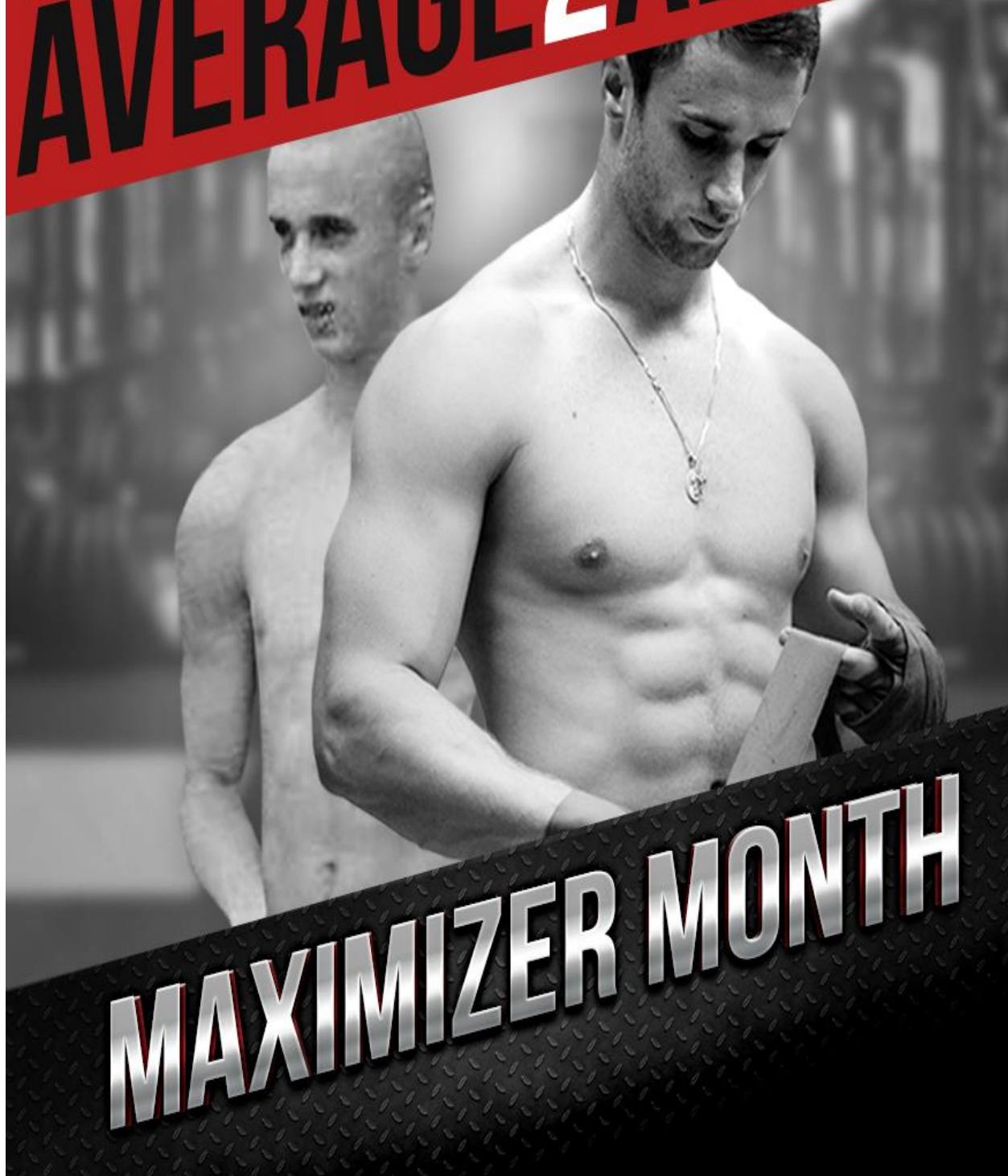


CHAD HOWSE PRESENTS...

# AVERAGE 2 ALPHA



MAXIMIZER MONTH

# INTRODUCTION

Welcome!

You're about to learn a method that will help you leave mediocrity behind.

It's a method based on numbers, on a linear progression that will help you become bigger, stronger, and faster.

It will show you how to go from Average to Alpha.

I *really* began to read a lot when I started my own business. Before that I'd never really had much of an interest in books; now, however, I was determined to learn and improve and I saw books as a teacher that I could afford.

One of the first lessons you'll learn in success and entrepreneurship is one of the first lessons you should learn in fitness:

## MEASURE EVERYTHING

If you're not tracking where you are in relation to where you want to be, you'll have no idea as to what works, when you've hit a plateau, or how much you're improving.

