

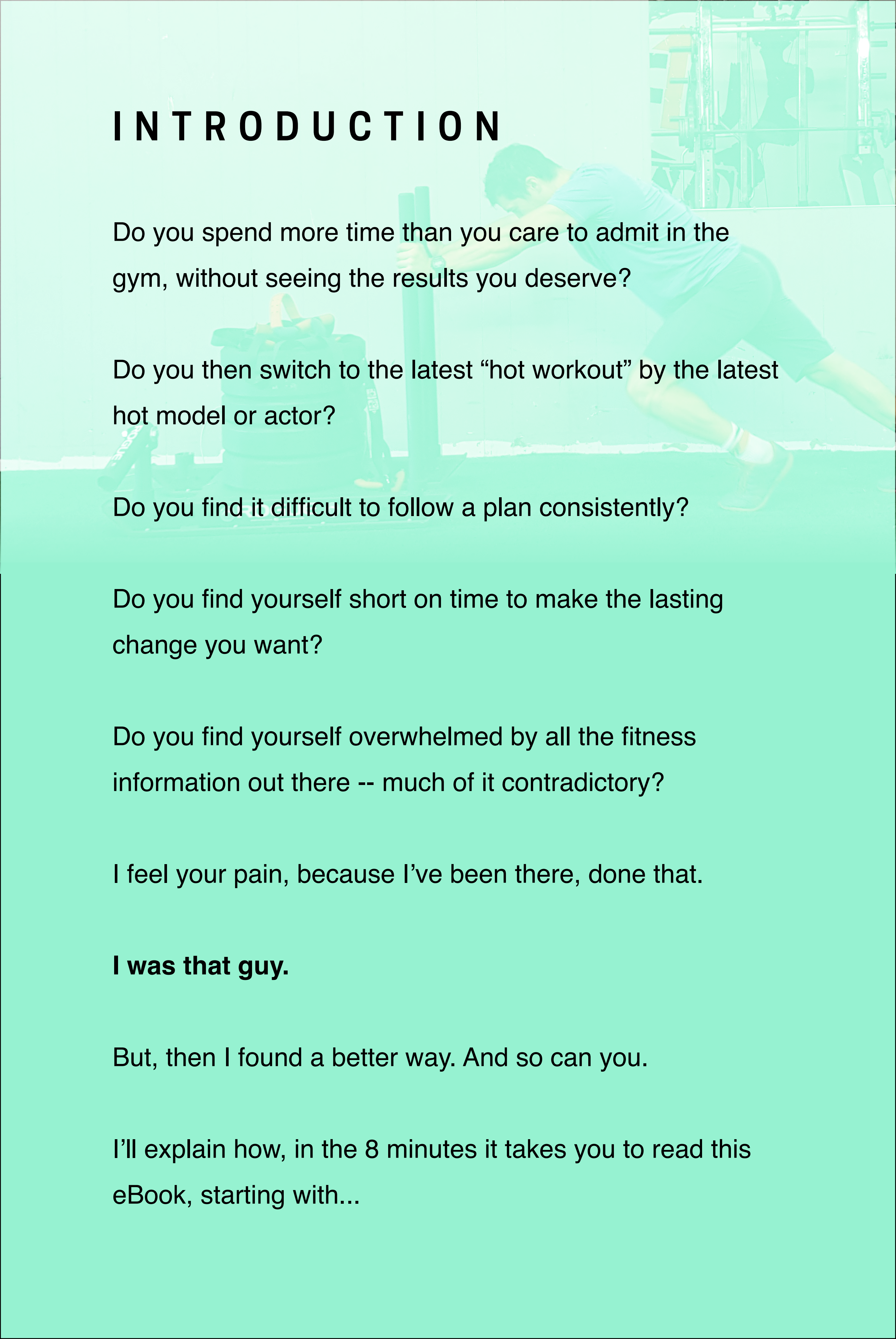
3 GUARANTEED WAYS TO GET THE BODY YOU DESERVE



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INTRODUCTION



Do you spend more time than you care to admit in the gym, without seeing the results you deserve?

Do you then switch to the latest “hot workout” by the latest hot model or actor?

Do you find it difficult to follow a plan consistently?

Do you find yourself short on time to make the lasting change you want?

Do you find yourself overwhelmed by all the fitness information out there -- much of it contradictory?

I feel your pain, because I’ve been there, done that.

I was that guy.

But, then I found a better way. And so can you.

I’ll explain how, in the 8 minutes it takes you to read this eBook, starting with...

