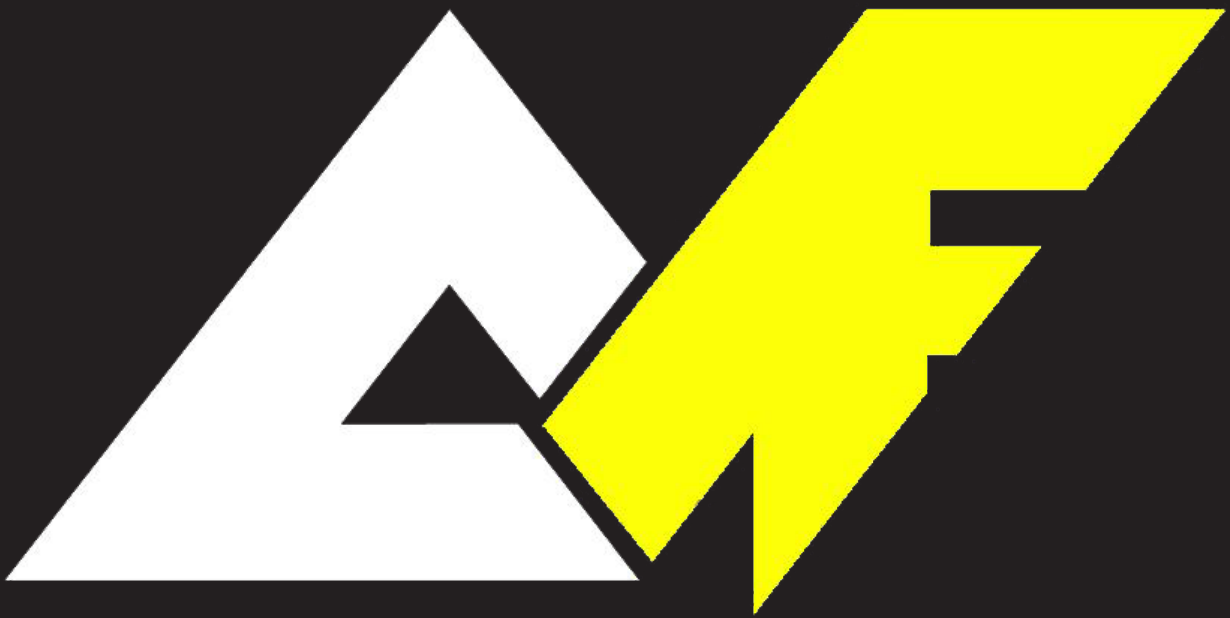


LIVIN' THE DREAM

A SIMPLE, NO-BS GUIDE TO OPTIMIZING YOUR LIFE

BY: JASON HELMES, ANYMAN FITNESS



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FITOCRACY



INTRODUCTION

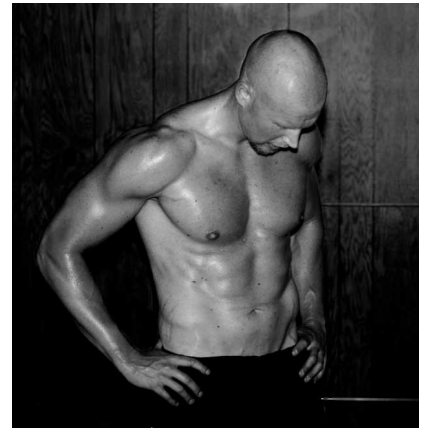
SECTION 1

WELCOME

Thank you for your purchase! Today is the first day of the rest of your life.

Cheesy phrase? **You betcha.** True? Oh yeah. True. Totally. **100%.**

Thanks for joining us! My name is Jason Helmes, known on social media as **@anymanfitness**. I am the founder, owner, and operator of Anyman Fitness, LLC. We are a primarily online company dedicated to cutting through the crap which swirls around the world of fitness. **We provide simple, concise, and effective means of accomplishing ALL of your goals - no matter what they are.**



We often get asked.....

Question - "Hey, Jason, has there ever been someone who doesn't get results?"

Answer - "Sure. Some people quit."

Some members take our information and run with it. **They have phenomenal results from Day One.** They embrace the confusion which can sometimes come with learning a new skill. They "let go" and "let fitness happen to them".

But not everyone. Sometimes our members need a re-wiring. A re-training. A new set of ideals, a new way of viewing things, and an entirely new way of life. And those members? They often take longer than a short, 12-weeks to fully learn, internalize, and implement our methods.

Our one-on-one clients receive support for as long as they wish - and sometimes it takes 6 months, 9 months, a year.....or longer..... to accomplish their ultimate goals. **And we support them 100% along the way.** This is a process, it's a marathon, it's a system of new habits to be completely integrated into your daily life - in a way which works for you.

And that's what this is all about. Making health, wellness, and optimization available to you - long term.

You WILL get there. Eventually. No matter what.

It's an absolute truth: The only people who don't have their minds blown with results are the people who quit. Stick with us and you WILL obtain any result you desire. Leanness? Overall health? Strength? Muscle mass? ANYTHING

So, thanks for joining up! **Are you ready?!?** You up to the challenge? Are you fired up to begin to implement a permanent solution to health-and wellness enhancement and optimization? Are you ready to be as lean as you would like? Are you ready to be stronger than you've ever been?



LET'S OPTIMIZE YOUR LIFE

ANYMANFITNESS



CORE BELIEFS

SECTION 2

How on Earth could you possibly know what to believe?

Seriously.

It's such a joke. Everywhere you look, someone is pulling you in this direction. Or that direction. And damn near everyone has their own motives as to why they're doing the pulling.

News flash: Almost NONE of those motives have ANYTHING to do with your health and wellness.

None.

Think about the products nearly everyone is hawking these days. And look at the claims which accompany the advertisements. Seriously. You're going to notice an enormous contradiction if you pay close attention.

Do you see it? The contradiction?

If just ONE of those products ACTUALLY did what it promised, all of the OTHER products would disappear. If there was actually "one, weird trick" that really "melted body fat fast" and truly "reduced your belly without exercise".....wouldn't it be the most successful product in the history of the universe?

I mean, come on now.

AF Core Belief #1: We will never sell you on supplements and "fitness voodoo".

I'm sure you know all about the supplement promises. For a long time, it was fish oil. Then it was goji berries. Then what? Raspberry ketones? Coconut oil? Deer antler spray?

And now? White kidney bean extract, I do believe.

When will this nonsense stop? Bulletproof coffee. The only thing that's bulletproof about it is Dave Asprey's bank account.....

But I digress.

There could possibly be some slight benefits to consuming specific foods for very unique populations. But 99% of us will benefit from the basics. Training hard, eating right, staying hydrated, and getting adequate rest.

AF Core Belief #2: We always take the path of least resistance.

A massive roadblock for most when starting off on a fitness regimen is the idea that your plan must be brutal, difficult, nauseating, terror-inducing, and flat out no-fun if you want to get results.

And my friend, ***nothing could be further from the truth.***

We spend our time looking for the minimum possible dose in which to improve. While some may argue that they need a faster rate of change, we would argue that in order to make this thing work, you're going to have to be able to integrate fitness into your lifestyle.

And most of us just don't have 3 hours per day to train.

We are going to do everything from a strict, ROI standpoint. Maximize and optimize our fitness investment. And be sure everything we do has a logical, rational purpose.

AF Core Belief #3: We always utilize fully sustainable methods.

You won't find any fad diets here. There will be no extremes. There will be no "macronutrient eliminations".

Your fat loss targets will not be extreme. In nearly all cases, you will be aiming for less than 2 pounds of fat lost each week. For many, the number may even be less than 1.

But extreme diets with shady promises of quick weight loss nearly always result in a rebound.

Here's how this works:

1. Dieter decides on methods which are too extreme..
2. Dieter loses lots of weight TOO FAST, resulting in muscle loss.
3. Diet becomes unsustainable.
4. Dieter stops dieting due to it being "too much".
5. Dieter resumes old eating habits.
6. Dieter now has LESS muscle due to unsustainable methods for weight loss.
7. Lack of muscle causes a lower metabolism.
8. Dieter regains all the fat - and then some due to slower metabolism.

In a nutshell, that's why it happens. And to ensure it doesn't happen? Our diet plan will be carefully designed to be sustainable and possible - for the long term. It's part of our equation.

Slight Caloric Deficit + Resistance Training + Consistency = Your Dream Body

AF Core Belief #4: We take objective data and remain unemotional.

Remaining objective when analyzing something as personal and individual as your body composition and health is an extremely difficult endeavor.

But emotion causes anxiety, stress, and sometimes - a sense of helplessness. When seeking a high ROI, you must be analytical behind every corner. Look closely at the data. See it for what it is. Your waist measurement? Sure. But more importantly - an important insight into what is going on with your physical attributes, composition wise.

We need you to be the "CEO of your own fat-burning enterprise". You will be making BUSINESS decisions with us, and nothing more.

AF Core Belief #5: We believe training intensity is the key to unlocking our true potential.

We may not train for hours on end. We may not believe in high-rep Olympic weights. We may not utilize much in the area of cardiovascular work.

But that doesn't mean we don't work hard. We work INSANELY hard. We just are sure we are working hard at the right things.

We utilize just a few movements each session, and just a few sets for each movement. And we only have 3 sessions each week. 4 days each week, we rest and recover.

But for each set? **We go all out, baby.**

It's how our body responds best. It's how we get such a high return on our time investment. We don't train for long periods of time, but nobody will outwork us during a set. Nobody can match our intensity when it comes time to do work. **Nobody.**

AF Core Belief #6: We believe in gender equity.

One of the most simultaneously cringe-inducing AND exciting questions we get from our new, female community members is, "Are you sure I won't get too bulky from lifting heavy?"

Let me assure you, before you even begin to ponder this inquiry, the answer is an emphatic, "No!"

There is absolutely zero reason for a female's training program to differ dramatically from a male's.

When dieting and in a caloric deficit, the body pulls its energy from two places - fat and/or muscle. In a perfect world, the body would get its energy from the excess fat stores only. But in real life, that sometimes doesn't happen.

A VERY common female pitfall is going the "all-cardio" route to leaning out. And utilizing this sort of a path puts you at high risk for muscular catabolism.

Our nutritional plans are going to ensure you're losing fat. And our training plans are going to ensure you are keeping the muscle you have.

If you have two options - lose 20 pounds of half fat/half muscle, or lose 10 pounds of pure fat, you want to choose 10 pounds of pure fat.

Every. Single. Time. You'll be healthier, you'll have a higher metabolism, and you'll look amazing.

