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**KETOGENIC
BODYBUILDING**

Rules of Engagement

Rob Goodwin

<http://www.RobGoodwin.com>





KETOGENIC BODYBUILDING RULES OF ENGAGEMENT

By founder and coach Rob Goodwin

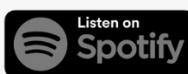
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Although millions of people have been able to transition to a very low carbohydrate diet without documented harm, there are some for whom a low-carb/ketogenic diet must be approached with some caution. If you are taking medication to control your blood sugar or blood pressure, you may need to quickly reduce the dosage and may need to discontinue these meds altogether if you significantly restrict your carbohydrate intake. This is best done under the supervision of a doctor.

For anyone who has serious kidney disease, any increase in dietary protein can be a problem. If you have kidney disease you should consult your doctor before making any changes to your diet.

If you have gallbladder attacks or gallstones you should exercise extreme caution where increasing dietary fat is concerned, and you may first need to resolve this issue with your trusted, licensed health care provider before embarking on any major dietary change.

Anyone who has any other serious illness such as unstable cardiovascular disease, cancer or liver disease needs to exercise caution if making dietary changes. You should consult your physician for guidance.

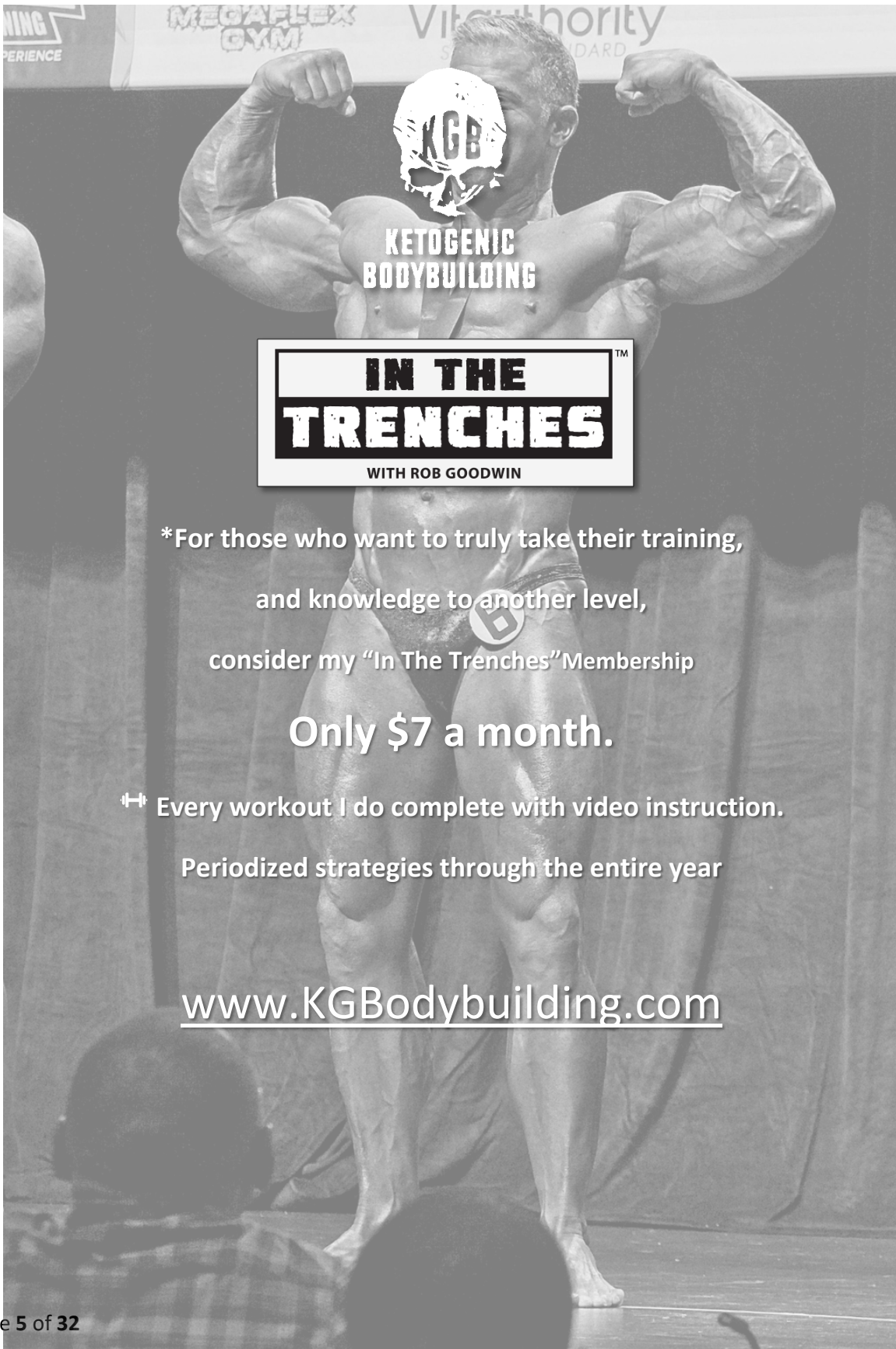
Finally, if you are pregnant or lactating you should not overly restrict protein (or fat) intake. Also, young children and teens have much more demanding nutrient needs and should not have their protein or fat intake overly restricted. There is still no dietary carbohydrate (sugar or starch) requirement but know that radical changes to your existing diet if you are pregnant—other than eliminating junk foods—may not be advisable and should be approached only under the guidance of a qualified and knowledgeable health care professional.