S I M O N ' S S T O R Y

Life is good for Simon, a 36 year old guy who's a nursing informatics specialist for a research hospital. He has a busy work week and enjoys spending time with his girlfriend and family. But, there is little time left over for exercise.

Simon has his life pretty well-handled. The one thing that's lacking is the body to match his already awesome life.

Simon grew up playing basketball, baseball, wrestling, and martial arts. He even fought in a few amateur MMA fights (and lived to tell the tale)! He was, and still is, a great athlete.

Simon is also a closet gym bro. He loves getting his swole on. So much so that after he was done beating people up, the gym was his sanctuary. He used to be the classic practitioner of the bulk and cut.

Every winter he would "dirty bulk" to 220 lbs. Every spring he would kill himself to get down to 195 lbs. This was neither efficient or healthy, but it was his strategy.

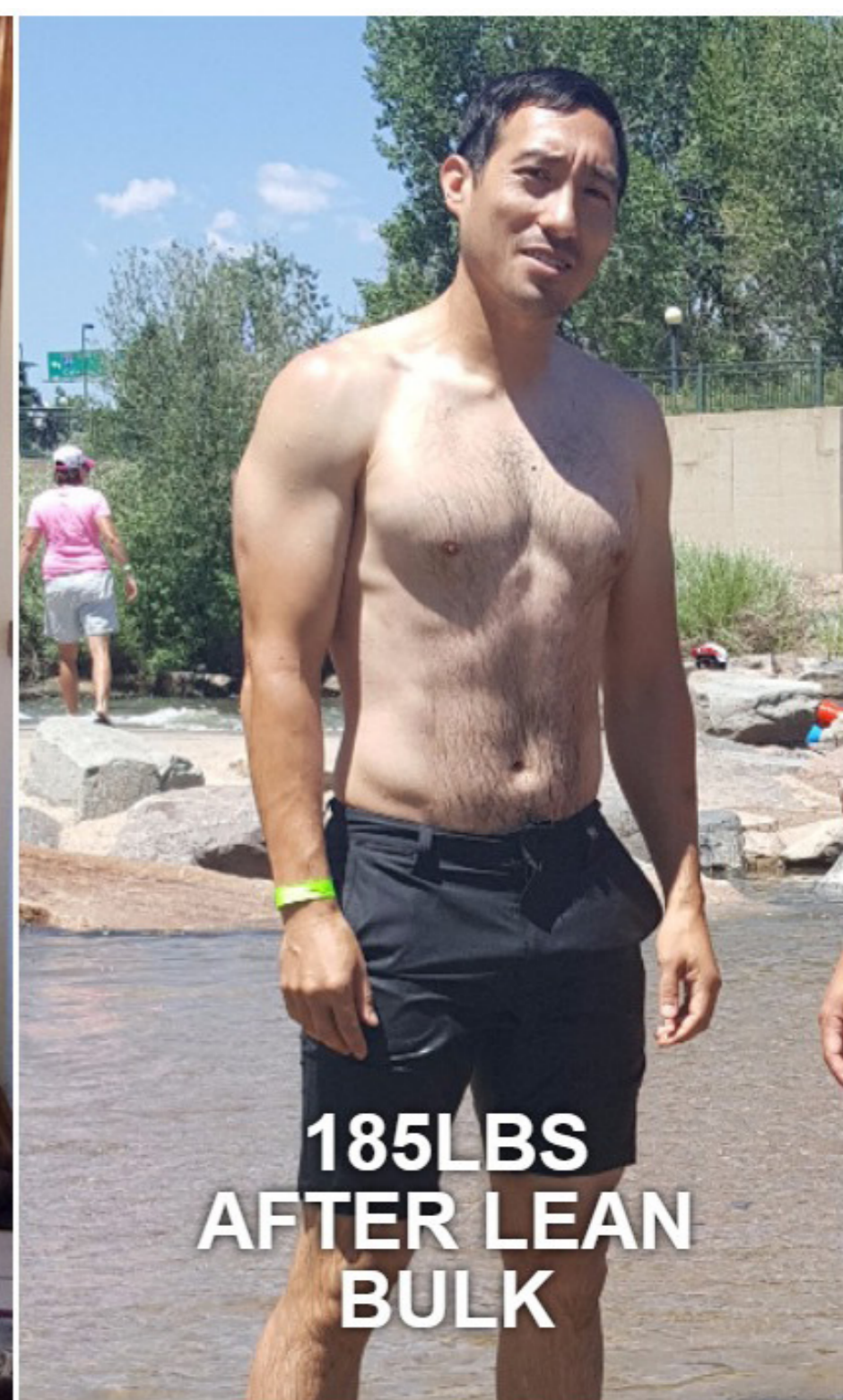
One winter, Simon got injured and he ballooned up to 240lbs. His bulk and cut strategy no longer worked. And he lost motivation.

