in the gym and way too much money on crazy amounts of food and supplements.

You're confused, though. It doesn't make sense. You've read the posts on the blogs. You've listened to the gurus

You've read the articles in Men's Health, Men's Fitness and even Muscle & Fitness.

You're lost in a maze without a compass.

You work out hard 5-7 days a week doing the exercises that hit the muscle from all angles. You perform supersets, sub sets, failure sets, max sets. You lift lighter weights more.

Shit, you even cut out the booze to avoid sabotaging gains!

But after all this work and time, you're still frustrated. You aren't getting stronger (or have hit a plateau). You aren't getting the chiseled, muscular "Badass-like" physique you're after, despite working out MORE – almost every day of the week.

How can THAT be?

I'll tell ya...It's one of the most overlooked principles to date. Something many guru's avoid, well because its hard to sell.

And I want to be honest, because I was there. I know the pain. The struggles. Training and eating clean and taking the right supplements but falling flat on your face.

But now its time for you to learn the secret. To learn the real problem and how to combat it for good.

STRENGTH RESISTANCE SYNDROME

Here's the deal...

As a natural guy who's not on the juice, your goal is to get strong. The stronger you get, the more you will grow.

However, 97.73% of muscle building programs out there have plateau's built right into them.

Hitting a plateau is inevitable. Like catching the common cold, eventually it's your turn.

However the common cold, like the plateau, becomes an issue when it simply doesn't go away.

Enter the dreaded *Strength Resistance Syndrome...*

Have you ever felt no matter how long you went to the gym, certain exercises or workouts just aren't working for you like they used too? Have you tried every supplement or "shocking technique" under the sun and the results still don't come?

Welcome to S.R.S.

Regular workout plans only guarantee strength resistance syndrome...

Remember, when you first started lifting you had very high “Strength Sensitivity.” That’s a fancy way of saying your muscle cells were primed to grow.

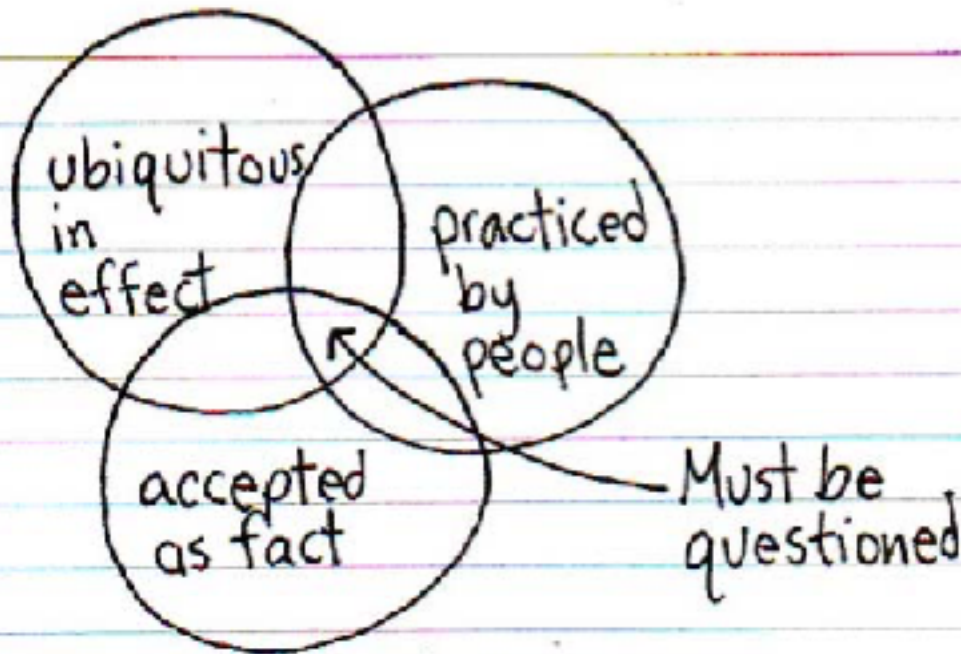
However, when that muscle growth started slowing down, your body hit a small plateau which is the beginning stages of “Strength Resistance.” This is where you stop growing no matter what you do. And for a guy not on juice, it sucks.

Like trying to row upstream without a paddle. Eventually you’ll tire out and give up.

Following advice from the chemically enhanced, will do nothing to help your body break through this wall. Leading you down a never ending rabbit hole of disappointment, permanent plateaus and unfulfilled dreams.

Like we mentioned before we need to reignite your strength sensitivity. The best way to do this is to increase your muscular efficiency and ‘practice’ lifting. But first let me give you a quick Muscle Masterclass. This will install 99% of the information that you will ever need to get the dream body.

MUSCLE MASTERCLASS



LIE #1

MORE MUSCLE EQUALS MORE STRENGTH

Many people would have you believe that looking defined is all about how much muscle you have and how low your body fat levels are. Body fat levels play a major role in how defined you look, but this is just part of the equation. There are two types of muscle growth that also dictate how sharp your body will wind up looking once the body fat levels are low: **Sarcoplasmic Hypertrophy & Myofibrillar Hypertrophy**

SARCOPLASMIC HYPERTROPHY

This is an increase in the muscle cell fluid (sarcoplasm) within the muscle cell. This is a fast way to increase the size of a muscle, but since sarcoplasm is a fluid and can't contract...it won't make the muscle significantly stronger. This is why sometimes a huge body builder isn't as strong as a smaller Olympic Lifter.

Sarcoplasmic hypertrophy only accounts for about 25% of muscle growth.

Think of it as the icing on the cake. It doesn't take much to trigger this additional muscle growth but it will allow you to walk around with 5 to 8 more pounds of muscle mass.

This type of training is fun to do because it delivers a great muscle pump. Unfortunately, most people get distracted by this type of training and neglect what really matters – building relative strength.

Therefore this type of lifting will only be a small component of the workout program.

MYOFIBRILLAR HYPERTROPHY

This is actual muscle fiber growth. Training for myofibrillar hypertrophy builds hard, dense looking muscle that will be highly useful since it is accompanied by large increases in strength. This leads to very limited gains in muscle size. This is the training that will give us the same look Brad Pitt had in fight club.

Which type of growth are we after then?

This is actually a complex question, because it depends upon the condition of the muscle being worked. Also...you can lift in a way that targets different degrees of each type of growth. It all comes down to rep ranges to target the different types of muscle growth.

1-3 reps: This targets strength and Myofibrillar Hypertrophy. This would be used by someone who is happy with the size of their muscle, but wants to add definition and density to that muscle.

4-5 reps: Now you are getting a bit of strength as well as a bit of size. This is still a bit geared towards increasing muscle density, with just a bit of size increase as well.

6-10 reps: This is the hot zone between the two types of muscle growth. Closer to 10 is size, closer to 6 is strength and density.

12-15 reps: Nothing but muscle growth in this range. Very little gains in the way of strength. It's helpful once in a while but shouldn't be your main focus.

The bottom line is this...

DIFFERENT CIRCUMSTANCES REQUIRE DIFFERENT APPROACHES

The 2 phases of the badass body blueprint target a different type of muscle growth so no matter what stage you are at or what your goals are, we've got you covered.

WHY EMPHASIZE DENSITY?