Ketogenic bodybuilding is a hybrid keto/bodybuilding approach that I have developed over the years to maximize lean mass gains while subsequently having the ability (and knowledge) to incorporate certain strategies to “cut” down to a stage worthy body. (Or at least the most extreme physique at the pool or on your beach trip).

This is not “butter chugging” Keto. Rather, this is a Primal-ketogenic protocol for the extreme physique culture. This is for the hard training athlete (whatever that means to you) who’s goal is muscular hypertrophy and improved body composition through intense training and nutritional strategies.

There is a formula and criteria for success and I’ll give you the bullet-points here... and the popular [Ketogenic Bodybuilding Facebook Group](#) is a support resource for this daily lifestyle.



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Realize, there are no absolutes. Everyone is different. The only real absolute here, for me anyway, is that there is no human requirement for carbohydrate by the body to sustain life. We do, however, use carbs as a very specific tool, at very specific times, for specific goals, per the individuals unique needs to get the most out of our training.

I have been told (argued with) on many occasions that my protocol “isn’t real keto”, “Is too high in protein”, “Shouldn’t involve TKD, or CKD”, should “never allow a refeed”, etc. etc. If you believe these things, or argue against them, then you’re probably not the hard training athlete or bodybuilder this style of keto is designed for. Move along.


"Orthodoxy is the death of intelligence. . ."


- Bertrand Russell


Here’s my logic to combat these cynics who are deeply rooted in their Keto-orthodoxy and dogma:

-  Let’s say I stay true to my protocol and keep my carbs low (after a proper adaptation period.)
-  My workouts are improving, and in order to improve my lean mass I significantly up my protein and meal frequency while continuing to fuel my body on healthy animal fats and healthy oils.
-  Kenny, the Keto-Cultist, tells me that too much protein will bump me out of ketosis and that I should only eat when I’m hungry. After all, Kenny only eats twice a day and does lots of intermittent

fasting... because that's what "keto" is according to Kenny. *(Spoiler alert, protein does not turn to Gummy Bears, and gluconeogenesis is a demand drive process that is NOT to be feared... eat your protein!)*

 So, here's the question. Do I lower my protein and eat two meals a day? Or do I stay the course and up my protein and meal frequency to promote lean gains while operating in a fat adapted state?

 **My logical answer.** Let's say my Hybrid Keto-Bodybuilding protocol has me in mild to moderate ketosis 65-75% of the time yet adds significant lean mass. I stay lean or even drop some bodyfat and fuel my training in a way that allows to me train at a level required for hypertrophy to occur. I will even incorporate a well-timed carbohydrate refeed (CKD) to manipulate hormones like insulin, leptin, and cortisol to keep growth occurring and fat burning. In other words, I'm succeeding. Or, I could follow Keto Kenny's advice and drop my protein, up my fat, lower my meal frequency, and stay in ketosis 95% of the time and not only fail to get the results I desire but possibly begin to add some bodyfat. Why should I? Why would I? Why would you??!