Simon and I started working together at his peak weight of 240 lbs. The results speak for themselves.

He lost 70 lbs, then rebuilt his body with 15 lbs of muscle.

HOW?

We were able to change his beliefs and mindset in a way that fueled success.



WE FOCUSED ON SIMPLICITY.

Simon:

- » Trained for 45 minutes to an hour, three days per week using compound movements
- » Got his diet in order
- » Stopped falling for all the B.S. and misinformation from the fitness and supplement industry

AND SO CAN YOU.

It all comes down to:

- 1 The Right Mindset
- 2 Smart Training
- 3 Common Sense Nutrition



THE RIGHT MINDSET



Far too often, people get obsessed with the “**details.**”

- » What’s the best workout to lose fat and gain muscle?
- » How many sets and reps are optimal for my goals?
- » How much do I need to eat? How much protein, carbs, and fat?

The answers to these questions are important, but their pursuit can often become a way to avoid taking action.

“ LIFE IS REALLY SIMPLE,
BUT WE INSIST ON MAKING
IT COMPLICATED.”

- CONFUCIUS

I’m sure you’ve heard your friends talk about how they’re going to lose 10 lbs of fat, quit their job, or cross off a bucket list item. This may even sound like you. But, what usually happens? Nothing.

WHAT'S MISSING HERE?

Action.

And what usually precedes action for most people?

Motivation.

I'm here to tell you *motivation sucks*, and to not rely on it. Sure, motivation can be a powerful tool. Think about all the people who make New Year's resolutions to get in shape. What usually happens? They crush it for a few weeks and then fall back into old habits.

Motivation is short-lived. Stop waiting for motivation to be the kick in the ass you need.

Instead: build systems to simplify your life.

Why haven't you reached your goals? It's not lack of willpower. It's lack of preparation and systems.

Often the biggest obstacle when going for our goals is getting out of our own way. Preparation and systems can break the cycle of fleeting motivation.

REVERSE ENGINEER YOUR GOALS

- » What do you have to do in six months to achieve your goals?
- » What do you have to do on a monthly basis?
- » What do you have to do on a weekly basis?
- » What do you have to do on a daily basis?

CREATE YOUR YES/NO FOOD LIST

- » Don't keep your "no" foods in your house
- » Start small, keep it simple
- » Spend a few hours, one day a week prepping your meals
- » Learn to track, count, and adjust macronutrient intake

HAVE AN ACCOUNTABILITY SYSTEM

- » Tell your friends, family, and social networks what you're doing
- » Find an awesome workout partner
- » Hire a coach

SET YOURSELF UP FOR SUCCESS

- » Schedule your workouts and workout times at least a week in advance and stick to it
- » Have a go-to pre-workout and post-workout meal
- » Pack your workout clothes and meals for the next day, the night before

SMART TRAINING



Is it possible to workout an hour or less, 3-4 times per week and lose fat and build muscle?

HELL YES!

The vast majority of people don't need to go to the gym every day. Instead, use this blueprint:

- » 3 resistance training workouts per week using compound movements
- » 1 high intensity conditioning workout per week
- » 2 lower intensity conditioning workouts per week

The conditioning workouts can be done at the end of resistance workouts, for a total of 3-4 days per week.

Get outside. Hike, ride your bike, play with your kids, etc. These activities can be substituted for the conditioning workouts.

Stick to basic foundational movements:

● PUSH

- » Horizontal push - chest press variations
- » Vertical push - shoulder press variations

● PULL

- » Horizontal pull - row variations
- » Vertical pull - pull-up / chin-up variations

● SQUAT

- » Back squat
- » Front squat
- » Goblet squat

● HINGE

- » Dead lift
- » Romanian dead lift
- » Hip thrusts
- » Glute bridge variations

● LUNGE

- » Front
- » Reverse
- » Transverse (side variations)

● LOADED CARRIES AND CORE

- » Farmer's walk
- » Plank variations

COMMON SENSE NUTRITION



① EAT MOSTLY REAL, WHOLE, UNPROCESSED FOOD.

Think about foods your grandmother would make and eat. If it wasn't food 100 years ago, it isn't food today. Does it come in a box or plastic wrapper? It most likely isn't food, it's a food product.

② EAT FOOD AS CLOSE TO ITS NATURAL STATE AS POSSIBLE.