Females have a fraction of the muscle building ability of males. Take a look at our vast before and after pictures. Do you see any "bulky women" in those testimonials?

Didn't think so.

AF Core Belief #7: We live each day in the present.

We will not apologize for where we have been.

We will have a short memory. If we do well, awesome. If we do poorly, forget it.

But 100% of our entire focus and attention will be on the task currently at hand.

The past has already happened. We cannot alter it. The future is undecided. We cannot predict it.

We can improve our chances for future successes. Surely we can do that. And what's the best way to accomplish this goal? By attending to the present. Always.

We can't think about the road ahead. It's too daunting. Too long. Too winding. Too intimidating.

But we can get today right. We can get the next hour right. We can get the next five minutes right. And if we are always focusing our energy on mastering the "now"? The future becomes bright. And it becomes crystal-clear where we are headed. And our past? Our checkered past? It becomes but a distant memory.



Kari squats and deadlifts in the 200's. Did she get bulky?

AF Core Belief #8: We focus our attention on our behaviors, not our goals.

We have dreams. We have desires. We have basic, primal instincts - same as anyone else.

We want to be healthier. We want a higher quality of life. We want to shed unsightly fat. We want to be proud of ourselves when we look in the mirror. We want longevity. We want to be seen as attractive in the eyes of others. Especially when naked.

But we understand how those items are attained. We don't walk around thinking "Shredded abs, bubble butt, huge guns, massive yokes....."

We walk around thinking, **"Nail your macros, stay hydrated, resist temptation, train with a purpose....."**

Because we understand that our actions - our present actions - will ultimately determine our goals.

Our goals will be a function of how well we incorporate fitness into our daily lives, and how much consistency we can show over time. So, we dedicate ourselves fully into improving our behaviors.

Many seemingly "healthy" choices can actually be unhealthy when taken in context. If eating chicken and asparagus for every meal will cause you to binge and consume 20,000 calories at the buffet on a Saturday night, then eating that "healthy" meal was inherently unhealthy for you.

And if eating 2 cookies after each training session satisfies your sweet tooth and keeps you from binge-eating during your dieting stint, then eating that small snack was inherently healthy for you.

AF Core Belief #9: We walk firmly down the middle of the road.

And the middle of the road? It's not easy to walk down the middle of the road.

We are a civilization of extremes. We "must" do this and we "must" do that. We think in terms of absolutes.

Eat ZERO carbs! Eat ZERO sugar! Eat ALL whole foods! Eat ZERO GMO's! Eat ALL clean foods! Train EVERY day!

The true path to fitness greatness is by taking the path right in the center.

Train enough, but not too much.

Eat healthy, wholesome, nutritious foods, and enjoy a snack from time to time.

Enjoy a glass of wine or a drink a few times each week.

Resist the temptation to go "all or nothing" in your approach. The all or nothing approach seldom works. You can't consistently deprive yourself of things you love and expect it to be a viable, long-term solution.

Because the best statement you could EVER make to someone else?

Them: "Hey, what are you doing? You look AMAZING!"

You: "Just living a healthier lifestyle."

And that, my friend, is what it truly is all about.





NUTRITION

SECTION 3

So, you wanna lose fat, eh? And without cardio, to boot? Easier said than done, right?

I mean, come on. Who loses fat without cardio? That's crazy talk! Everyone KNOWS you must do cardio if you want to shed that unsightly body fat. Right?

AF Nutrition Fact #1: We will obtain our caloric deficit from our diets, not our activity.

When training for fat loss, there's a hierarchy of importance for your gameplan. And each level of the hierarchy must be attained before the next level even makes an iota of difference. Think like a pyramid. You'll NEVER get to the tip-top of the pyramid without a large, steady base to hold up the rest.

And at the base of our nutritional pyramid.....is total, overall calories.

Caloric intake is the #1 driver of fat loss. Don't believe me? Wanna see some studies? Take a look at these [articles](#) which have shown time and time again that caloric intake prevails over food quality, over food timing, over food frequency.....quite literally, over everything.

If you're not in a caloric deficit, you will not lose fat. Period, point blank.

So, calories in versus calories out is the name of the game here. We have two options:

1. Control the calories in to create our deficit.
2. Control the calories out to create our deficit.

And for maximal fitness and fat loss ROI, we are going to focus all of our deficits on manipulating our calories in.

Why such an emphasis on calories in?

Dieting is a stressor. It creates stress on our bodies. By the very definition of dieting, we are consuming less calories than we need to ensure homeostasis. Over time, this can lead to feeling "worn down", "tired", "moody", etc. Our goal should always be to keep our stressors as low as possible while making positive forward progress.

If we focus our energy on how many calories we expend, we must "do more". We will always be relying on the calorie "burn", so to speak.

Simply put, if we want to create a 400 calorie deficit, we have two choices:

1. Go on a 45-minute jog.
2. Make your dinner smaller by 400 calories.

We want to choose Choice #2 every single time. Choice #2 requires nothing other than a little bit of planning.

And Choice #1? Going on a jog for the burn? That's an additional stressor. It can take away from our recovery capacity. It can cause us to feel more "run down" in the long-term. It takes away from our willpower and could cause poor decisions to be made later on.

And most importantly, it takes our attention off of our diets and can change our mental thought processes. All of a sudden we have "earned" our splurges.

We are not dogs. ***We will not be rewarding ourselves with food.***



Amy was frustrated with her daily swimming regimen and wondered why the weight wasn't coming off. After joining us, she's lost 50 pounds and counting - all while working out much less.

NCFS Nutrition Fact #2: We will create our caloric deficits by counting our macronutrients.

Foods contain two different components:

1. **Macronutrients** - these items contain actual calories and are required for survival.
 - 1.1 Protein - 4 calories per gram
 - 1.2 Carbohydrates - 4 calories per gram
 - 1.3 Fat - 9 calories per gram
2. **Micronutrients** - these items contain no calories. They are not essential for survival since they are devoid of caloric content - but they are essential for optimal health and performance.
 - 2.1 Examples: Vitamins, minerals, and elements.

Priority #1 with any fat-loss nutritional plan is to be in a caloric deficit.

After this is taken care of, we can turn our attention to Priority #2 - and the second layer of the nutritional hierarchy of fat loss. Macronutrients.

Counting macronutrients, or “macros” for short, has many benefits. A brief primer on the three macronutrients, their benefits, and their possible pitfalls:

1. Protein

- a. Pros -
 - i. Helps to conserve muscle mass while in a caloric deficit.
 - ii. Helps to keep your stomach full - most satiating macronutrient.
 - iii. Has a metabolic advantage - roughly 25% of protein's calories are burned up during the digestive process.
- b. Cons -
 - i. None, really.
 - ii. Studies showing kidney issues on a high protein diet are flawed - subjects had predisposed conditions. If otherwise healthy, have no fear, you'll be just fine.

2. Carbohydrates

- a. Pros -
 - i. Your body's preferred energy source.
 - ii. Helps to fuel your training sessions.
 - iii. Helps to repair your musculature after your training sessions.
- b. Cons -
 - i. Can be easy to overeat. Least satiating macronutrient.
 - ii. Can be difficult to process if insulin resistant.

3. Fat

- a. Pros -
 - i. Benefits hormonal profiles.
 - ii. Second most filling macronutrient.
 - iii. Slows digestion.
- b. Cons -
 - i. Calorically dense - contains over twice the calories per gram of protein and carbs.

Each macronutrient has pros and cons. Each one should be eaten. Even though the 90's was rife with lipophobes, and the 2000's are rife with carbophobes, there is no reason to fear one particular macronutrient.

We will be keeping our protein high, our carbohydrates on the lower end, and our fat moderate. This is a fantastic starting point for most when starting a fat loss protocol.

Setting Your Macronutrients

Since our primary goal when losing fat is to create a caloric deficit, we first must estimate how many calories we are burning on any given day. A few definitions:

Basal Metabolic Rate (BMR) - How many calories you burn from just existing. Your “stay at home in bed all day” calorie burn.

Total Daily Energy Expenditure (TDEE) - How many calories you burn from going through your day’s activities. This is considered your “living life” calorie burn.

Our actual goal is to find our TDEE. We need to know how many calories, approximately, we are going to be expending each day. In order to find our TDEE, we need to find our BMR and increase that BMR by a specific amount - which is determined by how active we are. This is called an activity multiplier.

There are many different ways of calculating your BMR. Most BMR equations require you to estimate your body fat percentage.

Since any body fat percentage is nothing but a guess (even bio-impedance tests and DEXA scans can be inaccurate), we will use the Harris-Benedict Equation. The Harris-Benedict BMR Equation does not require a body fat estimation.

Harris-Benedict BMR Equation:

Men: $BMR = 88.362 + (13.397 \times \text{weight in kg}) + (4.799 \times \text{height in cm}) - (5.677 \times \text{age in years})$

Women: $BMR = 447.593 + (9.247 \times \text{weight in kg}) + (3.098 \times \text{height in cm}) - (4.330 \times \text{age in years})$

Side notes:

Pounds divided by 2.2 = kilograms

Total inches times 2.54 = centimeters

After your BMR is calculated, we will multiply that number by what’s called an “activity multiplier”. The more active you are, the more often you train, and the more physically demanding your job, the more calories you will naturally burn throughout the course of the day.

Activity Multipliers:

1.2 - Sedentary (little or no exercise, desk job).

1.3 - 1.4 - Lightly Active (light exercise/sports 3-5 days/week).

1.5 - 1.6 - Moderately Active (moderate exercise/sports 3-5 days/week).

1.7 - 1.8 - Very Active (hard exercise/sports 6-7 days per week).

1.9 - 2.0 - Extremely Active (very hard daily exercise/sports and physical job or 2/day training).



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Keep in mind a few things.....

- We will be getting our deficit solely from our diet. Not our training.
- Activity multipliers are NOTORIOUS for overestimating calorie burn.
- Unless you have a VERY active day job, a multiplier of 1.2 or 1.3 will likely work well.
- It's always better to underestimate your activity multiplier.
- Our calorie usage is only an estimation - adjustments will need to be made.
- Underestimate calorie usage. Having to adjust calories downward while dieting is always a bummer.

After you select an activity multiplier.....

BMR x Activity Score X 1.1 = Total Daily Energy Expenditure (Estimated)

Perfect! We have our estimated TDEE. Now, we need to set our macronutrients in such a way that provides an overall, caloric deficit, allows us to recover from our intense training sessions, and gives us a moderate amount of each macronutrient.

Actually, why don't you just let us do that for you? After all, we've worked with well over 500 clients at this point. We have created optimal macronutrient numbers based from every TDEE available - for both men and women.