So, when I started the business I set up analytics on everything. I tracked this and that and I've seen solid growth not because I'm great at business or writing, but because I've failed *so often* that I now have numbers and firm data on what DOESN'T work. Thus, I've learned.

The same needs to occur with your training, and where your training is concerned, whether you want to lose fat or gain muscle or become the best, most badass fella you can possibly become, strength **MUST** figure into this equation.

Strength is that single thing that every human needs and we need more of.

The stronger you get the more successful you'll be at burning fat or building muscle. The stronger you get the better equipped you become for the hardships and adventures that life will one day throw our way.

As you get stronger you get better. You inch ever closer toward that potential that you have, that we all have.

Simply put, as you get stronger you become more optimal and efficient in every other area of your training, and many other areas of your life.

So how do you know if you're getting stronger?

How do you know what you should be lifting right now, and at what rep count, if you're going to get the optimal results you want?

You've been introduced to progressive overload training and percentage based training when you downloaded [The Gauge Workout](#).

## **THIS IS THE NEXT STEP.**

This 28-day program will take you through a personalized method that will help you get stronger, bigger, and faster.

This is the method that will help you understand exactly what you need to lift, at what weight and rep scheme, if you're going to become that optimal, idyllic version of who you are now.

It's time to leave mediocrity behind.

It's time to grab the reigns of life and have your way with it.

It's time to be the badass you can potentially be.

Let's get started.

# PROGRESSION

**Progressive Overload:** *“This is the gradual increase of stress placed upon the body during exercise training. This component is recognized as a fundamental principle for success in fitness training.”*

Whether you are looking to get bigger, stronger, or faster, the goal with any program should be progression. Continuing to outperform your last performance in order to achieve an adaptive response.

In weight lifting, this can be measured by total workload.

## CALCULATING TOTAL WORKLOAD:

$$\text{REPS} \times \text{WEIGHT} = \text{WORKLOAD}$$

### BENCH PRESS EXAMPLE:

	Set 1	Set 2	Set 3	Set 3
Weight	225 lbs	225 lbs	240 lbs	245 lbs
Reps	6	6	4	3
Workload	1,350 (lbs)	1,350 (lbs)	960 (lbs)	735 (lbs)
Total Workload				4395 (lbs)

With this program, the guess work is eliminated as the adjustments in volume and intensity are designed to ensure that the total workload increases week after week.

It's pretty simple, but certainly not easy.

# TRAINING PRINCIPLES

Variable	Protocol
Intensity	65-75%
Reps	4-10
Sets	4-5
Rest	1-3 Minutes
Tempo	1:0:2:0

Variable	Protocol
Intensity	80-90%
Reps	2-4
Sets	4-7
Rest	ALAN
Tempo	1:0:1:0

Variable	Protocol
Intensity	
Reps	8-12
Sets	2-4
Rest	ALAN
Tempo	2:0:2:0

# REP TEMPO

**Rep Tempo:** The speed with which you perform a repetition.

The rep tempo is specific to 3 types of contractions:

Concentric: When you lift a weight against the force of gravity.

Eccentric: When you lower the weight in the direction of gravity.

Isometric: The portion of the lift at starting point or ending point where the weight is not moving.

For Example, the concentric portion of the bench press happens when you are pushing the weight up and away from your chest. Lowering the bar back down towards your chest constitutes the eccentric. The isometric contraction happens at both the top and bottom of this movement when the weight is stationary.