 The moral of the story is keto is not about obsessing over ketones or ketosis, it's about being hyper-focused on becoming fat adapted and using fat and protein to drive performance and hypertrophy. Ketosis is not the goal, it is the driver to obtain fat adaptation and metabolic flexibility. There are more than a couple obese Keto gurus out there who are even on the New York Times best seller list. If your "keto guru" is obese, find a new one. A properly designed ketogenic diet should also produce body-fat reduction as well as good health and the reversal of many diseases and metabolic disorders.

This is not therapeutic keto, this is about becoming fat adapted. The goal is to become an efficient and dominant fat burner and rid yourself of the bondage of glucose dependence and addiction along with the cascade of negative health effects associated with it.

Many over the years have expressed to me that while keto is fine for weight loss, or even a useful tool for endurance athletes, it'll never work for high intensity training and muscle growth. Yeah, well we've blown that myth right out of the water like a nuclear bomb. Funny thing is, back in the 70's and 80's many bodybuilders in the era of Arnold, Mentzer, Zane, and even well into the early 90's with pros like Vince Taylor, used high fat, high protein, low carb diets to pack on mass. Additionally, many bodybuilders and physique competitors enter mild ketosis when on a contest cutting protocol where carbs are generally significantly reduced. Bodybuilding legend John Parrillo (one of my mentors) recognized the importance of MCT oil for his athletes while in their very low-carb phase for energy and adequate calories in a carb deficient state. The goal is to enter a fat adaptation protocol and teach your body that fat is a far better energy resource than carbohydrates... as that's when the magic begins to happen.



**The "Rules of Engagement" (ROE)
for my Ketogenic-Bodybuilding Protocol.**

Directive #1: Become Fat Adapted.

The Goal: Becoming Fat Adapted

Keto-adaptation is a term coined by Steve Phinney in 1980 to describe the process in which human metabolism switches over to using fat exclusively for fuel rather than sugar (i.e., a combination of fat burned directly and as ketones derived from fat).

Being fat-adapted means burning fewer carbohydrates and more fat both awake and at rest. Less glycolysis and more burning of ketone bodies in the blood means less oxidative stress, a better immune system, better health, and the ability to burn fat both on your body and the fat you eat as your primary fuel. Burning fat as fuel becomes easy as insulin secretion is kept at bay; the appetite and weight regulation system through the hypothalamus and leptin-insulin interaction will work as it should.

Like insulin, leptin plays a vital role in weight regulation and hunger. Leptin was discovered in 1994 and is one of many energy-regulating hormones. It is a type of hunger hormone that sends signals to your body that it needs to eat. Leptin levels are associated with an individual's body fat (obese individuals have high leptin levels). High leptin levels act on the hypothalamus to signal that it's okay to stop eating. However, too much leptin production can result in leptin resistance. Leptin resistance is your body's inability to use the leptin it produces. The leptin receptors have been blasted repeatedly with such high levels of leptin that they have become resistant to the effects of leptin, causing you to overeat in addition to making weight loss

extremely difficult. Your goal is to keep leptin levels high enough so that your body receives a satiety signal, but not so high that it causes leptin resistance. There are a few things you can do to control leptin levels. The easiest way to improve your leptin sensitivity is to make dietary changes that will improve your leptin function. First, get rid of processed food, sugars, and excessive carbohydrates.

Fats have very little effect on leptin levels, while carbohydrates control your leptin response the most. You simply can't go wrong with a diet full of meat, eggs, fish, vegetables, and occasional refeed on specific carbohydrates in the proper amounts. A high-carb diet leads to leptin resistance, causing you to lack the experience of feeling you having eaten enough. With a properly designed ketogenic diet you will become leptin sensitive again!

By reducing our intake of sugar and foods that contain triglycerides, we allow our bodies to receive the full and steady signal from the leptin that is being produced: appetite is regulated, reducing the signals to overeat.

For the fat-adapted person there is no longer the “sugar crash” which carb- dependent people are accustomed to. The sugar rollercoaster vanishes, and you end up with sustained energy from fat and good mental acuity—a major benefit of being fat-adapted. Your body will learn, and prefer, to burn fat constantly and you will feel a renewed sense of vitality once the adaptation period has occurred—usually around six-weeks, depending on the amount of metabolic damage you are overcoming. Once you are fat-adapted, everything becomes clearer—both literally and figuratively. Athletes who desire the performance benefits of a low-carb, high-fat, ketogenic diet will see the magic begin to happen once fat-adapted. The days and weeks prior to adaptation may be frustrating and challenging for many—especially

athletes who may see a performance decline. Stay the course! Once fully fat-adapted, you will notice some astonishing changes in your body, mood, and athletic performance. Endurance athletes will see a shift in their ability to sustain long efforts without the need of sports drinks, gels, bars and other processed, high-carbohydrate and sugar-filled foods.