Lets take a look at these 2 guys below



Both of these guys have relatively similar body fat levels as well as muscle mass. However the guy on the left has focused on

building a badass body with emphasis on density training. It's very obvious who looks better. Sure the lighting is slightly better, and he is dryer (meaning he is retaining less water). However we can't argue that they are within 3% body fat of each other and that the badass on the left looks like he can kick some serious ass.

WHERE MUSCLE IS BUILT IS OF VITAL IMPORTANCE

The majority of muscle building programs put on muscle in the wrong areas.

The problem with following the standard advice of concentrating on the "big 3" lifts (squat, deadlift, and bench press) is that it will most likely create a walking cloud physique.

After following a typical muscle-building program, most people add size to their legs, glutes, lower chest, and stomach.

The scale goes up, but so do the belt sizes.

While I don't see too many guys who are way out of whack in the leg department...I see a ton of guys who seem to have just as much fat as muscle.

Body fat helps guys lift a little more and increases the weight when stepping on a scale, but creates a puffy look.

It may fill out your shirt, but certainly doesn't give the “wow” factor for the beach.

Another problem with excess body fat is that it makes the face appear rounded and chubby. To get a sharp, powerful “GQ” type of look to the face, you must get the body fat levels down to a reasonable level.

The body fat is what creates the “disproportionate” look.

But the side effects go much, much deeper than that...

- Girls aren't as attracted to that physique (most prefer the lean, badass look; think James Bond)
- You lose your agility and sports become laborious
- Clothes fit awkwardly (plus you look terrible with your shirt off)

I realize that attracting women isn't the only reason to put on muscle, but it is most likely at least part of the motivation to attaining that chiseled "Badass" physique that most of us men aspire to - and all women lust after.

So even 100% pure muscle gains, can ruin your look if the muscle is added to the wrong places on your body.

MUSCLE EFFICIENCY

Super strength without the bulk

The fascination with bodybuilding has led to the decline in true strength training. Just like studies have shown that we have yet to access 100% of our brain, most of us have yet to access 100% of our muscle recruitment. Learning to completely activate your muscle by training and using your neurological pathways will dramatically increase your strength without adding any unnecessary mass - if that's what you want. There's no need to become a walking cloud.

The key to a badass physique is *relative strength*.

I as well as the rest of the world, are far more impressed by 168 male bench pressing 315 pounds than a 400 lbs male benching 375. I have a feeling as well that the 168 pound male is definitely healthier, performs better and has a much hotter sex life than the overweight 400 lb mammoth. CNS Training to increase Muscular Efficiency is how we are going to get you to badass body status.

So how do you train the nervous system?

The best way for me to explain this is to create a scenario. If you add 20 pounds to your 1 rep max in the bench press, without increasing size of the muscles being worked...what causes that gain in strength?

Well, we already talked about myofibrillar density. That is a partial answer, but won't account for the full gain in strength.

The answer is that you have increased the ability to contract those muscles hard through a stronger nerve impulse to the muscle. This is known as muscular efficiency.

If you gain strength without adding size, your muscles become more efficient. This efficiency is created by packing more muscle fiber into the exact same muscle belly; as a result of a more alert nervous system.

Focused and intentional strength training gives your body the ability to get more out of any workout program.

Make no mistake...once your strength levels plateau, your routine becomes less effective. You become another casualty in the fight against Strength Resistance Syndrome.

Lifting with more “intensity” or pushing harder simply makes the plateau that much harder to dig out of. You end up becoming another casualty to Strength Resistance Syndrome. A place no man wants to be.

Heavier weights for lower reps require stronger nerve impulses than higher rep fatiguing type of sets.

How do you increase your ability to generate strong nerve impulses to the muscle?

There are a variety of techniques and “hacks”; including but not limited too minimizing fatigue, maximizing tension training heavy, using irradiation, increasing frequency, lifting explosively...the list goes on.

However I am only interested in scientifically tested and proven results.

Put simply, **by strength training properly.**

Proper strength training increases “True Muscle Tone” by improving the nervous system’s signal to your muscle.

As you optimize this signal, your muscles will display a greater degree of density and definition.

A lot of people in the bodybuilding community strongly dislike the word “muscle tone”. They believe that muscle tone is simply a matter of body fat levels. The lower your body fat percentage is, the more toned your muscles will look.

This is simply confusing displayed muscle tone with true muscle tone.

It's true that you need to remove the blubber to reveal your muscle tone...but that muscle can either be dense and defined - or- soft and puffy looking.

So we are going to focus on that. Unleashing true muscle tone, building super strength and getting to a low body fat percentage.

Essentially building the body of a badass.

UNLEASHING TRUE MUSCLE TONE *and Build Super strength.*

In the previous chapter we talked about muscular efficiency. And how true muscle tone, the muscle definition that makes girls drool, is a result of proper strength training.

In the world of strength training, the Bulgarians reign supreme.

Though, it wasn't always such.

They struggled for years, trying to win and even compete in the power lifting olympics. In a last and desperate attempt to vault the nation back onto the podium, Coach Abadjiev and his staff were selected to conduct a, lets say somewhat controversial, study of a new and aggressive athletic development model in Bulgaria.

The method was wildly successful and brought multiple gold medals home. Its phenomenal success had other side effects, however.

The study turned Ivan Abadjiev into the Victor Frankenstein of weightlifting.

In truth, when this training system was first introduced, it was regarded by the weightlifting community as an ugly child that should have been banished.

But like everything else that was scary and new and different, it became stuff of legends and myths.

If you Google Ivan Abadjiev, you can find all kinds of crazy charts and rumoured methods on how the training cycles were organized.

The Bulgarian athletes went heavy and often—they were doing crushing amounts of weight multiple times a day. The reason this was such a shock to the world was the fact that the athletes did it year round.

There was no preparation phase..all they did was hit it heavy. When I started reading about this guy, I wanted to know why he did what he did. What was he thinking?

Abadjiev's Philosophy

Abadjiev proposed that lifting maximum weight causes the neural blueprint for the strongest possible muscle to be synthesized by the body, producing the strongest possible adaptation in human muscle fibres and neural pathways from training.

He claims that his method develops all of the body's systems at once.

By manipulating the training environment, training intensity, and recovery protocols, Abadjiev claims to have perfected how to bring the entire human system in sync.

By doing so, he targets the strength-gene, banishes strength resistance and creates living badasses.

Now, there are 2 parts to this:

The Brain and The Body

THE BRAIN - LEARNING TO LIFT

The Hebbian Rule

When any movement is performed over and over, say moving your finger, neurological pathways are strengthened and the movement becomes more efficient. This is known as the **Hebbian rule**.

It makes sense that when you think to move your fingers, they move—not your toes or your ear or some other body part. The same goes for lifting a loaded bar. **The more you practice a lift, the stronger the neurological impulses become.**

However, Abadjiev says that the muscles targeted by the brain at 90% of a lifter's 1RM and below are not the same ones targeted at higher percentages. So, his lifters would work out at 97% of their 1RM in order to strengthen those neuro-pathways that target the strongest muscle fibers.

THE BODY - HEAVY LIFTING

When the body is placed under load, as in squatting with a bar, the musculature breaks down under the weight and needs to be repaired. DNA is translated and mRNA strands synthesize new proteins to repair the muscles.

According to Abadjiev and the Protein Memory Hypothesis, mRNA produced from below 90% of 1RM lifts is not the same as mRNA produced from lifts executed over 90% of a lifter's 1RM.

