

KIN

Kris Gethin
17-STEP PLAN TO
M A S S

KAGED MUSCLE



WELCOME TO MY 17-STEP PLAN TO MASS

With the overwhelming volume of questions I get every day from around the world asking how to build muscle, I decided it was time to give you a step-by-step plan on how to get jacked! These are 17 rules which I've lived by and still do until this day, without exception. I'm inviting you to follow me now and make a pledge to walk the same road as I have. You're either in or you're out. There's no halfway BS here, so don't waste your time if you're the kind of person who's going to be inconsistent—I'm not the coach for you.

If you can guarantee you're going to be consistent, no matter what s*** life throws at you along the way, then your cravings for additional muscle mass will be more than satisfied once you've started to apply this 17-step plan to mass.

**LET'S JUMP RIGHT IN AND LET THE
MUSCLE-BUILDING GAMES BEGIN.**

STEP 1 TO MASS:

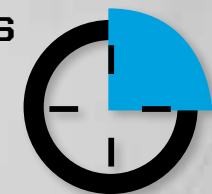
THE 3-HOUR RULE

An avid follower of mine will know how stringent I am on timekeeping when it comes to mealtime. Since 2009, I've managed to consistently gain 2 lean pounds of muscle every year as a natural athlete! My high-meal-frequency diet has been one of the enabling factors along the way, and science will back this up. I don't just say things; you know I always back things up and I will always quantify my reasoning. Scientists who've studied muscle protein synthesis expansively, which is the mechanism to "turn on" muscle

growth, have shown us that to get the best results we need to be spiking our muscle protein synthesis regularly. The timeframe for this will differ from one person to the next, so I insist you keep this locked down to 2-3 hours throughout the day. If you can't commit to this, stop reading now, man. Missing one meal will knock you back a day, so it pays to be prepared. You'll be learning all about this from my free daily newsletter emailed straight to your inbox, so keep an eye out for that one.

TIP:

"I insist you keep this locked down to 2-3 hours throughout the day."



REMEMBER

Remember every feeding needs to be loaded with leucine as well; it's just "food" or "protein" in the generic sense. Things like pork won't cut it here.

BCAA 2:1:1

Farmaceutical Grade
98% Purity Amino Acids
Gluten Free
BSE/TSE Free
No Soy Lecithin or Inulin
KAGEDMUSCLE.COM



STEP 2 TO MASS:

MIND OVER MATTER

My training philosophy goes against the grain for sure, but those who choose to spend their time trying to debunk it rather than embrace it are always the same—they haven't done the mileage like I have. When you see me in the middle of a crippling set on the leg press and every muscle fiber in me is bleeding, I'm imagining some dude aiming to hurt a loved one, and the only way I can stop that from happening is seeing the set through until the end. Sadistic? Perhaps, but it works because you can't let that s*** happen, even if it's a creation within your own mind. To

really build muscle and break boundaries, you need to be able to go to that dark place others won't. Like I always say, to get unnatural results you need to be prepared to do unnatural things. My mind-set to training is just that, and I'm very unapologetic about that. I wanted to get this one in early to make sure you understand that **my training is going to pull you limb to limb, and in doing so, deliver amazing results.** But you need to have the mental tenacity to match the physical intensity,

TIP:

“To get unnatural results you need to BE PREPARED to do unnatural things!”

REMEMBER

There's nothing better than training with your headphones on, pumping out music that really gets your aggression flowing. Try it!



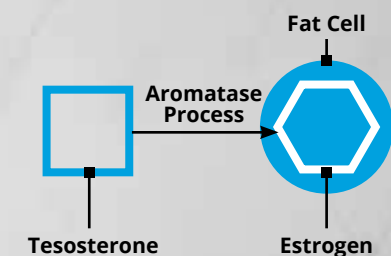
STEP 3 TO MASS:

GET BIG, NOT FAT

There's a big difference between getting stacked and getting fat. Driving the scales up and up isn't what building muscle is all about; anybody can do that. **It's about making sure your body is anabolic enough to build lean mass and minimize fat gain.** Two pounds of muscle might not sound like much to you, but that's a large amount of muscle to add if it's quality rather than "bulk" which translates to fat you've got to get rid of later on anyway!