Now that you have become fat adapted by greatly restricting carbs over the last 6 weeks and making the wholesale shift to convincing your body that fat is a preferred energy source over carbs then you are now ready to embark on my **Hybrid Keto-Bodybuilding Protocol**. During adaptation you should consume less than 30g carbs and only from vegetable sources. Consume a protein range between, 0.8-1.2g. of protein per pound of lean body weight. Fat will generally take care of itself provided you stick to a Primal-ketogenic menu up to your unique caloric ceiling. Fat will often make up the dominant amount of your daily macros due to its 9 calories per gram over the 4 calories per gram of its counterparts' protein and carbohydrate. In short, fat has more than double the caloric density of protein and carbs so a little goes a long way.

Directive #2

You're either Gaining or Cutting. . .

Determine which and act accordingly

While it's true you can simultaneously gain mass while cutting fat, there will be a point when one will limit and disrupt the other. Additionally, I will say that I prefer to train someone from a point of lean then a point of excess bodyfat. That aside, you must determine whether your priority is pack on lean mass (hypertrophy) or cut down to a very low level of bodyfat. Simply put, if you're in a gain phase you need to be in a caloric surplus, if cutting a caloric deficit. The amount is different for everyone. I make my caloric adjustments by adding or reducing by 500 calories a day until we find the sweet spot then adjust weekly or bi-weekly.

This should go without saying as you're in a ketogenic driven lifestyle, but "dirty bulks" are bullshit. It's smoke and mirrors. Eating bunch of crap to put on "weight" just to fill out your t-shirt is lazy narcissistic deception. You'll just have more fat to peel of when you cut, and in my experience, most dirty-bulkers don't have the discipline to cut to single digits bodyfat anyway. I will typically go through a gain phase in the late fall through winter and then begin a cutting phase in the spring.

Directive #3

Keto is about low carb, not high fat

The butter-chugging keto craze of pouring as much fat down your throat is just trading one addiction (carbs) for another (fat) and generally will never work long term. Repeat after me:

Keto is about low carb... not high fat.

Keto is about low carb... not high fat.

While fat is your preferred energy source and will typically be will be your dominant nutrient or at least 1:1 with protein, it's not what makes keto work. Elimination of carbohydrate to flip your metabolic switch from glucose burner to fat burner is what makes the magic happen with keto. I can tie you to a chair and pour fat down your throat for days and it will not get you to ketosis... only starvation or carbohydrate restriction will activate ketosis as a defense mechanism to fuel your body and produce ketones to feed the organs and your muscles. As mentioned ketosis is just the vehicle to fat adaptation, not the main goal.

Ketosis is the Yellow Brick Road that takes you to Oz.

Fat is an energy source just as carbs. However, fat is a cleaner burning energy without the insulin roller-coaster of carbs. Rather than overproducing insulin exogenously through carbohydrate consumption, I'd much rather generate insulin through protein timing, specific

carbohydrate cycling (CKD & TKD), a well-structured Refeed protocol, and through fight or flight triggers (hard training).

Like carbs fat will store too if taken in excess. Calories still matter (sorry, but it's true) and the silly phase "you got to eat fat to burn fat" is well... silly. For gaining lean mass and setting an anabolic environment you have to eat mass food.

Eat Primal-Keto

There's nothing more anabolic than food and sleep. When going keto don't get distracted by the yummy looking keto wannabe foods that won't do much to flip your anabolic switches. Keto cheesecake and keto pizza are not the answer. Take a page from the ancestral health handbook and eat like a Hunter-Gatherer. Mimic the diets of our leanest, fittest, most disease-free ancestors. They craved fatty meat, you should too. They didn't eat blocks of cheese.

"If the first thing you do when going keto is look for keto versions of the shit that got you in this mess in the first place. . . you will fail."