Pro tip: If you're interested in the macro-setting process, follow this link. It highlights the exact methodology we use with every client when setting their macronutrients.

Here are two tables showing macronutrient splits for various TDEEs. These macronutrients are tried and true, developed by working with large numbers of clients over time. You will need to round your TDEE to the nearest hundred.

Looking for a slightly quicker rate of fat loss? Round your TDEE down to the nearest hundred.

Looking for optimal sustainability and less hunger? Round your TDEE up to the nearest hundred.

Male Macronutrient Numbers

Maintenance	Rest Macros	Training Macros	Weekly Cals	Weekly Deficit	Est. Fat Loss / Week
1600	120/0/60	120/125/30	7830	3370	1
1700	125/0/60	130/150/34	8190	3710	1.1
1800	130/0/60	130/150/35	8545	4055	1.1
1900	140/0/70	140/150/40	9320	3980	1.1
2000	140/0/80	150/200/30	10130	3870	1.1
2100	140/0/80	150/200/30	10130	3870	1.3
2200	175/0/80	175/200/30	10990	4410	1.3
2300	200/0/70	200/175/40	11300	4800	1.4
2400	200/0/80	200/175/30	11390	5410	1.5
2500	200/0/80	200/175/30	11750	5750	1.6
2600	225/0/90	225/200/30	12750	5450	1.6
2700	225/0/100	225/200/40	13380	5520	1.6
2800	225/0/100	225/200/40	13380	6220	1.8
2900	225/0/100	225/250/45	14115	6185	1.8
3000	225/0/100	225/250/45	14115	6885	2
3100	225/0/110	225/250/50	14160	7090	2
3200	225/0/110	225/250/50	14160	7790	2.2

Female Macronutrient Numbers

Maintenance	Rest Macros	Training Macros	Weekly Cals	Weekly Deficit	Est. Fat Loss / Week
1300	90/0/55	90/150/30	7485	1615	0.5
1400	100/0/60	100/150/30	7570	2450	0.6
1500	110/0/65	110/150/30	8030	2470	0.7
1600	120/0/60	120/150/30	8130	3070	0.9
1700	120/0/60	120/175/30	8430	3470	1
1800	130/0/60	130/150/35	8545	4055	1.1
1900	140/0/65	140/150/35	9005	4295	1.2
2000	140/0/70	140/200/30	9650	4350	1.2
2100	140/0/80	150/200/30	10130	4570	1.3
2200	140/0/80	150/200/30	10130	5270	1.5
2300	140/0/80	150/200/30	10130	5970	1.7
2400	140/0/85	150/200/30	10290	6510	1.9

CLICK HERE TO GET STARTED TODAY

You will notice a few things about your macronutrient numbers. You may even be wondering what to make of the numbers. A few notes, thoughts, and "FAQs" about your own macronutrient numbers:

Macro FAQ #1: "How can I eat 'zero' carbs on training days?"

We are fully aware that it is literally impossible to eat "0" carbs. And we do not expect you to actually try to do this - if you accomplished this, you would be eating nothing but meat and eggs. But we are going to use a few dietary simplifications and guidelines. "0" carbs means no starches, no sugars, no breads, no fruit, etc on your rest days. In many items, there will be "trace" carbs. i.e. - There are some carbs in nut butters, cottage cheeses, cheeses, creamy dressings, etc. When this occurs, simply ignore them. Just be mindful.

Green, colorful, and leafy vegetables are unlimited on this plan! This means go crazy on lettuce, spinach, broccoli, kale, cauliflower, tomatoes, salsas (no sugar added), peppers, onions, cucumbers, squash, zucchini, etc. This does NOT include corn, carrots, and/or fruit. Those items contain larger amounts of fructose. Eat those on your training days, and track them accordingly.

Simply attempt to eat as low carb as possible, and consume lots of wonderful, fibrous veggies for satiety and fiber.

Macro FAQ #2: "Shouldn't I be eating more than this? This isn't many calories!"

Perhaps. But keep in mind a few things. Firstly, we have FREEBIES you need to take advantage of. These freebies are covered in FAQ #1. If you're following along, you should be eating LOADS of fibrous vegetables. Loads.

Eating veggies at every meal ensures you get in your fiber and your macronutrients. It slows your digestion and helps you feel full. It provides regularity which can be fleeting when raising your protein consumption and (likely) lowering your carb consumption.

You should be eating at least 200-300 calories worth of veggies each day. Make those freebies count.

Macro FAQ #3: "Can I eat more of 'this macro' and less of 'that macro'?"

Surely. But before you decide to change things already.....

Do NOT change something right off the bat due to a preconceived notion. Such as "low-carb dieting is all that works for me" or "being a vegan is the healthiest option for me", etc. If you have a prevailing medical condition which causes certain specifications to be made (celiac disease, diabetes, lactose intolerance, etc.) or a religious reason, then no worries, my friend. Change away.

But these splits have been brutally effective at shedding fat. For all body types, sizes, genders, ages, etc.

It's highly recommended you start with these numbers and use them for the first month, if necessary. You will likely find the results to be so impressive, you'll stick with them for good.

If you do need to make an alteration off the bat, just keep the overall daily calories in tact.

A few simple alteration tips:

- Only "trade" on the same day, to keep alterations easy. ie - Don't take fat from rest days to add carbs on training days. This gets complicated quickly.
- 1 gram of fat is equal to 2 grams of carbs/protein and vice versa.
- Leave protein alone, unless you are a vegetarian/vegan.
- If you are a vegetarian/vegan, take 75% of your protein number. This is as low as your protein number can go.

Macro FAQ #4: "What do I do if I eat out?"

Tough question. In a perfect world, restaurants would all post their macronutrient information online. However, we know for a fact this is not the case.

Your big chains will likely have macro info. But that's about it. So, what do we do? Do we guess? Do we estimate?

Your best bet is to take a look at the menu. Choose a piece of meat with veggies. If you trained, feel free to include a carb with your dinner choice. If you didn't train? Skip the carbs and double the veggies.

Before you dine out? Estimate the protein content of your selection as best you can, using Google and a calculator. Subtract it from your daily protein total.

Be sure you hit the rest of your protein before you leave for your dinner date. Keep the fat and carbs very low. We need to save those calories to make a "dinner buffer".

Now, go and enjoy your meal. Be mindful of sauces and sugary rubs. Have a drink or two. Be in control. Be mindful. And enjoy those around you.

You should never have to feel like a social outcast. Don't avoid social situations because there will be "off-plan" food. With that being said, dining out needs to be an "event" or a "special occasion". Not a daily occurrence. Although you may think you are eating "healthy" and being "smart", you truly have no way of knowing what the chef has put in your food.

The only way to be 100% certain of the macro composition of your food is to make and eat your food at home.

Macro FAQ #5: "What about supplements? Should I take any?"

Vitamins and nutritional supplements are a massive revenue generator, making many billions of dollars each year. Most are a total waste of money.

The **VERY** few that have a positive net benefit will only supplement your solid training plan and diet. Without a solid training plan and diet, a supplement will do NOTHING whatsoever.

It is **HIGHLY** recommended to take zero supplements at the start of the program and incorporate them into the program after you have macro counting and training down pat.

That being said, here's a very short list of supplements you may find useful.

- Vitamin D if in a non-tropical climate. 2,000 IU/day.
- Fish oil - 2 grams of EPA and 1.5 grams of DHA per day. ***Must contain these amounts specifically on the bottle or else it's a waste of money.*
- A multivitamin for general health.

We are often asked about whey protein powder. Whey can be cheap and useful if you are having difficulty getting your daily protein allotment in. There is one, major downfall to consuming whey regularly: It doesn't fill you up.

In a diet, whole food protein is your best friend. It's filling, satisfying, and delicious. If you are using whey protein shakes, and you are having hunger and/or compliance issues at all, eliminate it right away and switch to whole foods sources whenever possible.

Macro FAQ #6: “I just LOOOOOOVE <insert activity> and I can’t give it up. How should I alter my macro numbers on days I do <said activity>?”

It's a very slippery slope to begin to estimate the calorie burn in our activities. First, be sure you aren't performing activity for the sole purpose of hastening progress. You will lose plenty of fat already. No need to rush things.

Instead of guessing at how many additional carbs you can add to your macros, a simple and easy strategy is to consume a piece of fruit before and after your activity. This way, you have a concrete view of the extra carbs - and you will be guaranteed to continue to make progress.



Macro FAQ #7: “What about fiber/fat types/sugar content/cholesterol/sodium? Shouldn't I watch those items?”

Quite frankly.....we want to make this as simple as possible. If you're hitting your overall protein, carbohydrate, and fat content, you're eating your veggies, and you're emphasizing whole foods, there's very little reason to worry about anything else.

If you have a Doctor ordered, specific diet due to medical reasons, that's an entirely different story. But if that doesn't describe you, it's nothing to worry about.

Nearly every client improves their biomarkers and lipid panels after following our program.

Macro FAQ #8: “I can't fit <my favorite food> into my macro numbers! Help!”

In a pinch, if you'd like some “tricks” you can use to fit certain foods into your daily macro numbers, you may find this link useful. These are some of our favorite tricks to squeeze nearly anything into the equation.

Just keep in mind, the number one indicator of success when it comes to fat loss on our programs is your ability to hit your macronutrients consistently over time.

Will you be perfect? No, not likely. But on the days you go over, you need to have a quick memory. Forget it, and get back on the horse the next day.

It's a 100% fact, someone who hits their macros 90% of the time will have better results than someone who hits their macros 70% of the time.

Strive for perfection. And when you don't obtain it, you'll still be thrilled with your results.

Now that we have those pesky “macro questions” out of the way, let's get back to our nutritional facts.

AF Nutrition Fact #3: We will purposefully estimate our macros - and this will be “good enough”.

Good compliance is seen as “+/-10%”. If you can get within 10% of your appropriate numbers, you are doing very well. Don't stress out about hitting your numbers “on the dot”. This will drive you bonkers trying to figure out the “puzzle”.

A few, extra “nutritional FAQs” about our system:

AF Nutrition Fact #4: We cycle our macros to take advantage of mild nutrient partitioning benefits, to give us an overall moderate amount of each macro, and to be able to fit nearly any food into our numbers.

You will notice your protein number is relatively constant. If it does vary, it doesn't vary by much.

However, your carbs and fats? A different story altogether.

Why do we do this? What's the purpose behind it?

First reason - for training purposes. Carbohydrates are very beneficial in and around your training session. Before your session, they serve as fuel for your workout, and post-workout, they help to repair damaged muscle tissues.