Science proves that the best way to gain mass is staying lean. Let me explain why

A: The aromatase enzyme, which cripples your testosterone count, converting it into estrogen, lives in fat cells. This is why those who have high body fat levels suffer with "moobs" because their estrogen levels are so high. You don't need an endocrinologist to tell you that this isn't good for building muscle, or even health for that matter.



B: If you get too fat, insulin resistance is going to set in and make building muscle very difficult. If you stay lean, superior insulin health will prevail which is very conducive to building muscle.

REMEMBER

This is why I loathe mass gainer products loaded with s*** ingredients. They make you gain weight but it's fat. Make your own with hydrolyzed whey and add oats/fruit/peanut butter, etc. Tastes much better too, man!

WHEY PROTEIN

Hydrolyzed whey protein
Fast acting
NON-GMO whey
Natural flavours
Tastes amazing
KAGEDMUSCLE.COM



STEP 4 TO MASS:

DO CARDIO

You've just learned why staying lean is the secret to building muscle, but the naysayers still query my choice and recommendation of daily cardio even during a mass building phase. Cardio has so many additional benefits which are all desirable if building muscle is your goal. Beyond improved fat oxidization, doing daily

cardio will also improve your digestion and your cardiovascular health (CV). Both of these are great because you're eating s*** loads of calories which needs good digestive health, and for my workouts you need good CV fitness to train hard enough.

TIP:

Daily cardio will also improve your digestion and your cardiovascular health (CV).

REMEMBER

I find daily cardio really healthy from a mental perspective which is always useful, right?



STEP 5 TO MASS:

HIT THE NAIL HARD, ONCE

If you've seen me train or followed my training programs (if you haven't yet, you're about to), you'll know it's ferocious, loaded with intensity, and I don't stop until the muscle I'm training surrenders entirely. Some say my methods are crazy, and to the average guy who can't appreciate a proper workout, they probably are. But listen up; **if you want to get bigger, you have to take your muscle to a place it's never had to survive in before.** You need to surround it with elements which challenge it like it's never been challenged before. If you don't, then guess what? Your evolution will cease to continue. It's that simple, my man.



REMEMBER

Yes, I've seen these plans which train body parts 3 times a week, but when you train with me you'll realize why you can't do that. Hit it harder than you have before, and then let it recover for the next round of abuse.

STEP 6 TO MASS:

LET INTENSITY GUIDE YOU

In 2015, I was fortunate enough to spend over a month in sunny Florida. During that time, I spent some time in a lab with various scientific experts. They put me on a resistance machine and added various electrode tabs to me which fed information back to a highly sophisticated monitor, with the purpose of ascertaining how well my body recruited muscle fibers when I trained. I'm happy to report that my training style generates a significantly higher recruitment of muscle fibers over the average training format. This self-study went a long

way to explaining why my training style really does evolve physiques quicker than most. What I'm saying to you is if you are prepared to become a dominant force in your gym and mentally exclude the pain in that moment, then you too can enjoy fast progress. **The application of your training, via drastic levels of intensity, is the quickest way to force a transformation where the gym is concerned.** Don't forget that.



REMEMBER

INTENSE DOESN'T MEAN STUPID! Intensity is doing all of the right things within the workout until the body can do no more, while not sacrificing the prescribed rules including rep ranges, rep tempo, rest intervals, and whatever else there might be. Stupid would be lifting too much weight, cheating and thinking that's "intense."

STEP 7 TO MASS:

NO PLACE FOR EGO

At the end of the last point, I illustrated the difference between intensity and stupidity. I need to validate why there is no room for ego in the gym because this is something I see all too often while on my travels across the globe—it's almost a universal trait of the gym world, and I want to stamp that out. Anybody can swing weight around that is too heavy for them, but in 5 years you'll look the same, dude. You're here

with me to build muscle, so make sure you start acting like it. Don't concern yourself with what others think of you in the gym or how much you're impressing that chick you like—she probably hasn't even noticed the weights you're lifting anyway. **That s*** is for kids. If you can't drop your ego, you can't build muscle.** They don't work in harmony because building muscle requires intelligent training.