Rob Goodwin

Beef, Poultry, Eggs, Pork, Fish, Whey, Plants, Healthy oils, and heavy cream are your daily foods while other full fat dairy (cheese, cream cheese, sour cream), nuts, seeds etc. should be consumed "on occasion". This list will be altered a bit in a cut, and dramatically on a PSMF.

Directive #4

Increase Meal frequency

I get it. With keto, you don't have to eat as often as you are burning your own fat for energy. Cravings are reduced, and satiety is heightened. And it's perfectly fine if you only eat twice a day or even once a day if that works for you. And if you're crushing it on that style then more power to you. But, for me, and in my experience with many others, if the goal is to build an extreme physique that maximizes lean mass then is systematically preserved while shedding bodyfat, I've found that the old-school approach of consuming food every 3-4 hours works well. You need more protein and generally more calories than the lady in the cubicle next to you. She doesn't train like you 4-6 days a week at an extreme intensity. Doesn't do cardio 3-4 days a week or a HIIT workout on Saturday mornings. She has no aspirations to compete and never uses terms like "peeled, cut, shredded, jacked, dry, vascular, hard, etc." For you, in my opinion, you need to eat. You also want to be as anabolic as possible and be in a positive nitrogen balance. A positive nitrogen balance is what all those looking to put on lean body mass must aim to achieve. It is important to obtain the correct balance of essential and non-essential amino acids. By regularly saturating our muscle tissues with protein we supply the raw materials needed to promote ongoing muscle protein synthesis. A diet heavy in complete proteins from whole foods (beef, poultry, eggs, fish) and the consumption of at least one gram of protein per pound of lean body weight (I do more) per day will help keep your nitrogen balance in a positive state and therefore is critical.

Supplementation can help

To maintain a positive nitrogen balance, supplementation in the form of whey, casein, or an EAA supplement is an indispensable prerequisite that any experienced lifter will swear by including me. You will occasionally hear the Keto-cultists poo-poo whey shakes. For me, if you buy a cold filtered or hydrolyzed whey that is low in carbs (1g) then drink up! Whole foods alone may not provide enough quality amino acids for muscle rebuilding and the beginning of continued growth; at the very least an insurance policy against negative nitrogen levels, supplementation may ensure there are no nutritional gaps to subvert our muscle building efforts. So, eat some steak and eggs, then 3-5 hours later eat some more, or down a whey shake etc.

My two favorites are from True Nutrition (www.truenutrition.com) I get their Cold Filtered Whey. And Dymatize ISO 100 Hydrolyzed Whey Protein. (<https://www.dymatize.com/iso100>)

Directive #5

When the goal is "shredded", things change

If and when you get to the point where you want to step on stage, or just get to the leanest you've ever been after the work has been done, you will need to go on a "cutting phase". For me, since I don't "dirty bulk", and I am ready to carve it up to compete I know my bodyfat needs to be well below 10%. To do this, regardless of what Kenny the Keto-Cultist says, you'll need to drop the fat, as well as the carbs, and significantly raise protein to spare muscle. We always called this a Pre-contest diet in the old days, but now is commonly referred to as a Protein Sparing Modified Fast or PSMF. My "cut" will typically be around 9 weeks long.

*This is ONLY intended to be a short-term strategy and is for fat loss and a quick metabolic reset. If done longer than 9-12 weeks, it may become counterproductive and is NEVER intended to be a long-term solution. I would personally NEVER recommend this for more than 9-12 weeks for the serious physique competitor and no more than 6 weeks for the enthusiast. This is something I will do once per year then ease back into my typical Keto-Bodybuilding Hybrid nutritional protocol.

The Protein Sparing Modified Fast (PSMF) is regarded by many to be the most effective way to lose body fat while preventing loss of lean muscle and rebound binge eating due to nutrient deficiencies. A PSMF will be ketogenic because a significant amount of body fat will be burned due to a restricted energy intake.

The PSMF is a high protein, low fat, low carb protocol. I purposely do not call it a diet as I do not want you to think of this as a lifestyle but

rather a “hack” that once may so short term to accelerate fat loss and help ease into a lifelong ketogenic protocol. (Think physique competitor preparing to step on stage).

High Protein: For most, this will be much higher than normal. Lyle McDonald, who is often regarded as the industry expert on PSMF, recommends a protein intake ranges from 2.2g/kg LBM to 4.4g/kg LBM (Simply covert your estimated LBM that you calculated earlier to kilograms). I will ingest in the upwards of 250g of protein per day on a cutting protocol.