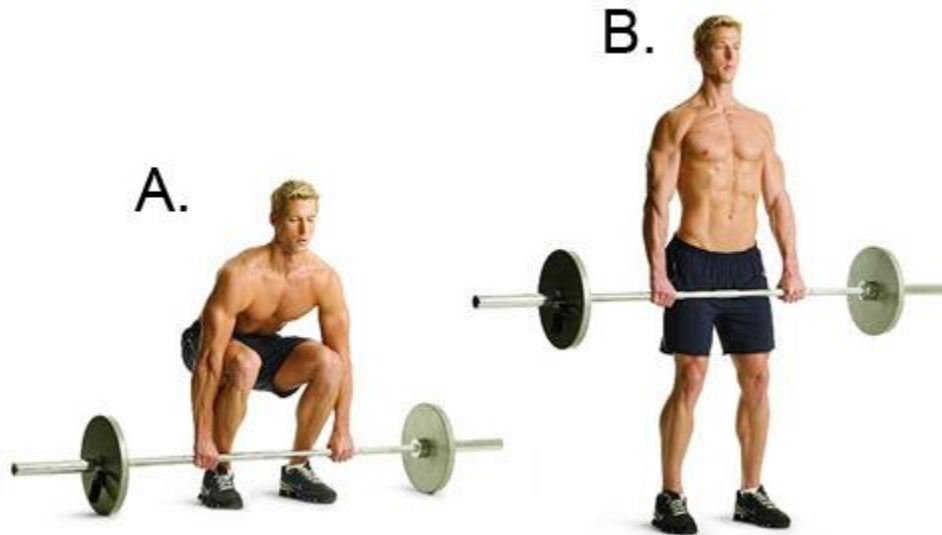
## UNDERSTANDING THE REP TEMPO

1:0:2:0 = Concentric: Isometric: Eccentric: Isometric

On the bench press, using this tempo would mean you're pressing the bar in 1 second, 0 pause at the top of the lift, lowering the bar under tension for 2 seconds, and 0 pause at the bottom of the lift.

# HOW TO: THE BIG LIFTS

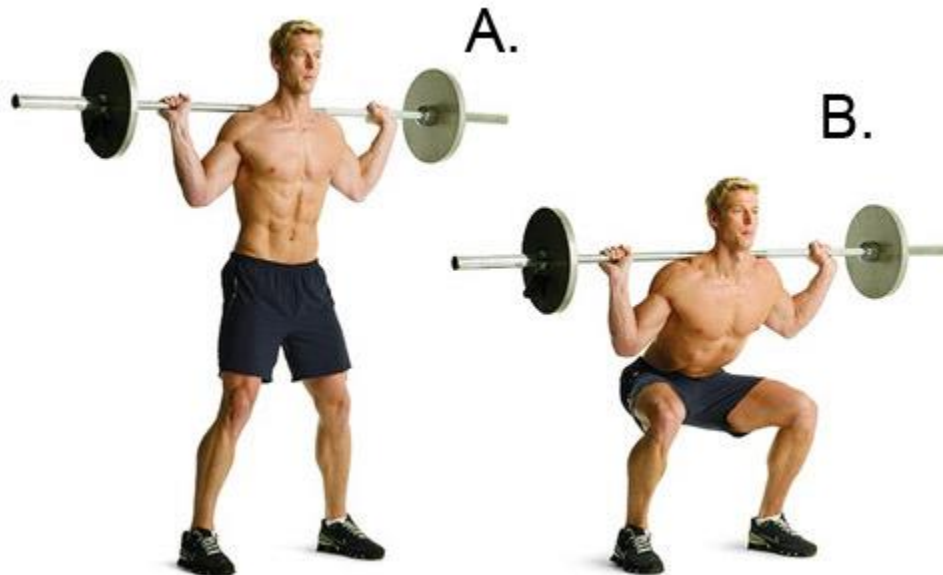
## DEADLIFT



1. Stand with the bar above the center of your feet – your stance should be a bit narrower than shoulder width to give your arms room.
2. Grab the bar overhand so your arms are vertical to the
3. Bend through your knees until your shins hit the bar which must remain above the middle of your feet. Shoulder-blades directly over the bar.
4. Lift your chest. Put your shoulders back & down, head in line with rest of your spine.
5. Pull - keep the bar close to your body, roll it over your knees and thighs until your hips and knees are locked.

# HOW TO: THE BIG LIFTS

## SQUAT



1. Grab the bar with a medium grip. Put your feet directly under the bar, get under it and put it between your traps and rear shoulder muscles. Chest up, upper back tight.
2. Unrack the bar by Squatting up. Take one step back with one leg, one with your other leg. Stand straight with your knees and hips locked for maximum stability. Keep your upper back tight.
3. Take a big breath, hold it and Squat. Do this by pushing your knees to the side and your hips back and down. Squat until you break parallel – your hip crease must go below the top of your knee.
4. Hold your breath at the bottom. Don't stop but quickly reverse the movement by driving your hips straight up. Keep your knees out, your chest up and your upper back tight.
5. Lock your hips and knees at the top. Exhale and rest a second. Then repeat from step 3.



# HOW TO: THE BIG LIFTS

## BENCH PRESS



1. **Tuck Your Elbows:** Keeping your elbows tucked to your body will take the pressure off of the shoulders and onto the triceps and chest. One easy way to tell if you are flaring your elbows is, the bar is touching above the nipple when it is brought down. If you are using proper bench press technique, the bar will touch right underneath the nipple. If you are currently flaring your elbows while bench pressing, you may notice a decrease in bench press strength when converting to tucked elbows. This is simply due to the fact that you are not used to the form, once you are more comfortable with the proper technique, you will notice strength gains at a much faster rate while avoiding injury.
2. **Grip:** Start off by putting your pinkie finger at the knurling of the bar. As you get more comfortable, slowly widen your grip until eventually, you are putting the pointer finger at the knurling point of the bar. This will decrease the overall range of motion allowing you to lift heavier without affecting muscle growth.
3. **Retract Your Shoulder Blades:** It is also important to retract your elbows during eccentric movement. Squeeze your back and bring your scapula together. This also decreases the range of motion during the bench press and keeps your body tight.