Lifting weight over 90% will cause the strongest possible muscle to be created when the body is broken down (or that's the idea).

Because of this, Abadjiev states that his athletes performed lifts at or above 95% of their 1RM and, in most cases, they did this four times a day.

If you think this is new stuff think again. The science behind heavy lifting goes much farther back. Let's look at Harvard in 1965...

In 1965, Harvard physiology professor, Dr. Elwood Henneman released an awesome study on the important function of motor neurons. (source) More specifically, his team found that smaller motor neurons require less input than bigger motor neurons, correlating directly with the size of the motor unit. Furthermore,

muscle contractions begin with small motor units and recruit larger motor neurons based on the size of the input needed to cause a movement. Taken into the context of training, when you un-rack a weight that is 95% 1-RM your nervous system goes into overdrive, sending massive signals to your body to increase muscular recruitment. Motor neurons, and virtually every other nerve in your body, are constantly receiving information from other nerves, such as the descending neural tract from your brain.

As a result, your nervous system becomes super-charged, recruiting more muscle fibers to execute the near-max squat.

THE DEATH OF PYRAMID TRAINING

Most people will grab a weight and pump out 12-15 reps. After a brief rest they will add weight and pump out another 10-12 reps. They will repeat this process until they hit a weight that causes them to hit failure in the 5-8 rep range. This is known as pyramid training.

The problem with this is that they become semi fatigued for their heaviest set. As a result they end up using a weight that is lighter than their true 5-8 rep max. Because they are lifting below their true potential they never promote optimal strength and muscle gains.

According to Vladimir Zatsiorsky (A world-renowned “sport biochemist” who was a strength and conditioning coach for the Soviet Union Olympic teams.):

“Pyramid Training has been virtually abandoned by Olympic-caliber athletes. The ascending part of such a routine induces premature fatigue, while the descending portion is not efficient since it is performed in a fatigued state. Since 1964, pyramids have been virtually excluded from the training of elite strength athletes.”

The problem with this is that they become semi fatigued for their heaviest set. As a result they end up using a weight that is lighter than their true 5-8 rep max. Because they are lifting below their true potential they never promote optimal strength and muscle gains.

I recommend flipping the script and performing your heaviest set first while you are completely fresh. I believe Abadjiev would agree.

Your heavy set is really your money set and has the greatest capacity at triggering maximum strength and muscle gains. However, in order to get the maximum training effect it is essential that you perform the heavy set while you are completely fresh to maximize performance output.

So the conclusion is that we should be lifting heavy all the time...

Not exactly.

Too much heavy lifting wreaks havoc on your nervous system, joints and overall well being.

This is where Radiation Sets come in...

RADIATIONS SETS

As was mentioned before, lifting heavy all the time isn't the best approach. You ruin your joints, hit strength plates and fry your nervous system.

Not a situation we want to be in.

This is where Radiation Sets come in. Radiation sets exploit a technique used by many olympians called altitude training.

But before we get into that, let me give a quick overview of the science about what makes these 48s so magical.

The Science, part 1 - Irradiation, In union there is strength

So there was this cool dude named Sir Charles Sherrington, an English neurophysiologist, histologist, bacteriologist, and a pathologist, who came up with Sherrington's laws. One of those laws is called the law of Irradiation.

It states that a muscle working hard recruits the neighbourhood muscles, and if they are already a part of the action, it amplifies their strength.

What does that actually mean? Let me use a metaphor to explain.

If you squeeze your fist really hard you will feel tension in the hand and forearm. If you squeeze your fist harder you will now feel tension in your upper arm along with the tension in your hand and forearm. If you squeeze your fist even harder you will now feel tension in your chest, shoulder and lat along with the tension in your upper arm, hand and forearm.

The neural impulses emitted by the contracting muscle reach other muscles and 'turn them on' as electric current starts a motor. This co-tension from several muscles contracting strongly together will magnify your overall strength.

Another way to put it is tense all your muscles and adjacent muscles really hard during a lift not just the primary muscle being used.

What does that translate into? It translates into greater strength, greater power and lower injury risk. It really, really pays off and it really makes your body work as a single unit. What is really interesting is that a lot of people will naturally tend to use muscular irradiation more or less automatically.

By taking control and tensing by choice you are able to exploit another phenomenon known as hypoxia (or altitude) training.

The Science, part 2 - Hypoxia, Olympic level (literally) training to the rescue

It has been long known that **olympic athletes train in high altitudes** as a form of legal blood doping. The good news is that you don't have to do bicep curls on top of mount Everest to reap the same rewards.

You might have heard of "kaatsu" or tourniquet training. It's a training method that relies on lifting light weights (20-30% of your maximum for 15-30 reps) while wearing a special cuff that's tightened up around the proximal end of a limb to restrict blood flow to the muscle. Pretty scary stuff.

Studies have shown that despite the light weights being used, the muscle growth response is as big as lifting heavy weights (80% and more) without ruining your joints or nervous system.

This is because blood flow (and oxygen) is limited to the working muscle leading to an accumulation of lactate which increases the production of both hGH (growth hormone) and IGF-1.

It has been shown to increase anabolic growth hormone 290x after just 1 set using 50% less weight. Cool stuff, I know.

The lack of oxygen (hypoxic state) and increase in acidity has also been shown to increase the recruitment of fast-twitch muscle fibers. In fact, oxygen restriction to the muscle increases fast-twitch recruitment, firing rate, and spike amplitude.

Finally, exercise with restricted oxygen/blood entry in the trained muscle also leads to the production of Reactive Oxygen Species (ROS), which increase muscle satellite cell activation and proliferation (two key phenomenon involved in the muscle growth process).

The good news is that you don't have to tie off your arm and do bicep curls (or workout at the top of mount Everest) to create this oxygen/blood flow restriction to the muscle. Sustained muscle tension through forced Irradiation (as in never allowing a muscle to relax during a set) while lifting slower, can make muscle hypoxic (deprived of oxygen).

It has been found that performing sets without blocking blood flow (thankfully), but using a 3030 tempo (as in 3 seconds lifting, 3 seconds lowering) and never allowing the muscles to relax during

the set (always flexing as hard as possible during every inch of every rep) with 50-60% of your 1RM, led to oxygen levels, lactate levels and anabolic hormone surges nearly identical to tourniquet or altitude training.

But that's not all.

The 3030 slower tempo increases muscle building effectiveness by 200% according to scientists from the University of Sydney in Australia.

Furthermore a Japanese study has found that the slower lifting method (3030) actually produces more testosterone and Human Growth Hormone than the faster (1010) lifting method.

Furthermore, by using a lighter weight and lifting slower, this also encourages better form when completing the exercise.

This can be another factor in why it is superior for building muscle, as poor form is often linked with using a heavy weight due to increased momentum and swinging.

Where the radiation comes from

Essentially this concept is like a stone being dropped in a pool creating ripples through out. The size of the stone is dependent upon the degree of your muscular contraction (irradiation). The harder you squeeze, the bigger the stone and larger the ripples, which in turn **radiate out** and activate more motor units for the movement which instantly equals more power and unleashes a flood of HGH, IGF-1 and Testosterone into the body.

Putting it together

Wow, that was a lot of science.

If you skipped over all that this will sum it up for you...