REMEMBER

If you're guilty of training with an ego, then change your ways. You'll get stronger much quicker once you start working your muscles properly.

STEP 8 TO MASS:

FOCUS ON BALANCE

Creating a symmetrical look needs to become a priority of yours because your physique is only as good as your weakest link. If one muscle is grossly underdeveloped, it will at some point inhibit the growth of opposing muscle groups. This will also become detrimental to your health as different joints become unstable which over time will lead to injuries. Injuries lead to time out of the gym, man—not very anabolic!

Build all muscles equally, not only does it make you look better, but could be detrimental to the health of your joints.



REMEMBER

The clue here is to identify weaker body parts, make them your priority, and DON'T start skipping them even if you hate training them. Legs are commonly weaker, but the pain of training them is nowhere near as painful as having skinny legs and a big upper body on holiday!

STEP 9 TO MASS:

WATER IS YOUR FRIEND

Some people say they are willing to do anything for results that will give them that extra edge, but they fail to do all of the essential stuff correctly. If you aren't drinking at least 1 gallon of water per day, you're missing out on potential progress. **Failure to do this is criminal because:**

- A:** Water is the transportation system for nutrients within the body. If you're dehydrated, fewer nutrients are assimilated.
- B:** Water helps keep the gut healthy and moving, which is essential to nutrient uptake.
- C:** Water volumizes the muscle cell and can account for around 80% of your overall mass, so you'd be stupid to starve the muscle of this!
- D:** Water helps flush the body of toxins which means you're healthier, and that your body has more time/energy to invest in growing.
- E:** You lose a load of fluid through training my way, so you must replenish that otherwise your performance will quickly take a dive.



DRINK:
1 LITRE OF WATER
for every 50 lbs
of body weight

REMEMBER

The easiest way to make sure you hit your daily quota for water is to get yourself a 4-liter jug. In the jug, I also add Kaged Muscle Hydra-Charge and BCAAs to further replenish my electrolyte balance and encourage muscle recovery/growth. This helps keep your muscles looking full!



STEP 10 TO MASS:

DO ALL OF THE REPS

You need to broaden your horizons to start getting more from time invested training. I want you to start exploring the rep ranges which exist beyond the standard 6-12 rep ranges standard programs use. For sure, you're still going to be using these lower rep ranges because you need them to make their contribution to your evolution. But as

you start to spend time training in higher rep ranges, you'll quickly learn that they have many contributions of their own to make. My advice to you is to start using higher reps alongside your more conventional lower rep range training. This creates the perfect synergy to crush every muscle fiber in your body, allowing them to come back bigger and stronger.

REMEMBER

This encapsulates the very art of building muscle.



STEP 11 TO MASS:

WRITE IT DOWN

Keep a training diary because this will show you explicitly if you're progressing or regressing. The numbers don't lie, and I always strive to get more reps or use more weight over a 12-month period with an exercise. These are principles of overload, the theory that says you need to keep

making the muscle work harder to evolve. It's a long-term process and keeping a specific note of where your current gym performance lies is going to help induce growth this way.

These are the basic laws of "progressive overload."

**TIP:**

"I always strive to get more reps or use more weight over a 12-month period with an exercise."

REMEMBER

Don't think you need to make huge leaps in strength; it's small, consistent steps which throw the best yields over a longer period of time.

STEP 12 TO MASS:

DEVELOP HABITS



I don't want you to ever become that person who says he will "start again Monday" and uses that mentality as a feeble excuse for a lack of commitment towards building muscle. This isn't an easy feat to achieve, so don't make it even harder by producing lame excuses. You need habits which amalgamate together to produce

results. If you make things like meal prep, training harder than last week (every week), not missing meals, taking your supplements, and everything else I've explained to you into habits, you'll change fast and you'll stay there. I live and breathe this; I don't do it in short bouts and then fall off.