Since your carbohydrates are higher on training days to optimize your training sessions, fats will naturally have to be lowered in order to make up for the excess carbs.

On your rest days, you don't have a training session. There's no need for higher carbohydrates. Also, you likely just had a training day, with a lowered fat intake. In order to compensate, on your rest days, we keep the carbs low and we raise your fat intake.

This also allows you to eat foods in a few, separate categories that everyone loves. Carby, sugary, and fatty. Take advantage of this. On training days, eat your potatoes, your rice, your fruit, and your bread. On rest days, eat your cheeses, your peanut butters, your bacons, and your creamy dressings.

Play this to your advantage. Instead of worrying about what you can't have, create your menu based on foods you love. And enjoy eating them each day.

Creating Your Meal Plans

Now that you have your overall, daily macronutrient numbers, it's time for the next step.....deciding what each individual meal plan will consist of, macro wise.

A few “best practices”

- You may find dietary compliance easier when simplifying your eating pattern into 2 or 3 meals. Think breakfast, lunch, and dinner. Or, alternately, lunch and dinner.
- **While an intermittent fasting plan is not necessary, some find it optimal while trying to lose weight.** If you would like to implement this, an easy way to do it is to split your numbers right down the middle. Eat half for lunch and half for dinner.
- If one macronutrient is rather small (such as the fat on training days), feel free to “save” that entire macro number for your dinner. Most enjoy eating larger meals in the evening, so they don't have to go to bed hungry.
- On training days, the only rule is as such: **Be sure you eat at least half of your carbs and half of your protein after you train.** If you choose to train in the AM, this is easy. It's already done for you. If you choose to train in the afternoons/evenings, be sure to split your meals up accordingly.
- **Eating at approximately the same time each day and in the same quantities are optimal for hormonal entrainment.** Your body's natural rhythms will fall into place after a few days. This will alleviate abnormal amounts of hunger. It is in your best interest to create an eating schedule that works for you - in both times as well as macronutrient numbers.
- If you would like to create meal plans that will optimize nutrient partitioning, please have a read of this article from our site. It gives exact percentages for each macro based on your training times.



Allison was a new Mommy looking to shed the baby weight. She ate huge meals, trained 3 times per week and was rewarded with over 5 inches lost off her waist.



TRAINING

SECTION 4

When it comes to training, we believe 100% in the ideal that more isn't necessarily better. You will find our workouts are 100% strength based.

Your two biggest indicators of relative physique are strength and body fat levels. In order to achieve the look that you desire, you need to be strong and lean. And our training programs emphasize this need.

AF Training Fact #1: We train for about an hour, 3 times per week.

On our rest days, we rest. We eat well. We emphasize nutrition. We understand that our diets are the driver of our goals, and we always keep them first and foremost in our minds.

AF Training Fact #2: Cardio is unnecessary.

Activity is wonderful. If you enjoy playing basketball, soccer, yoga, or anything else, please don't feel compelled to stop. After all, we are trying to improve our fitness levels. What's the use of being strong and fit if we can't use our bodies and enjoy what we've worked so hard for?

But performing cardio for the sole purpose of speeding up fat loss is redundant and not required. Our diets will take care of our waistlines.

AF Training Fact #3: When training in a caloric deficit, we train with low volume, low frequency, and very high intensity.

Being in a caloric deficit is a stressor. Performing high reps, high volume, and high frequency cuts into our ability to recover properly.

Our training programs utilize 3-4 movements per session for 2-3 sets per movement in the 5-8 rep range. There are very few exceptions to this.

AF Training Fact #4: We pour ourselves into our sets. Every ounce of energy is used on maintaining proper form and completing each rep well.

Because we train with such low volume, we focus intently on the task at hand. We methodically move up the ladder on the weights. We are sure we are below parallel on our squats, and we keep our backs rigid on our deadlifts.

And when the going gets tough, we buckle down, grit our teeth, and get under the damn bar.

AF Training Fact #5: We never sub out an exercise because we find something "too difficult".

For the able bodied trainee, nothing can substitute for a deadlift, a squat, and a bench press. There are times when, due to injuries or pre-existing conditions, one must choose an alternative movement. But don't kid yourself.

Never choose leg presses over squats because you're intimidated. Never do push-ups instead of bench press because you have to wait for the bench to become available.

Don't shy away from the hard work.

We are maximizing our fitness ROIs here. We want to perform the moves which give you the biggest "bang for your buck".

And your exercise selections have been made to reflect this.

Barbell Trainees

Before we begin to discuss our actual training parameters, let's discuss some general principles we always need to keep in mind and will be utilizing.

Training principle #1: Progressive Overload

The principle of progressive overload is straightforward. If you apply sufficient stress/load to your body, your body be forced into creating the necessary adaptation to handle that stress/load. As you recover, your body will rebuild itself – and you will be stronger at your next session than you were at your previous session.

There are 3 applications to progressive overload you see being utilized most frequently:

1. Lifting more weight with the same number of repetitions.
2. Lifting the same weight with more repetitions.
3. Lifting the same weight and repetitions with shorter rest periods.

The second and third options have some finite limitations.

In the second scenario, if we are to lift the same weight with more repetitions, we can run into problems quickly. We want to keep our training sessions within a certain time frame. Repetitions over 12-15 aren't optimal for recovery purposes while trying to shed fat, either. These repetition ranges are more suited for mass building.

In the third scenario, we will eventually run into a time-constraint issue. There's only so much time we can shave off of our rest periods before they will be non-existent.

For a beginner, it clearly makes the most sense to utilize the first method – lifting more weight with the same number of repetitions. The other methods have their place and benefit, but most recreational trainees make the best progress using this method.



Megan was fresh out of college and was defeated with her lack of results running daily. She took up the barbell, signed up with us, and earned this - a beach ready body!

Training Principle #2: Training for optimal fat loss

The characteristics of fat-loss training plans are very simple:

1. Train using nearly all compound movements.

Compound movements use two joints as opposed to isolation movements, which only use one joint.

Compound – pull-ups, which utilize the elbow and shoulder.

Isolation – bicep curls, which only utilize the elbow.

Compound movements hit large muscle groups, and will easily provide a taxing workout to your whole body. Our recovery is compromised when in a caloric deficit. We must maximize our time spent in the gym.

2. 6-15 total sets completed.

The 15 sets are for beginners or for those who recover optimally and have a higher work capacity due to experience. The “sweet spot” appears to be around 8-10 total sets per session once the lifter has a bit of experience. Most of our clients have their sets in this range and do quite well.

There is no reason to “train” for fat loss, with circuits and multiple sets performed with little rest. Our fat loss is a function of our diet – not our training. It's not uncommon for new members to claim they aren't working out “hard enough” to lose fat.

They are always shocked by their results at the first checkpoint.

3. Keep repetition numbers below 12. (Below 8 for deadlifts.)

When you begin to creep past 12 repetitions with any lift, you start to get into training for size and/or endurance.

There's a bit of trail and error involved here. There is no reason to be married to a particular rep range.

Unless a certain rep range has been better for you than any other. Programs don't work due to their use of optimal repetition ranges. They work due to creating the necessary stress required to create strength adaptations.

Personally, I gain strength quickest using 4-6 reps for all upper body movements, 3-5 reps for deadlifts, and 8-10 reps for squats/leg movements. But that's just my own experience. Your experience may differ.

It's not recommended to go over 8 for deadlifts due to the demands on the central nervous system (CNS) and the possibility of injury from doing high-rep deadlifts.

4. Train with sufficient intensity.

When training for fat loss, you should be training with lowered frequency and volume. But your intensity should be very high.

When we lose weight, it can come from a few places – water, glycogen, shit, etc. – but actual, physical body changes take the form of losing muscle or fat. We want to lose fat – and nothing else. If you had two scenarios, a 40 pound weight loss with 50/50 muscle and fat, or a 20 pound weight loss of pure fat, you want to choose the latter. You will be healthier, stronger, and more aesthetic if you preserve your muscle.

Keeping our protein high and our caloric deficit manageable is our first step in muscular preservation. Our second step is pushing our bodies significantly when training. This is in order to remind our muscles why they are there, so they stick around.

Your workouts should be quick, but taxing. Hit the weights hard. Then leave the gym and go rest.

Training Principle #3: Less is more

Our training programs are written with sustainability in mind. The programs are written by busy people, and for busy people. Keeping to this fact, we are going to train around 45 minutes to 1 hour, 3 times per week. For advanced trainees, there might be a benefit to training with more duration or frequency. The argument can be made, however, that when training specifically for fat loss, 3 times per week for an hour will suffice for muscular retention, regardless of experience.

Using these principles, and having a correct application of intensity, one can build a body to be proud of. We all have very busy lives outside of our fitness regimes. We believe in doing the least amount required to make forward progress. This will provide long term sustainability and fitness enjoyment.

Training Principle #4: Cutting (Fat-Loss) vs. Bulking (Muscle-Gain)

While the purpose of this book is to give the reader insight as to our training philosophies and methodologies during fat loss protocols and stages, you might be interested in hearing how we train when we are bulking or attempting to add size/mass.

First things first – these training programs will put size on you if the linear progressions are followed closely and you eat in a caloric surplus. But they do have their limitations.

If you are going to attempt to add size using a minimalist approach, your intensity *must* be through the roof. When you go into the gym, if your goal is to add size and mass, you must be progressively overloading the bar at every session. You must be performing more repetitions and/or more weight with every session. If you aren't, your overall volume isn't increasing – and training volume is your driving factor (along with adequate calories and rest) when training for size.

If you have the ability to get “there” – to get to sky-high training intensities and add pounds and/or reps to the bar at every session, then so be it. These routines will work for you. But not everybody has that “extra level” and can push their bodies that far.

Working at lower weights with more repetitions and sets would likely be less taxing on you mentally as well as physically when bulking. You can also incorporate those isolation moves as well. Feel free to mix in the curls, the tricep extensions, the calf raises, etc. You should have more recovery capacity due to the increased caloric intake.

When a beginner comes to us, they are given one of two popular formats. Both of these formats are known as “total body” programs. Meaning, each session trains the entire body.

Beginner program option 1: “SS” or “Starting Strength” workouts.

The Starting Strength routines are meant to build strength rather rapidly for a novice trainee. We use a *slight* variation to the routine as originally written by Mark Rippetoe. We keep things as basic as humanly possible.