The moral of the story is that radiation sets can build size and strength despite using relatively light weights and even if muscle damage is fairly low. However, if the muscle is allowed to relax during the set, oxygen and blood will flow into the muscle and you won't reach optimal benefits.

So here's how you would perform a proper Radiation set for the incline bench press.

1. Use weight that 50% of your 1RM. This should feel light.
2. Crush the bar/handle with your grip
3. Flex your core, shoulders and every muscle helping with the movement.
4. Begin the 3 second descent to your chest in a controlled manner
5. Continue crushing the bar as you move the bar up from your chest for 3 seconds
6. Perform 3 sets of 8 reps resting 60s between sets.
7. Try not to die.

TRAINING TO FAILURE OR SUCCESS?

When it comes to building muscle and might, the gym wisdom is quick to sum it up as the attempt to do another rep when all the reps are done and lift another five pounds when all the pounds are lifted. Sounds cute and macho

Cut the 'do or die' bullshit and take a long hard look at yourself. Tell me, what are your odds of becoming another exception? If 'training to failure and beyond' is so hot, how come your bench has been stuck at 185 pounds since Arnold's first movie?

Research on both sides of what used to be the Iron Curtain clearly points to muscular tension, or weight, rather than fatigue, or reps, as the key that unlocks the strength puzzle.

In other words, you must push your limits of weight/ tension, and not reps/ exhaustion if you want to get stronger.

Muscle failure is more than unnecessary— it is counterproductive!

Neuroscientists have known for half a century that if you stimulate a neural pathway, say the bench press path, and the outcome is successful, future benching endeavours will be easier, thanks to the Hebbian rule. The pathway has been primed and coaxed.

Next time the same amount of mental effort will result in a heavier bench. This is training to success!

The opposite is also true. If your body fails to perform your brain's command, the path will get 'worn out'. You are pushing as hard as usual, but the muscles contract weaker than before!

Simply, if you are training to failure, you are training to fail.

The most intelligent way to develop strength is to lift much heavier weights but to terminate your sets before your muscles fail.

Doing a double with a weight that you could have done 4 reps with is a lot safer and more effective than a max set of 10.

RECOVERY, FREQUENCY AND INTENSITY

We have been conditioned to believe that the “blitz and rest” model is the only way to train in the gym.

Each set is to be pushed to the max. If you can only get up 10 reps, you are supposed to pause then push for 11! People brag about how “intense” their workouts are and how they push past the burn.

I believe in challenging the Status Quo.

This is a solid way to train if muscle growth is your goal...but not the ideal way to increase muscle density and increase true muscle tone.

Bodybuilding is much different than CNS activation and density training.

The “go hard or go home” model is what is used by almost everyone regardless of their goals. This is why most gyms are full of men and women with puffy looking, downright bland physiques.

If the same amount of muscle is able to generate more force, it is because the muscle has become more efficient. You do this by conditioning the CNS to deliver more voltage to the muscle..

You create maximum CNS pulses to the muscle by training for low reps which create tension. You don't get there by fatiguing the muscle with high reps.

Short sets of low reps don't work the energy systems that damage and build muscle. They will help increase myofibrils (density) in a muscle cell, but won't add much in the way of overall size.

If you train to failure, you send a negative feedback loop to the muscles. The CNS will not fire as hard on the following sets and following workouts.

So if you avoid failure and fatigue, you aren't damaging your muscles like traditional bodybuilding training. Because of this, you don't require a long recovery period compared to people who train for fatigue and breakdown; and now you can train more without injury.

Here's the recovery guidelines Vladimir Zatsiorsky used for his athletes.

Training Load of one Workout	Recovery Time
Extreme	>72 Hours
Large	48-72 Hours
Substantial	24-48 Hours
Medium	12-24 Hours
Small	<12 Hours

Don't annihilate the muscle like most people in the gym. This leads to a much longer recovery time and less total strength producing workouts per week.

To maximize CNS activation and muscle tone, it is important to hit each muscle group multiple times per week with smaller workout loads.

THE 2 PHASE BADASS BODY BLUEPRINT

The entire system is based on periodization and progressive programming—it creates a system wherein the whole is greater than the sum of its parts; the result is that each part of your training will benefit from everything else you've done prior.

HOW RESULTS HAPPEN

Many of my clients are interested in fat loss (about 68.45%).

Thus, my programs are slanted that way. And they're awesome.

But, I can't alter human physiology and allow for fat loss to happen first thing. You see, in terms of the way progress happens, for MOST people who are intermediate and advanced trainees, it goes like this:

First, you see *strength* increases.

Second, you see *performance* increases.

Third, you see *fat loss*.

Fourth, you *gain muscle*.

Or, if you like abbreviations, it's SPFM. That is the *process of progress* — it's in that order. Every. Time. Even if some of these things happen concurrently, SPFM will be the order in which they

happen preferentially. Obviously this isn't set in stone and there are But, for most of us, it's S.P.F.M.

It's really that simple.

The lesson here is to be a bit patient, and while patience can be hard, I find that understanding the process helps with that. All of which is to say:

DON'T be upset that you're "only" getting stronger but the scale hasn't moved as much as you thought yet...

DON'T be upset that you've gotten stronger, leaner, and more athletic but you haven't filled out the small t-shirt yet...

DON'T be upset that you're crushing the workouts, have more energy and feel great, just because the scale says you "only" lost 5 pounds...

And most of all, DON'T be upset that everyone else is telling you how awesome you look and you don't see it. All of these things will happen. They'll happen pretty soon, and you'll get the exact, specific goal you want. BUT—they'll happen in order.

Let's get into the dual phased system

PHASE 1

INDOMITABLE & INVINCIBLE

The Foundation

During phase one, you'll get considerably stronger; however, because of the structure of the workouts, you're going to lose fat and gain a bit of muscle.

This occurs because you're doing hybrid workouts that have a strength component with heavy weights early in the session, and metabolic work at the end.

Throughout the weeks of Phase One, you'll always be challenging yourself and building strength, but never pushing too far to inhibit recovery. The idea is to build a bulletproof foundation upon which the rest of your progress will rely. This is where badass begins.

A mix of Myofibrillar hypertrophy and Sarcoplasmic hypertrophy. We will do this by concentrating on strength gains, while still keeping the rest periods brief enough for a bit of cumulative fatigue as well. While fatigue is still somewhat important, we will be concentrating equally on strength gains. I am betting that you will find this phase more enjoyable than phase 2, since you will get to lift some heavier weights.

Phase I will use a rep scheme of 5 reps (typically 4-5 sets per exercise)

We will concentrate a much more on building a proper foundation than in phase 2.

The goal will be to increase the weight lifted over the upcoming weeks. You will be using the same weight for each set in a given exercise...and you will avoid failure. Don't ever attempt a rep that you cannot complete.

Here's how you perform these sets of 5 reps for maximum effect.

Pick a weight you could lift about 8 times. Do your first set and stop at 5 reps, wait 45-60 seconds, do another set of 5 reps, wait 45-60 seconds, attempt to do 5 reps for set 3, wait 45-60 seconds, attempt 5 reps for set 4, wait 45-60 seconds, attempt 5 reps for set 5.

You are training your body to succeed at these lifts...

Once you can successfully lift a given weight for 5 full reps over 4-5 sets, then make a mental note to increase the weight the next time you work this muscle group.