# HOW TO: THE BIG LIFTS

## OHP



1. Grip the barbell with palms slightly wider than shoulder-width apart. Wrap the thumbs around the bar and over the fingers. Be sure to position the bar in the heel of the palm.
2. Pull yourself toward the bar so that it's resting on your clavicle—get it in there nice and close.
3. Make sure your elbows are pointing down and your forearms are vertical—that's straight up and down, friends.
4. Now we're standing nice and tall, feet shoulder-width apart, chest up. Shoulders back and down. Core tight. Barbell at the clavicle. Elbows down, forearms vertical. It's pressing time. Fix your eyes forward, take a deep breath in, and exhale as you drive the barbell over your head.

## 28 DAY STRENGTH

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Day 1	Day 2	Day 3	Recovery	Day 4	Day 5
Recovery	Day 1	Day 2	Day 3	Recovery	Day 4	Day 5
Recovery	Day 1	Day 2	Day 3	Recovery	Day 4	Day 5
Recovery	Day 1	Day 2	Day 3	Recovery	Day 4	Day 5

## WEEK 1

## DAY 1

Exercise	Intensity	Sets	Reps	Rest
Squat	65%	5	10	1-2 Minutes
Bench Press	65%	5	10	1-2 Minutes
Deadlift	65%	4	8	2-3 Minutes
Lunges		2	12	60-90 Sec.
Hamstring Curls		2	12	60-90 Sec.

## DAY 2

Exercise	Intensity	Sets	Reps	Rest
OHP	65%	5	10	1-2 Minutes
Pull Ups	BW	2	AMAP	1-2 Minutes
Lat Pulldowns		2	12	60-90 Sec.
Seated Rows		3	10	60-90 Sec.
Barbell Curls		4	12	45-60 Sec.

## DAY 3

Exercise	Intensity	Sets	Reps	Rest
Squat	70%	4	8	1-2 Minutes
Bench Press	70%	4	8	1-2 Minutes
Incline DB Press		2	8	60-90 Sec.
Chest Fly		2	10	60 Sec.
Pushdowns		4	10	45-60 Sec.

# DAY 4

Exercise	Intensity	Sets	Reps	Rest
Deadlift	70%	3	6	2-3 Minutes
OHP	70%	4	8	1-2 Minutes
Lateral Raises		3	10	60-90 Sec.
Face Pulls		3	12	60-90 Sec.
Barbell Shrugs		3	10	60-90 Sec.

# DAY 5

Exercise	Intensity	Sets	Reps	Rest
Squat	75%	5	6	1-2 Minutes
Bench Press	75%	5	6	1-2 Minutes
SLDL		2	8	60-90 Sec.
Leg Extensions		2	10	60-90 Sec.

\*AMAP = As Many As Possible

## WEEK 2

## DAY 1

Exercise	Intensity	Sets	Reps	Rest
Squat	70%	4	8	1-2 Minutes
Bench Press	70%	4	8	1-2 Minutes
Deadlift	70%	3	6	2-3 Minutes
Lunges		2	12	60-90 Sec.
Hamstring Curls		2	12	60-90 Sec.

## DAY 2

Exercise	Intensity	Sets	Reps	Rest
OHP	70%	4	8	1-2 Minutes
Pull Ups	BW	3	AMAP	1-2 Minutes
Bent Rows		3	10	60-90 Sec.
DB Rows		2	10	60-90 Sec.
DB Curls		4	12	45-60 Sec.

## DAY 3

Exercise	Intensity	Sets	Reps	Rest
Squat	75%	5	6	1-2 Minutes
Bench Press	75%	5	6	1-2 Minutes
Incline DB Press		2	8	60-90 Sec.
Chest Fly		2	10	60 Sec.
Skull Crushers		4	10	45-60 Sec.

## DAY 4

Exercise	Intensity	Sets	Reps	Rest
Deadlift	75%	5	4	2-3 Minutes
OHP	75%	5	6	1-2 Minutes
Lateral Raises		3	10	60-90 Sec.
Face Pulls		3	12	60-90 Sec.
Barbell Shrugs		3	10	60-90 Sec.

## DAY 5

Exercise	Intensity	Sets	Reps	Rest
Squat	80%	6	4	ALAN
Bench Press	80%	6	4	ALAN
SLDL		2	8	60-90 Sec.
Leg Extensions		2	10	60-90 Sec.