Our Phase One – or “SS” routines – look like this:

Monday:

- Deadlifts – (sumo, conventional, or rack pulls) 3 sets of 5
- Bench Press – (regular or incline), 3 sets of 5
- Squats – (back or front), 3 sets of 5

Wednesday:

- Bench Press, 3 sets of 5
- Squats, 3 sets of 5
- Deadlifts, 3 sets of 5

Friday:

- Squats, 3 sets of 5
- Deadlifts, 3 sets of 5
- Bench Press, 3 sets of 5

The parameters for progression are quite simple. Members perform the movements in the order in which they appear. This way, they will get a “fresh shot” at each move once per week. All users begin with the bar (45 pounds) for bench presses and squats, and 65 pounds on deadlifts. Each time all reps are achieved, the trainee will move up 5 pounds in weight. Weight should be straight across sets.

Meaning, your first session might look like this:

Monday:

- Deadlifts, 3 sets of 5 at 65 pounds
- Bench Press, 3 sets of 5 at 45 pounds
- Squats, 3 sets of 5 at 45 pounds

Assuming this lifter completed all repetitions, the next workout, the trainee would add 5 pounds to each lift.

Often times, especially at the beginning, we will hear the “complaint” that the session is too easy. And when you begin with just the bar, this might be the case. A trainee has no clue what they are capable of – and the weights being used are much lighter than what is physically possible.

However, it's crucial to long-term development to get good practice on the barbell movements, and focus intently on performing the moves the correct way. Even though it's possible to lift heavier and/or do more, there is more to keep in mind than just strength/ability. You need to gain the understanding of the proper bar path. You need to learn to trust your body. You need to make neural adaptations. Your tendons and joints need to strengthen. And this is done best when starting very light, dropping your ego, and slowly working your way upwards.

If a trainee just “has” to do a bit more, we sometimes will perform 5 sets of 5 instead of 3 sets of 5. But only at the very start when the weight is light.

Beginner program option 2: "Stronglifts 5 x 5" workouts.

A vast majority of our trainees use the Starting Strength routines to start. However, we do occasionally utilize this option – the "5 x 5" option. This is sometimes used if the lifter requests a bit more variation, or asks for this workout program by name, as it is very popular.

The 5 x 5 workouts look like this. Again, this is a *slight* variation of the original "Stronglifts 5 x 5" routine as written by Medhi:

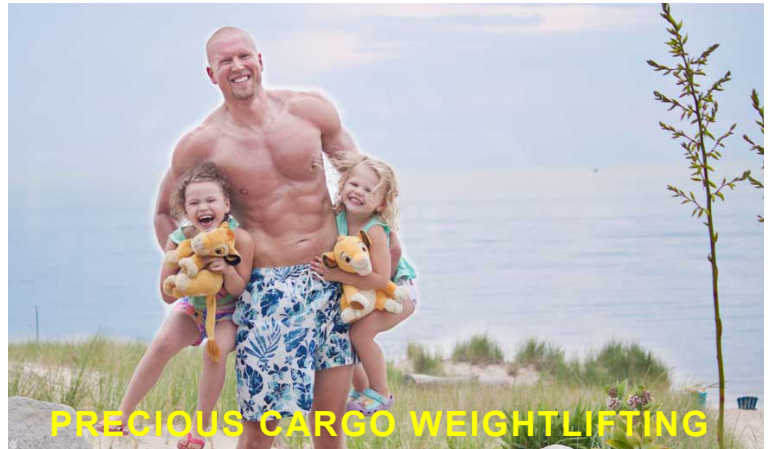
Workout A:

- Squat – 5 sets of 5
- Bench Press – 5 sets of 5
- Barbell Row – 5 sets of 5

Workout B:

- Squat – 5 sets of 5
- Overhead Press – 5 sets of 5
- Deadlift – 5 sets of 5

These workouts are meant to be alternated A/B/A one week, and then B/A/B the next. So, each workout will be performed 3 times in two weeks.



The same progression parameters apply to these routines as applied to the Starting Strength routines. The beginning trainee begins with just the bar on all but deadlifts, and starts with 65 pounds on deadlifts. Each time all reps are achieved, the trainee moves up 5 pounds.

You will notice on both beginners' routines, there is a good amount of deadlift volume. This is a change from these programs as originally written. For this reason, these workouts are only recommended for someone who has never trained using basic, linear progressions before. These workouts are also designed to be for "ramping up" strength, and preparing you for the intensity required to make continual progress.

For an intermediate trainee, one option would be to cut the deadlift volume to 1 set of 5 reps instead of 5 sets of 5 reps. But it may make even more sense to move directly to "Phase Two" – which utilizes reverse pyramid training.

We tell our beginners to use these programs to start, and to follow the progression parameters closely, even if it feels "too easy" at first. The 5 pound increases at each session will add up quickly. In just one, short month, the trainee will be putting 60 pounds (3 sessions x 4 weeks x 5 pounds) on the bar. There is no need to rush the process at all.

Eventually, your 5 pound weight increases will become difficult. You will not be able to linearly add 5 pounds to the bar at every session in perpetuity.

Your bench press progress will slow down first in nearly all cases. Your chest isn't as strong as your legs and/or back. When your bench press slows down, fight like hell for extra reps. Be sure you have a spotter. And each time you get all your repetitions, go up another 5 pounds. But you will need to accept the slower progress of the bench press as part of the process.

Your squat is most likely to slow down next. For some, it may be the deadlift, but for most it will be the squat. It just depends, really, on which movement is more natural to you. When you stop getting all of your reps in either squats or deadlifts, this is your cue to move on to "Phase Two" and begin to utilize RPT, or "reverse pyramid training".

Intermediate Program – “Reverse Pyramid Training” or “RPT”

Reverse pyramid training is a minimalist “split” as opposed to a full-body program. The trainee has a deadlift day (Monday), a bench press day (Wednesday), and a squat day (Friday).

The program is still a linear progression. Meaning, when the trainee hits a predetermined number of repetitions, they will move up in weight. And since the trainee only has one day per week to perform each move, the most weight you can increase per week in any movement is 5 pounds.

Because of this, we often tell our clients it’s best to “ride out Phase One” as long as they can handle it. Be safe, use proper form, and if the weight/volume become too much, move on to the Phase Two split. Phase One is faster strength progress.

Phase Two – Reverse Pyramid Training – is based on the philosophy that it makes sense to perform your heaviest set FIRST when you are freshest, as opposed to many training programs which have your “AMRAP” set (as many reps as possible) performed last.

Our Phase Two workouts:

Monday:

- Deadlifts
- Barbell overhead press
- Pull-ups (palms facing away)
- Barbell rows

Wednesday:

- Bench Press
- Incline Bench Press
- Chin-ups (palms facing you)
- Dips

***Acceptable substitutions/additions are barbell bicep curls for chin-ups and/or tricep extensions for dips.*

Friday:

- Squats
- Romanian Deadlifts
- Walking Lunges

***Acceptable substitutions/additions are hip thrusts for RDLs, abdominal work, or calf work.*

For rep ranges, as previously stated, some personal preference will need to prevail. We generally set users up around 5-8 reps for upper body moves/pushes, 3-5 reps for deadlifts, and 5-10 reps on squats. Just pick a number you would prefer and see how you respond. All moves except for RDLs and walking lunges (both on Fridays) are performed for two sets. The trainee will warm-up thoroughly, and perform one set at “max effort” – as many reps as they can manage while keeping form and safety in tact.

After completion of the first set, the trainee will make note of how many reps they achieved. For the second set, they will put 90% of the first set’s weight on the bar. Then, they will perform ONE MORE repetition in the second set than they did for the first set. They will stop there – and will not go any further. The trainee will always be able to get all of the repetitions in the second set. If they didn’t, they weren’t applying enough intensity and/or they weren’t “ready” for the set. If this description is slightly confusing, it’s spelled out very clearly in this article on reverse pyramid training, if you’d like to take a look.

For the Romanian deadlifts, performing repetitions to failure makes no sense and would risk a potential injury. 2 sets of 10 is used for these. For walking lunges, 3 sets of 20 steps with each leg is used. This would mean 40 total steps per set. Trainees use bodyweight for a good amount of time. After the trainee gets used to this, dumbbells can be added for additional load.

AF Lifting FAQ #1: What about 3-set RPT training, where the 3rd set is 80% + 2 more reps? Wouldn't that be better?

Define "better". As long as the basic principles of progressive overload are in tact, there is no "better" or "worse".

In our practice, 2-set RPT provides better results. But this isn't due to 2 sets being a "magical" number of exercise sets. This is more due to the "do-or-die" mentality and attitude which often accompanies knowing you only have two sets with which to force adaptation.

With a sense of urgency, intensity is often sky-high, which always relates to better strength gains over time.

If you would prefer 3-set RPT style, simply be sure your overall number of sets doesn't get too high, and you will likely be just fine assuming you show proper intensity.

AF Lifting FAQ #2: What should I do if I am not gaining strength?

If you find yourself stagnant, the first thing you need to do is assess the situation. Are you maintaining your strength and losing weight? Are you showing enough intensity? Are you focused in the weightroom?

For an article on stalls and assessments, please look [here](#).

That being said, a very simple application is to "microload" in order to force progression.

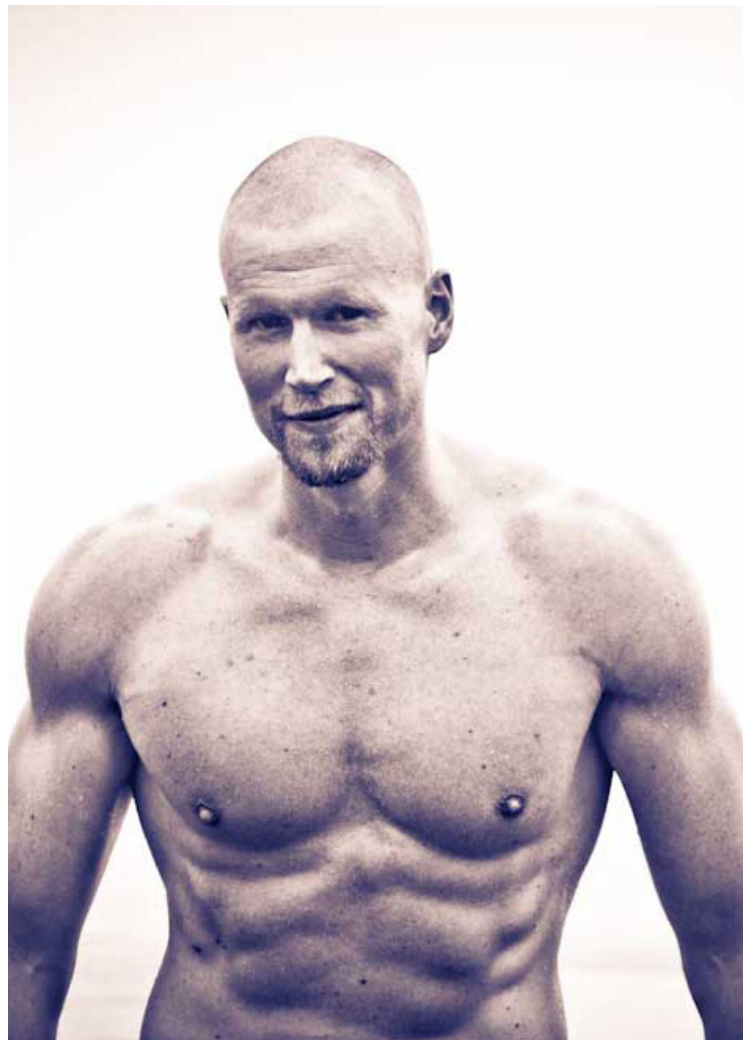
5 pounds can be a difficult jump to make when working very close to your optimal levels. You may also find yourself stuck at a certain weight/rep number, unable to achieve the desired outcome.