What typically happens once you increase the weight is that you will hit 5 reps on the first 3 sets, but maybe 4 reps on set 4, and 3 reps on set 5. If that is the case, stick with the weight until you can do 5 full reps for all of the required sets.

We are going to use a 2 day split for this phase.

There isn't as much need to rest as many days between working each muscle group. In fact, when gaining strength it pays to practice the movements more frequently than when doing pure mass building. Although this isn't pure strength training, you will still benefit from training each muscle group more frequently over the next two-four months.

We are going to limit the leg training.

Don't worry, we will still train the legs. We will put deadlifts on the same day we work back. Deadlifts work the back extremely hard and build back and leg density.

We will follow with (weighted) chin ups to work the back hard, while decompressing the spine in the process. This combo works extremely well and is all you need for back during this phase.

Day 1: Legs, Back, Biceps

Day 2: Chest, Shoulders, Triceps, & Abs

This looks like a lot per day, but we are going to cut back in volume a bit. We will be sticking with just 2 exercises per body part.

If a body part is exceptionally developed then just one exercise will do the trick (or feel free to do less sets per exercise for that body part).

Aim for 4-5 workouts per week and just alternate days. So “2 days on and 1 day off” will be ideal, but it doesn't have to be exactly like that. Just roughly get into the gym about 4 times per week for most of this phase and possibly 5 times for a couple of weeks as you get more advanced.

Day 1: Legs, Back, Biceps

Exercise	Reps	Sets	Notes
Deadlift	5	5	
Chin up	5	5	
Dumbbell Curls	5	5	
Barbell Curls	5	5	
HIIT	1:2 Work to Rest ratio	15 Min	30s Sprint, 60s Rest

Day 2: Chest, Shoulders, Triceps, & Abs

Exercise	Reps	Sets	Notes
Incline Bench Press	5	5	
Flat Bench Press	5	5	
Standing military Press	5	5	
Lateral Raise	5	3	
Weighted Dips	5	3	
Plank	2 min	3	
Hanging Leg raises	12	3	
HIIT	1:2 Work to Rest ratio	15 Min	30s Sprint, 60s Rest

Rest Time

1 Min between Sets

2 Min between exercises

Proposed Schedule

Obviously you can change the days around, but just so you get the idea...

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
OFF	Day 1	Day 2	OFF	Day 1	Day 2	OFF

PHASE 2

42 DAY METAMORPHOSIS

Adjust all of your training parameters to help you get shredded and strong as hell.

But not a little bit shredded and strong. Get ready to disown your body fat like an ugly step-child and be able to compete with the pros.

This short term 42-day program fully activates, coaxes and rewires your CNS while dropping body fat.

This program is more like a boot camp to rapidly develop muscle tone, super strength and drop body fat. After you go through this program, you can maintain this condition for a long period of time with a typical 3-4 day routine. In other words, this is the extra push you need to transform your physique.

Once you reach this new level of fitness, back off and enjoy the outside world. A lot of cool stuff out there :)

Radiation training will consist of the best of the best training systems, cherry picked and assembled into an unstoppable formula.

The formula for Metamorphosis is:

Reverse Pyramid Training + Radiation Sets

This gives the nervous system plenty of time to recover while still exploiting the most out of your muscles and neural pathways.

Day 1 - Back and Biceps

Exercise	Reps	Sets	Notes
Deadlift	4,6,6	3	RPT
Wide Grip Pull up	4,6,6	3	RPT
Incline Dumbbell Curls	8	3	Radiation
Barbell Curls	8	3	Radiation
HIIT	1:2 Work to Rest ratio	15 Min	30s Sprint, 60s Rest

Day 2 - Chest, Triceps and Abs

Exercise	Reps	Sets	Notes
Incline Bench Press	4,6,8	3	RPT
Squeeze press	8	3	Radiation
Rope Push Down	8	3	Radiation
Face pulls	8	3	Radiation
Plank	2-3 min hold	3	
Hanging Leg raises	12	3	Weighted if possible

Day 3 - Shoulders and Legs

Exercise	Reps	Sets	Notes
Squat	4,6,6	3	RPT
Military press	4,6,6	3	RPT
Bulgarian Split Squat	8	3	Radiation
Lateral Raises	8	3	Radiation

Day 2 - Upper Body and Abs

Exercise	Reps	Sets	Notes
Incline Bench Press	8	3	Radiation
Bicep Curl	4,6,6	3	RPT
Rope Push Down	8	3	Radiation
Face pulls	8	3	Radiation
Plank	2-3 min hold	3	
Hanging Leg raises	12	3	Weighted if possible

Rest Time RPT

2 Min between Sets

2 Min between exercises

Rest Time Radiation

1 Min between Sets

2 Min between exercises

Proposed Schedule

Obviously you can change the days around, but just so you get the idea...

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Day 1	Day 2	OFF	Day 3	Day 4	OFF	OFF

ACTIVE RECOVERY DAYS

On your off days, you may choose to transform them into active recovery days. These days are meant to increase mobility, rest and strengthen all the bodies systems while simultaneously expediting recovery. There are 3 options you may choose from (or choose all 3) depending on your lifestyle.

1. Walking for at least 1 hour

It is very clear by now that while the Badass Body Blueprint training system is incredibly effective, it is also demanding and taxing. Because of that, it's necessary that we do more to facility recovery than just leave the gym and hit the couch.

Instead, BBB uses a very mild form of active recovery. Simply, I want you to walk. After every single weight training workout for 10 minutes, and at some point on every off day, I want you to walk for 30-60 minutes.

Whether it's on a treadmill, or outside or in circles around your office; Just do it. You can also ride a bike or jump some rope. Just 10 minutes of slow, easy movement and 30-60 on off days.

The idea is blood flow. After intense exercise, the single best thing you need to do is keep the body moving. So you must walk or ride or whatever, but just move. **That's mandatory.**

In addition, you're going to wake up after your first Badass Body workout and be a bit sore, and when that happens, take a walk.

Do some bodyweight squats. The more blood you get to those muscles that are sore, the faster they'll recover. So if your arms are sore just bang out a few push ups or just do some very light weight bicep curls.

My point is, help your body heal, don't just lay around and wait to magically feel better.

2. Hot/cold showers

Also known as hydrotherapy, Cold showers have been around for centuries, with Spartan warriors taking a cold shower each day to jolt them into reality.

A cold shower can raise testosterone levels, lower levels of cortisol, boost your immune system, and increase your mental toughness.

Cold showers also work as a form of "cardio, as you'll quickly find your heart pumping to warm your limbs. Cold showers have even been used to treat mild symptoms of depression and some hypothesize cold showers may be beneficial in the treatment of Chronic Fatigue Syndrome.

At the very least, a cold shower will wake you up.

Another side benefit of cold showers is cold water does not dry your skin. Your skin will be softer and more hydrated after getting out of a cold shower.

Having taken cold showers and contrast showers, I've learned contrast showers work more effectively for me.

Contrast showers have been shown to help you recover from hard workouts, as they increase the circulation of lymphatic fluid and improve blood flow. Contrast showers also improve blood circulation and reduce feelings of stress.

When taking a contrast shower, start off by running warm to hot water. Run the hot water over your body for 30-60 seconds. Then switch the water all the way to cold. For 30-60 seconds, remain under the cold water.