TIP:

You need habits, which amalgamate together to produce results.

REMEMBER

In my experience you need to do something consistently for 3 months for it to become a habit, in the true meaning of the word.

STEP 13 TO MASS:

GET THERAPY

Building muscle requires relentless consistency in the gym, and to do this you have to remain fit. If injuries start to prevail regularly, it will have an adverse effect on your capabilities to get bigger because you can't train as you need to, or at all. Investing in a well established therapist to work down scar tissue within

the fibers of your muscle mass is going to contribute towards longevity in the gym. You'll also notice accelerated growth as your muscles are better primed to afford blood flow into the area and move more freely, without the inconvenience of knots within the muscle tissue.

"You'll also notice accelerated growth as your muscles are better primed to afford blood flow into the area and move more freely..."



REMEMBER

Once a week would be ideal, but if you can't stretch to this, then aim for 1-2 times a month.

STEP 14 TO MASS:

DON'T BE A POWERLIFTER

This is bodybuilding not powerlifting, so don't train like a powerlifter. Too many cats are hell bent on their 1 rep max, but that means jack s*** in terms of building muscle. You want to cause the muscle to swell over time, known as sarcoplasmic hypertrophy, and the best way to

do this is by focusing on your reps, intensity, and tension. Sure, it's cool to be strong, and I enjoy that too, but you have to remember your primary focus and know what's going to work best for you.

TIP:

Focus on your reps, intensity and tension.

REMEMBER

Getting strong matters for sure, but let's leave the 1-rep maxes to someone else.

STEP 15 TO MASS:

UNDERSTAND TENSION

Even when you're lifting heavy weight, the "secret" to building muscle is to conjure up as much tension as physically possible in the muscle you are working against the resistance you are holding. This is partly why high reps are

high on the agenda with my training programs, because the tension they enforce on the muscles is overwhelming. Get this, the more tension you can generate the more your muscle fibers work and then develop.

"...the more tension you can generate the more muscle fibres work and then develop."

REMEMBER

One of the best tips I can ever share with you for building muscle is practice tensing the muscle you're training before you start your set



STEP 16 TO MASS:

CHASE THE PUMP

Flushing the muscle with extreme amounts of blood is going to help build tissue because this helps stretch out the fascia. This fascia is a sheath which envelopes your muscles, and is highly elastic and can become very stubborn. You might have guessed it, but in case

you didn't, it can become a real pain in the ass when it comes to letting a muscle grow beyond a certain point. **Regularly forcing blood into the muscle will break down the resistance of the fascia with enough persistence, to the point you can facilitate extra growth.**



REMEMBER

This is yet another reason why I include high rep training in my programs; it's the best way to get a skin ripping pump. It's even better when you include Kaged Muscle Pre- Kaged and Citrulline before your workout!



STEP 17 TO MASS:

SUPPLEMENT PROPERLY

I left this point until the end to illustrate the fact that supplementation is worthwhile and it is going to help you, but it comes after your diet and training. To truly benefit from your supplementation, make sure that training and diet have become habitual in your life.

As a supplement brand owner and somebody who's incredibly passionate about the integrity of this industry, I want you to see the highest possible return from your supplements. To do that, training and diet have to come first, dude.



REMEMBER

For building muscle, the 3 best supplements are Kaged Muscle BCAAs, In-Kaged, and Re-Kaged. But don't take my word for it, try them yourself.





I'M HOPEFUL THAT

the content of the last 17 points have helped validate some very poignant lessons for you, which will now act as a catalyst to the next phase on your journey to building muscle. This is a ride which you have to hold onto and enjoy, remain disciplined, and embrace the pain at times in order to realize the results you so obviously crave.

REMEMBER

Every weekday I'm going to be sending you my free newsletter to educate you further on building muscle, blasting your fat, and supplements, and it will even have free workouts. Make damn sure you read them every day. I'll speak to ya soon.

Kris Gethin