For example:

You are trying to get 5 reps on bench press. When you get 5 reps, you will be going up 5 pounds. And for 3 consecutive sessions, you get 4 reps of 150 pounds. You're frustrated. You're just killing yourself to get that 5th rep, but you just can't do it.

It's often MUCH more difficult to add an extra rep to these situations than it is to just add an extra pound or two. Get a set of microplates (1.25 pound plates – or smaller). And if you find yourself in these situations, add a pound or two to the bar, and go for 4 reps. You should be able to. An extra pound or two isn't as big of a jump as another repetition. The next week, do the same. Add another pound or two and go for 4-5 reps again.

Utilize this enough times, and you'll find yourself gaining strength once again, even though you're "stalled". This strategy can be particularly useful for "pushes" – bench presses and overhead presses.



AF Lifting FAQ #3: Shouldn't I "mix it up"?

No. You shouldn't.

We are looking to maximize our ROI – and utilizing compound, barbell movements consistently over time will give us everything we desire. This holds true from a strength standpoint and from an aesthetics standpoint. The most impressive physiques on the planet have been built on a steady diet of these moves.

But the catch is being able to "weather the storm". And remain consistent in your application of these philosophies and techniques. Until a trainee gets to the latter stages of the intermediate level, nothing fancy is necessary. And unless the trainee has a desire to be highly advanced (which is not necessary for a very nice "look" and physique), these workouts executed as written will be more than adequate.

Remember this – when using a basic, linear progression, and attempting to put more weight on the bar at regular intervals, the weight might appear like it's increasing very slowly.

But let's say you add 5 pounds to the bar every 3 MONTHS – which seems like a snail's pace – on bench press. This means that you are going to add those 5 pounds to the bar (on your 6 rep-max, let's say), four times per year.

That's a 20 pound increase every year. (5 pounds x 4 times per year)

In 3 years, with consistent application, you will have put 60 pounds (20 pounds x 3 years) on your 6-rep max. Do you think your body might look different with that sort of strength accumulation?

An example of what a Phase 2 Deadlifting routine may look like this:

5 minute brisk walk warm-up.

Dynamic Warm-Up:

- WU Set 1: 95 x 5
- WU Set 2: 125 x 3
- WU Set 3: 155 x 1 (This is the "dress rehearsal". 1 rep, weight is ~75% of working set.)
- Rest 3-4 minutes

Working Set 1:

- 200 x 4 reps (You aimed for 3, but had one more "in the tank")
- Rest 4-5 minutes

Working Set 2:

- 180 x 5 reps (200 x 0.9 = 180 - you completed 1 more rep than Set 1 and stopped.)

Next week, in deadlifts, your Working Set 1 will be 205 pounds, since you "got" your desired rep number (3).

After four, full weeks in Phase Two, if you wish, there are a few alterations you can put into your workouts. We call these alterations "Phase Three".

Since there are so many different options, it's best for you to customize your workout to meet your own, personal preferences. There aren't specific "Phase Three" workouts. You will simply customize your "Phase Two" workouts as you wish.

Phase Three

Your Phase 2 training program utilizes “RPT”, or “Reverse Pyramid Training” programming. A quick word about this. The EXACT Phase Two program needs nothing more. It needs no alteration. The only variables which need to be tinkered with? Your intensity and your macros (and overall calories). The extremely low volume of Phase 2 is PERFECT for cutting weight and fat. You should be able to progress far, strength wise, utilizing this formatting and progression. Much, much further than you even realize. With that being said, your first option? Don't fix it if it's not broken. If you're applying the correct dose of intensity, you should be gaining at least a rep each week, and if you hit your “max effort” set, you should be increasing 5 pounds. If this is happening - you're gaining strength. Rather quickly. You should change nothing. But the urge to “mix it up” is great. So, let's discuss mixing it up a bit.

1. Keep your Big 3 RPT-format. No matter what. These are your deads, bench, and squat. Continue with them as you are currently progressing. It will allow for maximum progression.
2. Here are a few options for how to change the other workouts:
 - 2.1. Monday -
 - 2.1.1. Substitutions:
 - 2.1.1.1. Barbell OHP - Sub with dumbbell OHP
 - 2.1.1.2. Pull-ups - Sub with wide-grip pull-ups
 - 2.1.1.3. Barbell row - Sub with t-bar, cable row, or dumbbell row
 - 2.1.2. Sets: Since these movements are ALL compound, we want to continue to utilize the RPT 2-set format while cutting. Once we progress to the point where our desired leanness level is attained, we can start to tinker with more volume.
 - 2.1.3. Reps:
 - 2.1.3.1. Deadlifts - Your max set should be between 3-5. Deadlifts are best done at low rep levels. But you may choose whichever number you wish.
 - 2.1.3.2. OHP/pull-ups/rows - Your max set should be between 5-10. If you prefer higher/lower reps, then go for it. But they are still 2-set, RPT format. (First set, all out, and 2nd set at 90% + 1 rep)
 - 2.2. Wednesday -
 - 2.2.1. Substitutions:
 - 2.2.1.1. Incline bench press - Sub with DB incline, decline, or DB decline.
 - 2.2.1.2. Chin-ups - Can sub with close-grip chins OR with barbell/DB curls
 - 2.2.1.3. Dips - Can sub with cable tricep extensions.
 - 2.2.2. Sets - For bench press, incline/decline, chins, and dips, continue with the RPT format due to the compound movements.
 - 2.2.3. Reps - for compound movements, your max set should be 5-10, as with 2.1.3.2. IF you decide to go with curls/triceps, this will change.
 - 2.2.3.1. Curls/triceps - you will have two options.
 - 2.2.3.1.1. Option 1 - RPT format as with other exercises.
 - 2.2.3.1.2. Option 2 - 5 sets of 15 with 90 seconds of rest between. Here's how this progression works. Pick a weight. Start VERY light. Do a set of 15. Wait a STRICT 90 seconds, do another set of 15. Your goal is to do 5 sets of 15 like this. Once you hit “failure”, keep a detailed note of that and STOP the movement.
Example: You did your first two sets and then got 10 on your third set. Make a note of this. And stop doing curls. Next session? Your goal is to get further. Once you get all 5 sets of 15, you up the weight. This formatting works for curls and triceps ONLY. Not the other, compound movements. It would be too taxing while in a cut.
 - 2.3. Friday -
 - 2.3.1. Substitutions:
 - 2.3.1.1. RDLs - Good mornings, barbell hip thrusts, or barbell glute bridges. Keep the lunges and abs as is.
 - 2.3.1.2. Sets - For squats and RDLs/substitution, keep the RPT format. For abs, the 5 x 15 format as described in 2.2.3.1.2 may be utilized if you wish. Same progression rules apply.
 - 2.3.1.3. Addition - calf work can be added to Fridays if desired. This is utilized best using the high volume work from 2.2.3.1.2, but with 5 x 20 instead of 5 x 15.

Key ideas:

- RPT format works best for all compound movements.
- The rep range for RPT movements is 5-10 for your "max effort" set. Adjust as preferred.
- Isolation moves (one joint) can be performed at a higher volume since they are less taxing.
- Don't change a THING that's working. If it works for you and you're happy with results, please continue.
- ONLY sub out an exercise if progression is stagnant. If you're getting stronger, stick with what's working.

AF Lifting FAQ #4: "Can I do more? This is much less than I normally train!"

You may notice that Phase 1 doesn't "seem" like a lot. It "seems" rather easy. And many say, especially starting, that it didn't "feel" like a good workout.

"Feel", "Burn", and "Pump" are overrated. "Soreness" is overrated. **These things mean nothing.**

We are trying to lose fat. When we are trying to lose fat, we need to do one thing in the gym: preserve/maintain muscle.

Any gains will be a "bonus". Generally speaking, it's difficult to gain LBM when you don't have a caloric surplus for the week. Which we won't. We will all be in a deficit.

When you are dieting, your STRENGTH is not affected, unless your deficit is too large. Ours won't be. Our deficits were all set rather conservatively.

But when you're dieting, your RECOVERY is affected BIG TIME. And lots of sets, lots of days, lots of volume, inadequate rest..... they will all hinder progress/strength gains/fat loss. Hinder. All of them.

Some of the best physiques in the world were created from 8-10 compound movements 3 times per week.

In Phase 2, we you will do even LESS sets. Seriously. Even less.

And you will be STRONGER than ever before. It's a promise.

When dieting, 3 times per week is it.

Cardio messes up progress, not hastens it.

Each workout, when dieting, should be nearly all compound movements.

No more than 15 sets (3 x 5), and even less the more advanced you get.

This is ALL that's needed for optimal progress.



Kymmi was prescribed "cardio" by her doctor for weight loss. She decided to team up with us instead. When she returned, the doctor was elated with her progress. She kept the secret to her success to herself.

AF Lifting FAQ #5: "Can I move directly into Phase Two from the start?"

Phase 1 can seem boring. It's 3 sets of 5 reps, and only 3 exercises.

However, since we have more frequency, we have more room for growth, strength wise.

Since we are benching, deadlifting, and squatting daily, and if we get 5 reps in Set One, we increase the weight, we have the ability to gain 15 pounds on each of the 3 lifts - in a WEEK!

That is some SERIOUSLY fast progress if we can manage it.

Even if we don't go up 5 pounds every time, but we can manage to go up, let's say.....in the course of a week.....5 extra pounds in bench, 10 extra pounds in squat, and 15 extra pounds in deads (rather likely, even for someone who's not a beginner), that's substantially better progress than is even possible in Phase 2.