Switch back between hot and cold water 3-5 times, finishing with the water set to cold.

[I wrote an entire article about it here.](#)

3. Stretching

While static stretching doesn't help prevent injury, increase strength, speed, or muscle growth, and doesn't reduce soreness or accelerate recovery...it does have its uses. It's best to do static stretches when your muscles are warm (like after exercise, for instance).

There is one form of stretching, however, that has actually been shown to improve strength, power, muscular endurance, anaerobic capacity, speed, and agility:

Dynamic i.e. *active* stretching.

Unlike static stretching, active stretching involves movements that repeatedly put muscles through the expected ranges of motion, such as air squats, arm circles, side to side lunges, leg kicks etc.

Active stretching accomplishes several things that improve performance: it increases the blood flow to the muscles, raises body temperature, and enhances movement.

It can and should be done before any type of exercise, and this is why I recommend several warm-up sets when weightlifting that progressively increase blood flow to the muscles that will be trained, before you load your working weight).

You can check out this link for a full video on follow along Dynamic stretching.

<http://greatist.com/fitness/full-body-dynamic-warm-up>

That being said, If you walk for an hour and take contrast showers daily, you'll be 90% ahead of everyone else

CARDIO TRUTHS AND LIES

Yes, I know cardio has been getting bashed a ton recently, but it is simply because people don't understand how to do it properly, when to do it, etc. I'm going to recommend a simple and effective cardio plan that works perfectly with this program. How often you do it will depend upon your diet, how much time you have available and your goals. I will cover diet in the next chapter.

IS CARDIO REALLY NECESSARY?

Some points I'd like to make about those who say cardio is a waste of time.

The big selling point now for a lot of programs is that shorter, brief but ultra intense programs burn way more calories than longer form cardio due to the “afterburn effect”.

However there is a paper that destroys many of these claims.

“...the earlier research optimism regarding an important role for the EPOC in weight loss is generally unfounded...The role of exercise in the maintenance of body mass is therefore predominantly mediated via the cumulative effect of the energy expenditure during the actual exercise.”

The moral? Put in the necessary time at the gym to reap the fat loss rewards

How many calories are burned after an exercise session?

This paper came to these conclusions:

- 1. EPOC = 6-15% of total calories burned during throughout the actual exercise.**
- 2. Intense intervals can approach 14% EPOC.**
- 3. LISS (steady state, lower intensity) cardio averages close to 7% EPOC.**

What this means is that the amount of calories you burn after exercising **don't amount to much.**

If you burn 350 calories with a circuit training routine, that amounts to a total extra calorie burn of 53 calories; and I'm using the generous 15%. So basically 2/3 of a bananas.

Again, my advice is to simply spend sufficient amount of time to burn calories in the gym. Any extra calories burned (from EPOC) is icing on the cake.

HIIT vs STEADY STATE CARDIO

Let me show you a diagram, which I blatantly stole from another amazing program Visual Impact Cardio, because I have yet to find a better diagram (or cardio program for that matter).



Intense exercise burns calories, and releases free fatty acids (FFA) into the blood-stream. It does burn some of these free fatty acids, in fact a majority of them.

However any FFA that aren't burned during exercise unfortunately gets redeposited back into the fat cells.

Adding in steady cardio after this intense resistance training is a unique way to burn the left over FFA.

PHASE 1 CARDIO

HIIT: 15 Minutes of Interval Cardio. Aim for a ratio of 2 to 1 of active rest to intense effort. For instance, if you were using a treadmill that would mean walking for 60 seconds alternated with running for 30 seconds. This is a bit more taxing than the HIIT I suggest in phase 2.

SS Cardio - 15 min light jog post interval training or incline walk

PHASE 2 CARDIO

Optional HIIT: 15 Minutes of Interval Cardio + 15 SS Cardio

I don't think you want to do excessive cardio when cutting hard, but 15 minutes of short interval cardio followed by some Steady state afterwards will help. It is optional though if you are pressed for time or feel taxed.

Same ratio as before; 2:1 rest to work ratio.

MACRO MASTERCLASS

Nutrition for building muscle and losing fat is actually very simple: eat plenty of food and include lots of protein and carbs.

If you follow this protocol and workout you will definitely build muscle. However, when the goal is to build muscle and minimize fat gain or maximize fat loss while sparing muscle, things become slightly more complicated (unfortunately.)

Your body can only use so many extra calories (from your beautiful bulking binges) for muscle growth and storage. Eventually any spillover calories will be stored as fat. Furthermore it can only be in a certain deficit (25%) before you start running into hormonal issues.

In order to ensure you build muscle without gaining fat and losing fat while sparing muscle, you need to be diligent in tracking your food intake.

However the first thing we need to determine is maintenance calories.

Determining Maintenance Level Calories

Without knowing your maintenance intake of calories, none of the protocols will be very helpful. Fortunately this is a rather simple process.

Most people burn 14-15 calories per pound of bodyweight assuming 45-60 minutes of physical activity per day (walking suffices here).

However these numbers will not be exact just because there are too many variabilities to account for (in this book at least) in determining one's unique basal metabolic rate. However there is a very strong chance that you will be within range of the numbers calculated.

If you are gaining weight too fast (especially in your midsection) then you can lower your maintenance level calories by 5-10%.

If you are losing weight bump up your calories by 5-10%. Once you are maintaining your weight, you will have found your sweet spot.

Determining Protein, Fat & Carb Intake

Now comes the tricky (and very controversial) part: Macronutrient breakdown. The first thing that you must do is to ensure you are consuming adequate dietary protein.

PROTEIN

Protein which is both the most important and least important macronutrient that needs to be considered. It's the most important because it is a vitally important component of cell growth.

Speaking generally, protein is most useful as a building block for the body's various cells and tissues.

It is also the least important because the body does not need a great deal of protein on a day to day basis.

Most research indicates that the maximum amount of protein needed to support muscle growth is 1.8 grams per kg (or 0.8 grams per pound) of bodyweight, however I feel consuming just a tad more protein than this is beneficial.

Since we need to be careful not to overeat and cause fat gain it makes sense to eat lots of protein to stay full and satisfied.

For this reason I recommend eating one gram of protein per pound of goal bodyweight. As long as you include high protein foods in your meals it will be relatively easy to reach this amount.

If you have trouble eating this much protein you are welcome to include protein shakes into your diet.

So if you are 160 lbs and your goal is to be 175 lbs then aim for 175 grams of protein per day. Don't set your protein intake more than 15 over your current weight in pounds. So if you're 160 lbs

and your goal weight is 180 lbs then set your protein intake at a maximum of 175 grams per day.

When you are within 15 lbs of your goal weight then you can adjust your protein intake up to 180 grams.

For fat loss, just consume the amount of protein in grams equal to your current bodyweight.

FAT

Fat should make up 20-30% of total calories. Low fat diets have been shown to inhibit testosterone production. When looking at fats you need to consider the three main types of fats that people consume, monounsaturated, polyunsaturated and saturated fats.

In terms of enhancing testosterone production you want to keep the ratio of monounsaturated and saturated to polyunsaturated fatty acids as high as possible.

This is because polyunsaturated fatty acids do not increase testosterone as much as the other two types of fats. Many studies have even shown that they have an inhibitory effect on testosterone.