Meat, eggs and dairy should ideally be from pasture-raised, grass-fed animals. Produce should ideally be local, seasonal, and/or from sustainably grown sources.

③ FIND THE RIGHT MEAL FREQUENCY FOR YOU.

This can be anywhere from 2-6 meals per day. Keep in mind total caloric and macronutrient intake and spread them throughout your meals.

④ EAT PROTEIN WITH EVERY MEAL AND MOST SNACKS.

You'll build muscle and improve recovery. Remember, protein is the most satiating macronutrient. It keeps you fuller longer.

⑤ EAT AT LEAST ONE SERVING OF VEGGIES WITH EVERY MEAL.

Veggies contain powerful anti-aging phytonutrients, antioxidants, vitamins and minerals.

⑥ EAT PLENTY OF HEALTHY FATS.

Fats don't make you fat. Eating too much fat (or anything else) does. Minimize consumption of industrial vegetable oils: corn, soybean, sunflower, etc. Good choices for fats are fish oils, nuts, avocados, etc.

⑦ DRINK MOSTLY ZERO CALORIE BEVERAGES.

Liquid calories (including alcohol) add up quickly. Best choices: water, black coffee, and tea.

Unsweetened nut milks and fresh juice are okay in moderation.

⑧ CARBOHYDRATE INTAKE IS FROM HIGH QUALITY SOURCES.

Focus on carbohydrates from nutrient dense vegetables and fruits. Eat grains from real whole grain sources. Minimize added sugar.

⑨ UTILIZE SUPPLEMENTATION WHEN APPROPRIATE.

Supplements can enhance, but not replace a balanced diet. Most people can benefit from: fish oil, vitamin D, probiotic, and whey protein.

⑩ LIVE A LITTLE!

Break the rules once in a while! Don't fear eating pizza, burgers, or some ice cream occasionally.

Don't be "that annoying guy" who is always on a diet and can't enjoy themselves socially. It's okay to not be perfect.

MY STORY

AND HOW IT CAN HELP YOU

I used to be a lot like Simon, the confused guy we met earlier. I was downing supplements like crazy and spending a fortune on them. And I was also in the gym six days a week with barely any results.

I was overwhelmed by all the information pushed by the fitness and supplement industry. Every workout, pill, powder, cleanse, etc., was the instant solution to having a lean muscular body. I was confused, lost, and frustrated.

Things changed for me when I started following the top strength coaches in the fitness industry - people who were doing things the right way.



I took things to the next level and invested in being coached by them. I understood the value of having a coach I respected to provide guidance and help fast track my progress.

I'M A COACH WHO BELIEVES IN COACHING. AND I'D LIKE TO BE YOUR COACH.

Here's how I can help.

- ① We are creatures of **habit** and do what's **comfortable** and **familiar**. How many times have you walked into the gym to lift legs and benched instead? We far too often do what we **like to do** and not necessarily what we **need to do**.
- ② Being coached by the **best** makes me a better coach and I pass that onto you. I'm always learning and giving my clients the most effective approaches to training and nutrition. And, at the risk of sounding immodest, I'm not a **beginner**. I'm good at what I do, and I get my clients **results**.

LET ME HELP YOU

BUT, DON'T JUST TAKE MY WORD FOR IT. ASK DANIEL, ONE OF MY MANY SATISFIED CLIENTS.

I'm a runner and was looking to lean up and get stronger. I started working with Aaron and I started seeing results in less than a month! I ran a half marathon in San Francisco and crushed my goal time by almost 10 minutes! I have nothing but positive things to say about Aaron and what he has done for my fitness!



NEXT STEPS

Acting on the Mindset, Training, and Nutrition tips above will get you healthier and happier.

But, can you really do it on your own? Has that worked for you in the past?

Or did you end up frustrated and maybe even injured?

Please consider the possibility of getting expert advice to get you strong and confident fast. Not only will you spend less time spinning your wheels, but you'll have more time and energy for family and friends.

I would like you to consider my online coaching program.

You never have to worry about whether your workouts are too advanced or not advanced enough. That's because you get custom monthly workouts and nutrition consulting.

Combine this with the weekly check-ins that can be the kick in the pants to make sure you're doing everything needed, and you're off to the races.

WHAT TO EXPECT WHEN WORKING WITH ME?

- » Decreased body fat
- » Increased muscle
- » Improved energy levels
- » Admiring looks from the opposite sex
- » You'll learn how to be self-sufficient with your training and nutrition

WHAT'S NEXT?

Click here to apply for my online coaching program and we'll set up a free 30 minute consultation phone call.

Yours in health,

Aaron Fountain

<<< **APPLY NOW** >>>