In Phase 2, you will have a deadlift "day" (yoke smasher.....), a bench press "day" (peck builder...), and a squat "day" (glute maximizer). Phase 2 is considered a "split" and Phase 1 is considered "total body".

So, the MOST you can ever go up in Phase 2 is five pounds per week. That's it.

To be blunt: You will never be told "No". That's just not how we roll around here. If it's a make it or break it deal for you, then go for it.

But it would be more optimal to at least start with Phase 1 (the "SS" workouts), and see how quickly you're making progress for the first 2-3 weeks. And we move into Phase 2 if progress is very slow to start.

AF Lifting FAQ #6: "Why aren't we doing 'abs' in Phase One?"

In Phase 1, you will only be utilizing three lifts: squats, deadlifts, and bench press. You may notice there isn't "direct" abdominal work. You might wonder why. Let's talk about this for a bit.



Martin was a seasoned lifter when he came to us. He started in Phase One. And he lost over 20 pounds and 4 inches off his waist. If it was good enough for him, it's likely good enough for you too.

There are 3 main muscular contractions:

1. Concentric - the muscle shortens. This is how we view most lifting work.
 - 1.1. Ex: Your pecs when benching, your biceps when curling, etc.
2. Eccentric - the muscle lengthens. This is known as the “negative”
 - 2.1. Ex: Your hamstrings during “good mornings” or “RDLs”
3. Isometric - the muscle is “held”. This is known as a “stabilizer”.
 - 3.1. Ex: Your abdomen during a “plank”.

Squats, deadlifts, and bench press have some of the most intense isometric contractions known to the world of barbell lifting. One must brace their core, hard, to provide the stabilizing forces necessary to lift and support the heavy weight.

There isn't a human on this planet who can squat double bodyweight or deadlift triple bodyweight without rock hard abs. Not one. Get your squats, deads, and bench up there and you'll have abs. Guaranteed.

Now, will you be able to see them? That depends entirely on your body fat percentage. Not your abdominal strength. You can't see any muscle when there's a layer of belly fat covering them up.

Your best abdominal workout for visible abs? 10 sets of “hit your macros every day for a year”.

If you do that, the chances of seeing your abs are extremely high.

Training heavy with barbells can be some scary stuff. There's no doubt about it.

But at the same time, if you're capable, there is nothing more rewarding than watching yourself get stronger and stronger, day by day, and week by week.

Even just a simple one pound increase, each session, will add up to over 50 additional pounds on the barbell over the course of the year. And when you combine that with a solid nutritional plan? The sky is the limit on what you can accomplish physically.



CHECKPOINTS

SECTION 5

After we have our macros down and our training down, the next step in our program quickly comes into play.

It's time to measure our progress.

Our checkpoints are taken every two weeks. You will take initial data at the start of your program, and every two weeks afterwards.

Your checkpoints are best taken on the morning after your two, consecutive rest days. For most, this will be on Monday morning upon waking up, before you consume anything.

You will be taking the following data:

- Weight
- Waist measurement, taken at the belly button
- Chest measurement, taken flexed at the nipple for males, and under the armpits for females
- Bicep measurement, each arm, taken flexed at the largest point
- Quad (thigh) measurement, each leg, taken flexed at the largest point
- Hip measurement, taken at the lowest comfortable point on the hip

AF Checkpoint FAQ #1: "It's difficult to take my measurements alone. How should I do this?"

A cloth tape measure will work, but they often need a partner to utilize. Your best bet is likely to secure a "Myotape" or an "Orbitape". They are specifically designed for one person to use to take body measurements and can be found for around \$5 online.

After you have taken your baseline measurements, and you have your first checkpoint, please take your data. Be as consistent as you can be. This will feel foreign to you at first, especially if you have never done it.

After you have your data, we need to objectively (and without emotion) analyze it. And here's how we do just that:

In order of "check".....

1. **Check weight.** Are we losing on the scale? How much? Will this be sustainable? Does it need to be "turned up a notch"? If the scale loss is solid, we're good. If not, we will move to #2.....
2. **Check waist measurement.** How much did we lose? Did our waist measurement go down? We need to look at this in inches. Each inch equates to ~4 pounds of fat loss for females and ~5 pounds of fat loss for males. If the waist is going down, we're good. If not, we will move to #3.....
3. **Check other measurements.** Fat loss almost always presents itself in the waist measurement. However, there are a few times it shows up in other places first. Sometimes the chest for males. Sometimes the hips/thighs or arms for females. So, we take a close look at these measurements. Are they dropping accordingly? Do we need to tighten the screws? If these numbers are progressing nicely, we're good. If not, we will move to #4.....
4. **Check our consistency.** If we have ruled out the first 3, and there's still an issue, we need to look at our consistency with macro hitting. Are we confident we're on track? Are we nailing those bad boys? If you've been logging macros, we'll take a look. If not, we need total and complete honesty. Do some reflection. Can we "tighten up"? If we can "tighten up", that's the game-plan for the next 2 weeks. We can't "adjust" a moving target. If we're already 100% on-point.....
5. **We adjust our macros.** This will likely be done after the fourth week. It's not impossible to need to adjust downwards after two weeks, but it is highly unlikely. If you've gone through the criteria and you need an adjustment, please see the alteration section which follows the checkpoint section.

Taking rational, objective data and eliminating rash decisions means EVERYTHING when making adjustments. No emotion. No "ifs, ands, or buts".

AF Checkpoint FAQ #2: "My numbers are weird. What do you make of this?"

9 times out of 10, fat loss shows up in the parameters above. But sometimes? Goofy things can happen.

Like your scale weight goes down, but nothing else changes.

Or your scale weight doesn't budge, but you lose inches everywhere.

Or nothing budges, but you lost an inch off your hips.

Stuff like that.

In a perfect world, we would know exactly how fat loss will manifest itself. But in practice, our bodies can do some very strange stuff.

We can't pick and choose where fat loss will show on the body. We are all different. And when we begin to lift? Our body adapts in strange ways.

We've seen female members lose 4 inches off their waist and their weight remain unchanged. We've seen male members lose 2 inches off their chest and their waist remain unchanged. We've seen it all.

In general, males thin out in their bellies first, and then the fat loss moves to their extremities. The lower back and abdomen are usually the very last places to retain fat.

Females, on the other hand, tend to lose weight in their chest and arms first. Their thighs are usually the very last places to retain fat. Sorry, ladies.

The best thing to do is to simply roll through the criteria. And if you have nailed your macros and you aren't showing progress, it's time to make an adjustment.



Jenny was frustrated by her training regimen. She would log dozens of miles per week with little to no fat loss to show for it. After one month with us, her abs came roaring back - she hadn't seen them since before her first child was born. (She has 3.)



MACRO ADJUSTMENTS

SECTION 6

LIVIN' THE DREAM

BY: JASON HELMES, ANYMAN FITNESS

When you have a stall and need a slight downwards adjustment, the process is extremely simple.

We will be taking macros from carbohydrates and fat.

We don't want to mess with protein, as protein is extremely important for muscular preservation as well as satiety.

If you would like to tackle the math involved, the recommendation is to take 5-8% off of your daily, overall calories.

The macro setting tables above have your macro numbers. Keeping in mind the caloric content of each macro (4 calories/gram for carbs and 9 calories/gram for fat), you can simply make the adjustment.

Find the overall, daily calories and subtract between 5-8% and adjust your macros accordingly. It's highly recommended for those with lower maintenances to take around 5% and those with higher maintenances to take around 8%. If your maintenance is already low, taking too many additional calories may make your diet unsustainable.

If the math intimidates you, and you would like an easy fix, here's one that will work quite well:

- Take 25 carb grams away from your training days and 10 fat grams away from your rest days.

This adjustment will almost always fall into the 5-8% of your daily, overall calories.

The best way to implement these lowered macros is to take macros away from your largest meal of the day. This should make the adjustment as easy and painless as possible. It will likely be the difference between a pat of butter or a single piece of fruit. You'll barely notice it.

Just keep in mind, before you make the adjustment, that it's detrimental to adjust a moving target. If you're not being consistent in hitting your macros, adjusting them is a moot point.

Be sure you're on track with your consistency before you decide to make a change.

These slight adjustments should be all that's needed in order to keep the scale and the measurements moving in the right direction.

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DIEET BREAKS

SECTION 7

If you are a habitual dieter and watch your intake religiously all year long, you may already utilize “breaks” of some sort. Breaks from dieting take the form of “cheat meals”, “cheat days”, or “diet breaks”. No matter what your break looks like, taking time off of diligently planning your meals and watching your food consumption is an excellent strategy for long term results.

In practice, diet breaks are very advantageous. During prolonged bouts of dieting, hormonal profiles can take a hit due to the lowered carbohydrate intake as well as the chronic stress that being in a caloric deficit puts on the body.

The Hormones Of Hunger

Leptin is known as the “starvation hormone”. It sends a signal to the body that it has excess body fat to burn – and as long as a certain amount of leptin is present in the body, the body will tap into its fat when faced with an energy deficit. But once leptin falls below a certain level, the body begins to resist the fat burning – as the lowered leptin amounts send a signal to the body that it will need to survive on less food.

Cortisol is known as the “stress hormone”. Our bodies are primed for stress. However, we are primed for acute stress, not chronic stress. If someone pinches your girl's backside at a bar, our hearts start thumping, our eyes dilate, our head starts to spin a bit, and a surge of adrenaline begins to take over. This is what's known as “fight or flight”. We have two options – pummel the bastard or leave the room. Our bodies are well designed and adapted for this type of stress.

However, chronic stress has become a staple of our society. The constant, nagging, looming stress of work deadlines, traffic, inadequate sleep, and sub-par nutrition have added up to a slight, never-ending stress that we aren't physiologically adapted to handle. These stresses can cause cortisol levels to rise, which in turn causes our bodies to become less efficient at its fat burning processes.

Prolonged dieting can cause both leptin levels to fall and cortisol levels to rise simultaneously. This combination can prove troublesome for even the most skilled dieters. The double whammy of falling leptin and rising cortisol can easily cause an incredibly frustrating dietary landmark – the “stall”.

Dieting is a cumulative venture. Everything must be seen as “big picture”. Our success when dieting isn't determined by one, instantaneous decision. Our success is determined by the grand scope of what we do.

Your caloric deficit for one day matters much less than your deficit for one week – or better yet, your deficit for one month. It's best to view your dietary work as a “checkbook”. With your finances, you might be +\$300 for the month, which would put you at roughly +\$3 per day, on average. But that doesn't mean you “made \$3 each day”. Some days, you likely spent \$200, other days, you likely made \$2,000.