Minimal carbohydrate: (Under 20g) While there is a need for the vitamins and minerals that are often packaged with carbohydrate containing foods (i.e. vegetables), there is indeed no such thing as an essential carbohydrate. **This number varies for the bodybuilder or physique competitor. For some, there will be properly timed refeeds or days where a bit more carbs are consumed to “fill out” the physique and spark the metabolism. It always varies by the individual and should be administered by your prep coach or someone you trust.*

Minimum fat requirement: (Under 40g-50g) Most people have plenty of body fat stores that they can draw on and therefore do not have an immediate need for dietary fat other than the essential Omega 3 fatty acids. Supplementation is recommended for those who eat little Omega 3 rich fish or grass-fed beef.

Calories: Another reason that PSMF is to be limited in duration is because it is a very low-calorie protocol. Many recommend 800-1000 calories per day while implementing this strategy. Then after PSMF is complete, gradually increase calories to a more stable level and bring dietary fat levels back up to 60 to 70% of total calories. *I disagree with this caloric intake for the hard training athlete and physique competitor. I still stay around 2000-2200 calories (still a caloric deficit for me) and*

literally adjust my intake by how I look. I will adjust by 300-500 calories (up or down) and evaluate constantly.

So, theoretically, if we get adequate protein as well as vitamins, minerals, the essential fatty acids can go a long way to providing everything that we need for long-term survival with less energy which is really the holy grail of weight loss and long-term maintenance.

Another advantage of consuming a higher protein diet is increased thermogenesis (i.e. the energy lost in the process of converting food into energy). The thermic effect (or specific dynamic action) is 5 to 15% for carbohydrates and fat and 20 to 35% for protein

Note: As mentioned earlier, you will read a lot in other keto groups and forums and hear from the occasional misinformed keto “expert” that you should keep protein low on keto. Again, this is not accurate and not advised. They will suggest that you will convert protein to glucose and will be knocked out of ketosis. The process they are referring to is Gluconeogenesis (to make glucose from amino acids in protein). While there is a small amount of truth there, you must understand that Gluconeogenesis is “demand driven”. In periods of extremely low carbohydrate consumption (this is a good thing) your brain will run on roughly 75% -80% ketones, and it requires roughly 18% to 25% glucose. The brain cannot run on fat, so it needs ketones and glucose to run efficiently. Your body will convert protein to glucose to fulfill this 18%-25% requirement “as needed”. Meaning it will ONLY convert the precise amount required to fuel your brain and not a gram more. It’s a “demand driven” process. Protein does not turn into Gummy Bears! Only a small segment of the population with severe chronic distress, serious liver or kidney problems, or certain Type 1 diabetics need be concerned. And if you’re working out (which if you’re reading this you probably do), your protein requirements increase. Lastly, Protein

generally increases satiety to a greater extent than carbohydrate or fat. So, appetite will be reduced.

Understand that a “cut phase”, or PSMF, or whatever you want to call it is NOT fun. It’s bland, repetitive, and just damn hard. But like everything we put ourselves through the end result is far worth it.

Directive #6

Train hard, train intense, be consistent

Intensity is the key to success. Your goal on work sets is to push to failure while maintaining near perfect form. Over my 24-year career I've learned a lot regarding muscle growth. I've developed instincts. I've applied techniques from the industry's best and have developed dozens of my own strategies as well. Bodybuilding, whatever that means to you, is still the wild-west. Much of what is responsible for building muscle, then leaning out to reveal it, is still an evolving science with many variables relative to the individual. Genetics, time in training, diet, sleep, recovery, muscle maturity, level of effort, ability to push through pain, etc. all matter. Hypertrophy isn't learned in a classroom. It's learned over time, with lots of blood, sweat, and tears. Sets and reps are still often in the 3-4 sets range, with 8 -15 reps. I also, like to combine these sets into 40—50, and even 100 rep sets with minimal 5-10 second rests to increase intensity. In other words, instead of thinking about 4 sets of 10 reps, think 40 reps with a weight you can do 8 reps with, and add in short rest period until 40-50 reps are reached. Same number of reps, different approach with increased intensity.

High intensity techniques are critical

I will also, always incorporate high intensity techniques to maximize growth. (Members of my "In The Trenches" membership will see these in action weekly and have a full understanding of their usage. Members receive

video/written examples of how to incorporate and apply these techniques to your tough sets).