I will get into specific recommendations for fat containing foods, but for starters eggs, avocados, steak, coconut oil and olive oil are some good basic sources of monounsaturated and saturated fat.

I use and recommend 25% of total calories as the default for fat intake.

If you prefer to include more fat in exchange for carbs you can adjust this number up to 30%-35%. If you prefer less fat and more carbs you can adjust this number down to 20%.

A fat intake of between 25-35% of total calories will leave the largest percentage of your calories to come from carbohydrates.

This is an ideal scenario for building and preserving muscle. A high intake of carbohydrates will ensure that you maintain full glycogen stores in your muscles. Your body is more efficient at building muscle and being in an anabolic state when your glycogen stores are full or near full.

In addition, carbs are the most efficient energy source and sufficient carbs will ensure optimal training performance.

The better and more intense your workouts are the more muscle growth you will promote.

To calculate fat intake you must multiply calories per day by 0.25 (25%) and then divide that number by 9 to get grams of fat per day.

CARBOHYDRATES

In study after study, higher carbohydrate diets outperform low carbohydrate diets in maintaining and increasing testosterone levels.

When athletes are put on high and low carbohydrate diets, those on the higher carbohydrate diets have consistently lower levels of cortisol (stress) over time - which is nice side benefit.

To calculate carb intake you will need to add together fat calories and protein calories. Subtract this number from total calories per day. This will provide you with the number of calories to consume from carbs per day. Divide this number by 4 to get carbs per day in grams.

Meal Frequency & Distribution

Assuming you are hitting the appropriate amount of calories and macronutrients, then meal frequency isn't awfully important.

I'm going to make this very simple. So simple, in fact, that many guys will likely feel genuine "fear". Everyone is so used to complicated "guru" nonsense when it comes to dietary recommendations that we've begun finding comfort in the complications and exceptions.

We're so used to complicated nonsense that we fear something simple. "There's no way something simple could work for me," we think. "I'm special."

Simplicity is the ultimate sophistication.

If you're tired of yo-yo'ing, sub-par results in the gym, and a soft physique, then I implore you to please give this simple plan a shot.

You will find it liberating. Freedom is important.

In fact, whether you eat two meals or six meals won't make an ounce of a difference to your success from a scientific standpoint.

For that reason I recommend sticking to the meal pattern that you enjoy the most.

For most people, having to eat 5+ meals per day is a pain in the ass. Most people I find do best on 2-4 meals per day. The biggest meals should come in the evening and/or after training.

This I find maximizes fat burning during the day and amplifies glycogen storage in the muscles from training. As well, big meals early in the day tend to cause tiredness.

Lastly this eating pattern tends to be the most enjoyable and satisfying. There is no feeling like eating massive meals day after day and still lose fat

My recommended plan is to skip breakfast, eat a moderate sized lunch, train in the afternoon, have a big dinner with plenty of carbs

post workout and then another big meal 1-2 hours before going to bed.

If you train in the evening then it would be better to eat a moderate sized lunch, another moderate sized meal 2-3 hours before training and a big dinner post workout.

If you train earlier in the day then it's best to take 10 grams of BCAA before training or FORGE by Legion Athletics, have a normal sized lunch, a big dinner and another meal 3-4 hours later (2 hours before going to bed).

Proposed Meal Schedule

Wake up – 7/8am

Meal 1 – 1/2pm

Workout – 5pm

Meal 2 – 7pm

Meal 3 – 9pm

What About Breakfast?

Ever heard you grow in your sleep?

If you haven't it's time we introduce you to the magical hormone known as growth hormone.

Growth hormone's effects on testosterone are so profound that both testosterone's androgenic and anabolic properties are inhibited when growth hormone levels are below normal.

Short daily fasts (14-16 hours) are a nearly guaranteed way to experience elevated growth hormones levels (up to 2000% More) without the more drastic spikes in cortisol that are seen in prolonged fasting or starvation diets.

While you may be scratching your head as “not eating” seems like too simple a strategy to work, keep in mind that it is one component of a lifestyle you are building to take advantage of every testosterone enhancing habit you can have.

The point is that anything that increases growth hormone is going to have a positive impact on testosterone and its enhancement of primary and secondary sex characteristics.

When you do eat, after an extended fast, the anabolic effects of that meal will be much greater. This is due to improvements in your muscles insulin sensitivity. This leads to greater nutrition partitioning into your muscles stores.

I have found that by skipping breakfast I have had a much easier time building muscle while maintaining leanness.

That said it is essential that you provide your body with the right amount of nutrition during the feasting window. If you are incapable getting in the appropriate amount of calories in 2- 3 large meals then fasting is probably not for you.

If you wish to perform the strength training before your first meal then I strongly recommend taking the FORGE supplement in the supplement manual.

PHASE 1 INDOMITABLE AND INVINCIBLE NUTRITION

If you follow this protocol and workout you will definitely build muscle. However, when the goal is to build muscle and keep fat gain to an absolute minimum, things become much more, errr, shall me say difficult.

Your body can only use so many surplus calories for muscle growth and storage. Eventually any additional calories will be stored as fat. You will eat at a calorie surplus on training days to encourage muscle growth and a calorie deficit on rest days to encourage fat loss. At the end of the week you will have eaten very close to maintenance but it is likely you will have improved your body composition (more badass muscle and less ugly fat).

PHASE 1 PROTOCOL

Rest Days (3x per week) - 400 calories over maintenance

Lifting Days (4x per week) +300 calories over maintenance

Weekly Calorie Surplus = 0 calories

PHASE 2 SHREDDED AND STRONG NUTRITION

1. Multiply your goal bodyweight by 10 to determine your calorie target

2. Calculate 35% of your total calorie target for protein (multiply your total calorie target by 0.35, then divide that number by 4 to get the target for protein in grams)
3. Calculate 35% of your total calorie target for carbs (multiply your total calorie target by 0.35, then divide that number by 4 to get the target for protein in grams)
4. Calculate 30% of your calorie target for fat (multiply your total calorie target by 0.3, then divide that number by 9 to get the target for fat in grams)

You don't have to hit your macros, exactly. Just try to be in the ballpark, while staying around the calorie intake.

Refeed Day

Once per week, add 500-600 calories to your diet. Ideally do this on Friday or Saturday (makes social gatherings much more manageable). You can keep your first meal the same then get a bigger meal for your second meal with plenty of carbs. This is to keep metabolism high and reignite important fat burning hormones such as leptin that may have dropped over the week.

TRACKING PROGRESS

One of the main reasons why people fail to follow through and succeed with their fitness aspirations, is because of a lack of accountability.

If were being honest, accountability has been a major factor to my business and life success. I have coaches for everything: dating, marketing, writing and yes, even fitness.

But even with this level of accountability, I still needed to develop my own, internal “honest” muscle. I needed to learn to see things as is, instead of how I wanted them to be.

Without self accountability, it’s extremely easy for you to miss workouts, half ass it in the gym and not follow your diet regime.

This is Bullshit!

By purchasing this program you made the decision right then and there, that you no longer wanted to settle for a mediocre body.

That you no longer accepted being average.

I’m talking about the level of physical development which brings with it enormous amounts of respect, attention and raw power.

If there is one thing that you get from this blueprint, let it be this:

Finish everything you start and do it with 100% effort.

No matter what, you will not sabotage your efforts by rationalizing skipping the gym or screwing up your diet.