Those instantaneous moments don't determine the overall trend of your wealth – your monthly statement from your bank determines if you will spend your golden years on a yacht, or working for \$8 per hour as a Walmart greeter.

Stalling Out?

Since dieting needs to be viewed as a cumulative venture, the cumulative effect of maintaining a caloric deficit for an extended period of time can eventually cause issues. When this happens, and we “stall” on our fat loss, we have a few choices to make.

The most obvious choice would be to cut calories. This can be done rather easily with some simple math and application. A slight downwards shift is all that's needed to right the ship and continue on your way. This wouldn't be detrimental unless taken to an extreme. The hormonal changes caused by dieting simply creates an environment where your metabolic rate becomes lowered – and your intake will need to be lowered as a function of this.

Looking big picture, one might find a different route to be beneficial. Taking a short “break” from the rigors of dieting can be advantageous to “reset” those hormones, raise your leptin to previous levels, take the edge off of the elevated cortisol levels, and clear your head for the next stage of dieting.

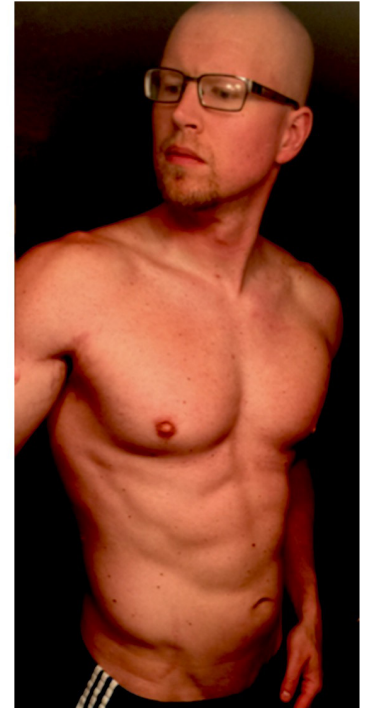
LIVIN' THE DREAM

BY: JASON HELMES, ANYMAN FITNESS

What ARE Diet Breaks?

A few items we express to clients when these situations present themselves:

- Diet breaks are not physiologically necessary until a stall happens. You don't "need" to take a break every few weeks – it's only physiologically needed when the fat loss levels off.
- Diet breaks are not "binges". If you take time off of your diet to fulfill every hedonistic desire you have (food wise), you will gain fat.
- Diet breaks are unnecessary unless you are maintaining a caloric deficit. If you are "kinda, sorta, wishy-washy" with your calories, and your fat loss is stalling, it's much more likely to be stalling as a function of being an ineffective dieter. Get on point first, don't use a "diet break" as a crutch or an excuse. Tighten up first, and you're likely to see a nice drop as a result and realize that a diet break isn't needed.
- Diet breaks should only be used when your scale loss AND your measurements have stalled. You need to be taking body measurements. Your scale weight can be an important metric, but the leaner you get, the more water weight will have an effect on your scale weight. If your body measurements are improving, you are not stalling.



This one is me - Jason. I ate myself a tad silly in a "fulk" - a "fat bulk" around the holidays. I simply followed along using our own methods. And by springtime, I had a 6-pack. Piece of cake.

Diet breaks can be used strategically before they are necessary. In our practice, most don't need a diet break until around 14-16 weeks into their diet. Some can even make it 20-24 weeks before the fat loss begins to level off. However, if the dieter waits that long, once the stall is noticed, they may feel "rushed" to cut calories and "get to the end". This is a poor way to view dieting. We always need to be invested in the process, not the end result. And the effects of long-term dieting can wreak havoc on your mental state. After the initial 12 weeks with us, we often advise a 2-week diet break. If there's a good chance the dieter will need one in an additional 4 weeks anyways, we might as well get it out of the way. This allows not only for a physiological reset, but also for some psychological freedom from the constant counting and obsessing as well. Once the diet is resumed, the fat loss almost always takes off as a result.

When it's time for a "diet break", we have a few parameters we utilize. We much prefer a full, two-week break as opposed to a "cheat meal", a "cheat day", or a "cheat weekend". We all have lives, and if we have a vacation, a weekend away, or a social event with friends/family, we suggest enjoying the time with loved ones and eating responsibly rather than deeming it a "cheating event". Long term, we want to live fruitful, healthy, and lean lives without being tied to a kitchen scale and a measuring cup. These moments are excellent opportunities to practice mindful eating.

We always emphasize that we are taking a "diet break", we are not having a "cheat" – anything. Just the pejorative connotation behind the word "cheat" is enough to psychologically trigger a binge. When we need a break, that isn't an opportunity to allow our emotions and anxieties to get the best of us. We are still in control and "on plan" – we are simply utilizing a diet break as a part of our plans. It's important to understand and see this clear distinction in the mental framework for our break.

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How To Properly Diet Break

The actionable parameters for our diet breaks are straight forward.

1. **Keep your meal frequency constant.**

If you would like to mix in an extra meal here and there, no worries. But in general, it makes sense to continue to eat with the same frequency. This keeps the hormonal advantages to eating with a consistent frequency in tact and will make life much easier to resume once our break is complete.

2. **Keep your meal choices similar.**

The foods which you consumed during your first period of dieting should be very close to the foods you consume during your dietary break. Introducing lots of new food items have a tendency to trigger psychological changes, and possible binges. If you'd like to have a treat here or there, no worries – but your diet shouldn't go from steak and potatoes to ice cream and cereal. Still stay hydrated, still eat your veggies, still emphasize your protein – just have some more of the foods you've been eating.

3. **Do not count macros or calories.**

This is as much of a mental break as it is a physical break. You can still eat the same foods, but keep your scale in your pantry. No “mental math”, either. Just eat and enjoy.

4. **Eat to your hunger – eat until you are full and satisfied, but do not binge.**

This is easily the most difficult part. After all, eating past the point of satisfaction is what has caused us to need to diet in the first place. In order for a diet break to work effectively, once you are full and satisfied, you will need to stop eating. Remain calm and mindful of the food you're putting into your mouth. And before you eat something, ask yourself, “Am I really hungry, or do I want to eat for another reason?” A very simple application of how to properly take a diet break is to continue to eat the same meals you always have, but just have a few “extras”.

For example, in my house, we love Mexican night. We eat Mexican every Monday.

In general, my meal consists of beef, onions, salsa, white rice, and seasoning. I skip a few items that I admittedly love – sour cream, cheese, guacamole, burrito shells – because they don't fit very nicely into my macro numbers. I need to strategically eat in order to maximize fullness. And the rice maximizes fullness much more effectively than the burrito shell. The sour cream, cheese, and guacamole are simply too high in fat in order to maintain my deficit. Especially since I'm carnivorous and eat 1 full pound of ground beef with my Mexican. With a full pound of beef consumed, I've already got a rather large amount of fat residing in my belly.

When I'm on a diet break, however, I will eat those extras. I'll put a light layer of shredded cheese, a dab of guacamole and sour cream, and I will eat my meal with some burrito shells.

I won't drastically change my diet. I don't head for the Ben and Jerry's after my meal. We don't call up Domino's instead of partaking in “Mexican Monday”. But at the same time, I don't count any macros, I eat a meal I enjoy with a few “frills” I normally don't eat, and I can relax a bit and take a break from the rigors of constant counting and obsessing.

If you find yourself dieting for a prolonged period of time and find your fat loss to be grinding to a halt, you may want to consider taking a diet break yourself. Even if you haven't slowed yet, if you are finding yourself struggling a bit psychologically with your diet, a small break may be just what you need to continue to lose fat, lean out, and improve your body composition.





FINAL THOUGHT

SECTION 8

LIVIN' THE DREAM

BY: JASON HELMES, ANYMAN FITNESS

Let me conclude this introduction with a small anecdote from someone very near and dear to me.....*my wife.*

My wife's been on our program for awhile now. Many months. When she started, I asked her her goals, and she said something like, "I just want to be healthier. Maybe lose weight, but really slow. I want it to be totally sustainable, and I don't want to be hungry. So, I don't really care about the pace."

Which was a bit surprising. This is the opposite way of thinking of damn near every human on earth. We want results NOW. Not in 6 months. Now!!! So, I set her up with a good, workable plan with heavy lifting, plenty of rest, and good, wholesome food.

She lost weight very slowly. Just as planned. She got very strong. She's around 115 pounds and can deadlift over 225. She can do over 12 pull-ups and 15 dips. Pretty damn impressive, regardless of gender. So, anyways, one night, we head out to dinner. And we're talking. And our conversation goes something like this:

HUSBAND: "I'm getting a DEXA scan to check muscle gain and body fat percentage."

My Wife: "Cool."

HUSBAND: "You want to get one with me? It's really interesting."

My Wife: "Not really."

HUSBAND: "Why not? That's surprising. They retail for hundreds and I get them for \$40. Why don't you want to get one?"

My Wife: "It's not going to change what I do. So what's the point?"

I don't think she really understood how impressive that answer was. I was floored. I wasn't ready for it.

HUSBAND response: "That's some seriously zen shit right there."

I mean, think about it. **SERIOUSLY.** Think about it. She didn't understand why I was so shocked. It has a lot to do with years of experience dealing with people and understanding how they operate. How they go about their business. Our "results driven society".

The ONLY thing 99% of us think about is the FINAL PRODUCT. The output. The end result. The "look". The "body fat percentage." It's what drives us. External motivation.

And here's *my wife.* Never weighing herself. Never taking measurements. I ask her why, and she says, "I trust you. Our program works. What's the point of measuring? It's working."

Not only that, but here I am, OFFERING to give her the ultimate in external motivation. The DEXA scan. A complete analysis of body fat percentage and muscle mass. Nearly all of us would jump at the chance. I get them regularly...And she tells me, "I don't care about the output because it won't change my input." I think I could learn a thing or two from her.

We cannot focus on the output. We cannot put any of our time, our energy, our thought, or our efforts on the output. Whatever happens, happens. We cannot devote one single bit of emotion towards being upset, put-out, defeated, or anything else.

We need to separate ourselves from our emotions. When we mess up? Does it mean we're a bad person? Of course not.

Do your eating and training choices define you? Nope. Not one bit.

Do your loved ones love you because of how much you bench press, your waistline, or your body fat percentage? I don't think so.

If we truly want to win, we have to forget the results. We need to focus 100% of our time on getting today right. Getting the input right. Getting our diet right and our training right.

When we finally begin to forget about the results and take refuge in the work - the results will come - often in spades. Best of luck to you.

Yours in true health,
Jason, Anyman Fitness

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