These techniques include:

- Rest/pause sets
- Forced reps
- Negatives
- Forced negatives
- TAR (Trainer applied resistance)
- Hard stops

Consistency

You must be consistent. If I could paint one huge word in my gym for everyone to read every day it would be CONSISTENCY. The second would probably be DEDICATION followed third by INTENSITY. These three along with your properly designed ketogenic-bodybuilding nutrition protocol is a recipe for your best body ever.

My goal is that together we develop a new level of growth, and the subsequent nutrition strategy to accomplish your absolute best genetic potential.

Directive #7

Success is determined as much by what you don't consume as by what you do

If you eat shit, drink beer, justify cheat days and cheat weekends etc., then you'll never develop the discipline necessary to realize a truly lean, jacked, aesthetically appealing, even stage worthy body. It stuns me when a guy will tell me that he'd like to look like I do but he's just not willing to give up his nachos and beer. Dude, if getting hammered on the weekends or downing 3-4 beers a night to "wind down" is keeping you from being in your best shape ever... you don't need a trainer... you need a therapist. I mean if that's what you want fine. You be you. But don't come to me and ask me my advice with your "beer disclaimer" in tow. It's not just guys. I have many women clients who must down a bottle of wine every night to "cope" with the stress of the day or to "wind down" after a hard day. I get it princess... life's hard. But if a bottle of wine goes down your pie-hole every night then you don't need me. You need a 12-step program.

I have also literally had a long consultation with a client who paid good money for my advice then tell me that they just can't give up (Insert addictive shit food here) _____. Again, that's fine, but I cannot help you unless you conjure up the discipline, fortitude, strength, and conviction to put down the pizza and back slowly away from it.

Seriously though, I get it. Sugar and carbohydrate are a legitimate and nearly unbreakable addiction. It has a huge impact on neurotransmitters and receptors, that's why addiction exists. In the

reward system of the brain (which reacts to sugar similarly to cocaine, heroin, and nicotine) there is an “up regulation”, which is our brain making more receptors when we eat “sugar/carbs” due to the increased release of the neurotransmitters dopamine and endorphins. This “sugar high” creates what is called “euphoric recall and addiction memory circuit”. This pleasant feeling stays in our brains as an inherited sensitive reward system. It is what causes addiction and we will keep chasing this feeling forever.

Like an alcoholic, once you’re there... in many ways you’ll always be there and always have to fight it. I certainly do. There’s no easy answer, but total avoidance during a properly formulated adaptation protocol (*See Directive 1 on page 9*) is absolutely critical. Additionally, and this is going to sound abrupt and even insensitive but resetting back to your default factory settings is an “all or nothing” proposition. This isn’t an occasional diet that you do here and there, skip on the weekends to eat shit because you too easily succumb to social pressures, or you’re spoiled and regularly convince (justify) to yourself (again) that you’ve “earned” the right to eat garbage because of some success or stressor. If you have addiction issues that you haven’t fully owned, or if you’re just not sure that you’re willing to make a complete, wholesale change, then stop now. Come back when you’re ready.

This lifestyle change is for those who desire massive, whole, and complete change. For those who have seen the light (or the darkness) and are ready to live a life free of disease, pain, and excess weight. This lifestyle is for the “all or nothing” types; the driven, the committed, and those who are sick and tired of being sick and tired. Or, like many reading this, want to push the boundaries of their physiques and push them to a whole new level. Remember, our motto is “Keto for the Extreme Physique Culture”. To be extreme, you have to live to the extreme and train to the extreme. If this describes you in any way, and

you're ready to make a commitment to change, not just a part-time diet "hobby" that you can turn on or turn off, then welcome to the tribe. Remember, once you're adapted, and provided you are active and not metabolically broken, you will not only have the properly timed carbohydrate refeed but can even live through the occasional indulgence with no issues or consequences. Just don't go off on a carb bender and you'll be fine. In other words, don't plan to cheat, rather, understand that these occasional slip-ups will happen. Do it, enjoy it, then move along.