The reason most people have so much difficulty following through on a workout plan is because they make up excuses for why they can't hit the gym or why they need to cheat on their diet... trust me I have been there (and on certain occasions, still do suffer from this.)

They lie to themselves that it will just be this one time and that the following weeks will be perfect.

The problem is that every action will either bring you closer to your goal or further away. Second by second, you are losing the time to become the person you are meant to be. Start right now.

You need to hold yourself accountable and do whatever it takes to drag yourself to the gym.

If something comes up then shift things around and make it work. There is simply no excuse for not being able to achieve your badass body anymore. Period.

To really milk your results out of this program, it's imperative that you track your strength and body progress. By doing so, you will 10x your results.

When you are tracking your progress then missing a workout or just going through the motions in the gym has real, substantial consequences. Tracking progress is the most effective way to keep yourself disciplined and accountable for your actions.

Progress Tracking #1: Workout lifts

Every workout should be recorded, and every weight lifted, documented.

I recommend picking up a note pad and paper, or just using your iPhone/Android Notes section. I've actually now graduated to an app called Strong. It's the simplest, most useful weightlifting app I have come across.

If you are consistent and you put in a maximum effort when you are at the gym then you will experience superhuman results.

Progress Tracking #2: Weight and Waist Measurement

Each morning you should be weighing yourself and measuring your waist circumference around the belly button with normal relaxed posture. This will provide the greatest accuracy and keep you accountable every single day. You will not want to cheat on your diet, if you know you'll be looking at the scale and measuring your waist the very next morning.

Furthermore, it help asses how well your body is tolerating your calories. If you are consistently gaining weight or not moving, and trying to lose fat, you are overdoing it.

Progress Tracking #3: Other Muscle Measurements

Each week (on the same day/time ideally) I recommend taking a few additional measurements to get a better idea of what is going on.

First I recommend measuring the chest a few inches above the nipple with relaxed posture.

Secondly, I recommend measuring your arms. The best way to measure your arms is by measuring the middle part of the bicep when you are flexing.

Lastly, measure your neck. I find it's an accurate way to measure if you are losing muscle mass. Wrap the tape measure around your neck like a necklace and measure. Plain and simple.

Again, first thing in the morning offers the most accurate results. If you measure after a workout you will notice a slightly bigger reading and thus inconsistent results.

Progress Tracking #4: Photos

In this case a picture says a million words! For that reason it is wise to take regular, monthly pictures to track progress. Plus it doesn't hurt the ego to see all your hard work is paying off week to week.

Plus you'll have transformation pictures to send me :-)

I recommend taking pictures in the morning at the same time and day every week.

Here are the pictures I recommend taking:

1. Front pose relaxed
2. Back pose relaxed
3. Side pose relaxed
4. Flexing pose for fun

BADASS BODY STANDARDS

Whether it was 50 consecutive chin ups, 7% body fat or a 400+ lbs deadlift, I have been always motivated to continuously be stronger, faster and fitter.

I just always loved fitness programs that provided downright badass standards to strive for.

So now I am going to provide you with my Badass Fitness Standards.

I am using three different levels to grade: Baby, Boy and Badass

“Baby” is someone who is in average shape.

“Boy” is someone who is in above average or top shape.

“Badass” is someone who is befitting of a superhero and they are probably no longer human.

Body Measurements Standards

Here are the measurements for being considered a badass:

Waist

Baby – 47% of height

Boy – 46% of height

Badass– 45% of height

Chest

Baby– 1.3x waist
Boy– 1.35x waist
Badass – 1.4x waist

Arms

Baby– 46% of waist
Boy– 48% of waist
Badass – 50% of waist

Strength Standards

Incline Bench Press

Baby – 1x bodyweight for 5 reps
Boy – 1.2x bodyweight for 5 reps
Badass – 1.4x bodyweight for 5 reps

Weighted Chin ups

Baby – 30% bodyweight attached for 5 reps
Boy – 50% bodyweight attached for 5 reps
Badass – 70% bodyweight attached for 5 reps

Standing Military Press

Baby – 0.7x bodyweight for 5 reps
Boy – 0.85x bodyweight for 5 reps
Badass – 1x bodyweight for 5 reps

Barbell Curl

Baby – 0.55x bodyweight for 5 reps
Boy – 0.65x bodyweight for 5 reps

Badass – 0.75x bodyweight for 5 reps

A NEW BEGINNING

“Give a man a fish and he will eat for a day. Teach a man to fish and he will eat for a lifetime.”

I am sure you have heard this saying, and it is overused, but this is my philosophy when it comes to teaching and training since I was 16 years old (yes my coaching career started that young, when I coached youth soccer and hockey).

So you made it to the end...

I knew you would because you're one of us.

You're part of the team now.

The next thing your going to do now is go out and take massive fucking action! The longer you wait to start on your path, the more likely you are to fail. The principle of success momentum is real.

So here are your action steps

Take a few days, start implementing the tactics in this book onto your mindset and the calorie requirements

Also make certain you do the bonus action takers vision exercise I walk you through. It's essential you do the exercise. The cost of not doing is a lifetime of mediocrity and never truly feeling how amazing it is to have that jaw dropping, inspiring physique that women crave and men envy.

Remember the words of the great Benjamin Franklin,

“Tell me and I forget, Teach me and I remember, Involve me and I learn”

Go do that now.

I understand following that exercise you might feel so charged that you'll want to run through a brick wall. That's ambition. I want you to feel that way because it will carry you through the tough times

1 week from now comeback and reread this blueprint a second time. This time really deep dive and take notes. Go back to your vision exercise and edit it if you must.

Lastly when your going through tough times remember 2 things:

1. People more famous than you started off way worse than you. Think Arnold, 50 Cent, Robert Downey Jr. and the legendary Steve Jobs, Jay -Z story - worth 500 M grew up in Brooklyn. They did it. I'm doing it. And now you will too.

2. Remember this quote by none other than Mark Twain... “20 years from now you will be more disappointed by the things you haven’t done than by the things you have. Sail away from the safe harbour. Explore. Dream. Discover.” Where will you be in 20 years? What will your life look like? What will you have accomplished? What will your body look like? How will you feel? You only have one life, but if you do it right one is enough.

So now where do all my ambitious, badass students go after this? Well there are 2 options.

First they Start with the Badass Body Blueprint Xtreme. This is the next level if you are ready for a challenge and want to take your physique to new heights.

Now, sometimes people want more. Sometimes, having a program like this isn’t enough. If that’s YOU, then I’d invite you to join my Badass Body Coaching Program.

This is a 3-month program where I create a customized meal plan and workout protocol for you, then support you in your success every single week. You can email me personally as often as you like, and I’ll keep track of your progress and make tweaks to the program as you go to ensure your success.

To join this program though, there are 4 prerequisites:

1. You must be able to access a gym 3x per week
2. You must count macros
3. You must track your progress
4. You must be a badass and an action taker

If you can do these 4 things and you want my personal help taking your body to the muscular Badass Physique, then go here now:

Badass Body Coaching Program

I sincerely appreciate you investing in this program and am looking forward to seeing your transformation!

I'm going back to the gym to "carve the diamond"...

Peace Beast,



Peter Tzemis,
PETERTZEMIS.COM

***Two roads diverged in a wood and I, I took
the one less travelled. And that has made all
the difference - Robert Frost***

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