Recap

So, here's the Prime Directives again:

#1: Become Fat Adapted

#2 You're either Gaining or Cutting

#3 Keto is about low carb, not high fat

#4 Increase Meal frequency

#5 When the goal is "shredded", things change

#6 Train hard, train intense, be consistent

#7 Success is determined as much by what you don't consume as by what you do

OK, so this isn't your Aunt Betty's keto. This is my hybrid protocol to maximize muscle and then have the ability to cut while preserving that muscle. I'm not here to argue with the keto orthodoxy. If what they do works for them great! I'm confident in my program and it's been battle tested, tweaked and retested over and over. While I don't have the physique of an IFBB pro, I'm pretty pleased with what I have been able to achieve, especially now that I'm turning 50. Not to mention what my clients have achieved! It's human nature to want to look great and feel great. I honestly feel I've cracked the code with how I eat and train. I'm confident whether your 20 or 70 we can work together to find your best body.

I'm not alone. While I'm proud to be a pioneer in combining extreme training and keto to attain an extreme physique or even a stage ready body, there are others out there doing it too! I invite you to join me in all my shenanigans along with the other members of my "island of misfit toys" and see what you can achieve. What limits can you push and what boundaries can you break through? This is a ride that will continue. And while the time may be running out on my visits to the competition stage, I certainly have decades left in me to push and coach others to be the absolute best freakin' bad ass you can be. I hope these 30 or so pages have helped. Follow along with me at www.robgoodwin.com or our popular Facebook Group <https://www.facebook.com/groups/ketobodybuilding/> I can promise you there will be far more coming to assist you on your quest for badassery! Please let me know how I can help.

For the ultimate experience, hire me as your personal online coach. Check out www.OriginalWorkoutOnline.com for info or to join!

Rob

Here's Your Chance to Work with one of the Top Personal Trainers in the country, and Pioneer in the Ketogenic/Bodybuilding Ethos!



Workout When And Where You Want. I'm Right There With You.

You will get direct access, tailored workouts, easy-to-follow eating protocols, and regular human interaction. Are you ready to start with our online training program that works where all others have failed?

This is not a cookie-cutter program. You get a real trainer, custom workouts and useable diet protocols all with daily interaction. Access your workouts on your smartphone or tablet via our training app! We can also track and advise you on your Keto-nutrition protocol and can even sync to your My Fitness Pal app! Our goal is to make online training a personal experience.

The Ultimate Online Coaching Experience for the Keto Inspired Individual

Learn More or Become a client today at www.OriginalWorkoutOnline.com

"Rob, feedback time: I am rapt in your coaching model. It so works for me. The exercises you plan & give me feel specifically tailored to me as an individual. They are challenging and you pique my interest with the amazing variety. In response, I push myself. In front of my eyes, I am watching tangible progress & it is exciting. You are responsive and make me feel like I am your only client. You make a real difference."
-Tracy, Client

Work with Coach/Trainer Rob Goodwin one-on-one!

Go to www.OriginalWorkoutOnline.com for info and to become a client!

"For those on the fence about whether to hire Rob as a coach, I thought I might take a moment to share my experiences working with Rob so far.

For context, I myself am a physique coach and spent MANY hours trawling through hundreds of potential coaches to assist me with my upcoming contest prep.

I mention this only because, I have a pretty high expectation on coaches I work with and frankly, prior to working with Rob, I have not ever found one I thought was up to my own exacting standards.

So far working with Rob Goodwin has been outstanding.

My initial interview, I found Rob funny, knowledgeable approachable yet stern enough to inspire confidence in me that he could deal with my comp brain BS when it came to crunch time.

The nutrition program I received from Rob, was anything but cookie cutter. I could tell from the outset that he had actually listened to my preferences and previous dietary habits and molded what I was doing into what I needed to do to achieve my goals.

If you guys think ITT workouts are ass kickers, wait till you get one written just for you. Every. Single. Day.

I have yet to have a single work out that both didn't destroy my soul when I read it pre-workout, kicked my ass throughout the session but then rewarded me when I (finally!!!!) finished it.

Trust me when I say that Rob makes me earn my calories!

I have only been working with Rob a short time comparative to some of his clients, however I am very comfortable giving him an unreserved recommendation.

If you are feeling lost at any point or even just want someone in your corner to give you an approving nod, a firm pat on the butt and a much firmer kick (when required), whilst still providing scientifically sound guidance, you would be silly IMO to go to anyone else."

-Ella B. Client, Australia

Rob can only take a limited number of clients. . . so get on his client list today and begin your journey to your best body ever.

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