\*ALAN = As Long As Needed

\*AMAP = As Many As Possible

## WEEK 3

## DAY 1

Exercise	Intensity	Sets	Reps	Rest
Squat	75%	5	6	1-2 Minutes
Bench Press	75%	5	6	1-2 Minutes
Deadlift	75%	5	4	2-3 Minutes
Glute Bridges		2	8	60-90 Sec.
Split Squats		2	10	60-90 Sec.

## DAY 2

Exercise	Intensity	Sets	Reps	Rest
OHP	75%	5	6	1-2 Minutes
Pull Ups	BW	4	AMAP	1-2 Minutes
Bent Rows		3	10	60-90 Sec.
Seated Rows		2	10	60-90 Sec.
Hammer Curls		4	12	45-60 Sec.

## DAY 3

Exercise	Intensity	Sets	Reps	Rest
Squat	80%	6	4	ALAN
Bench Press	80%	6	4	ALAN
Incline DB Press		2	8	60-90 Sec.
Chest Fly		2	10	60 Sec.
Dips		4	10	45-60 Sec.



# DAY 4

Exercise	Intensity	Sets	Reps	Rest
Deadlift	80%	4	4	ALAN
OHP	80%	6	4	ALAN
Lateral Raises		3	10	60-90 Sec.
Face Pulls		3	12	60-90 Sec.
Barbell Shrugs		3	10	60-90 Sec.

# DAY 5

Exercise	Intensity	Sets	Reps	Rest
Squat	85%	6	3	ALAN
Bench Press	85%	6	3	ALAN
SLDL		2	8	60-90 Sec.
Leg Extensions		2	10	60-90 Sec.

\*ALAN = As Long As Needed

\*AMAP = As Many As Possible

## WEEK 4

## DAY 1

Exercise	Intensity	Sets	Reps	Rest
Squat	80%	6	4	ALAN
Bench Press	80%	6	4	ALAN
Deadlift	80%	4	4	ALAN
SLDL		2	10	60-90 Sec.
Leg Extensions		2	12	60-90 Sec.

## DAY 2

Exercise	Intensity	Sets	Reps	Rest
OHP	80%	6	4	ALAN
Pull Ups	BW	5	AMAP	1-2 Minutes
Seated Rows		3	10	60-90 Sec.
DB Curls		3	10	45-60 Sec.
Hammer Curls		3	12	45-60 Sec.

## DAY 3

Exercise	Intensity	Sets	Reps	Rest
Squat	85%	6	3	ALAN
Bench Press	85%	6	3	ALAN
Incline DB Press		2	8	60-90 Sec.
Chest Fly		2	10	60 Sec.
Dips		4	10	45-60 Sec.

# DAY 4

Exercise	Intensity	Sets	Reps	Rest
Deadlift	85%	6	3	ALAN
OHP	85%	6	3	ALAN
Lateral Raises		3	10	60-90 Sec.
Face Pulls		3	12	60-90 Sec.
Barbell Shrugs		3	10	60-90 Sec.

# DAY 5

Exercise	Intensity	Sets	Reps	Rest
Squat	90%	7	2	1-2 Minutes
Bench Press	90%	7	2	1-2 Minutes
Glute Bridges		2	8	60-90 Sec.
Leg Extensions		2	10	60-90 Sec.

\*ALAN = As Long As Needed

\*AMAP = As Many As Possible

# BONUS WEEK— THE TAPER

## WHAT IS A TAPER?

It is a planned reduction in volume and/or intensity, usually for one cycle of your training split, whose purpose is to allow the body to dissipate accumulated fatigue, allow a full recovery, and prepare you for further gains.

## WHY TAPER?

- In order to repair ligament, tendons, joints, and tissues.
- To allow your CNS (Central Nervous System) to recover.
- To reduce the risk of overtraining.
- To give your mind and body a mental break from high intensity training.
- To prepare for more muscle gains.

## WHAT IF I DON'T TAPER?

For those trainees who feel that they want to (try) go 100% at the gym, all the time, they will soon realize that this is not possible. Not implementing a taper into your training is, in my opinion, the main reason why intermediate lifters find it so hard to increase performance in the gym. This is why most trainees at the intermediate level are probably fluctuating between 10-20 pounds (up and down) with any given lift. And if they do happen to lift heavier than that 20 lbs threshold, they don't sustain it consistently and thus it becomes worthless.

## WHEN TO DE-LOAD?

- You feel tired and not primed to train.
- Your lifts are not increasing (or even decreasing).
- Your tendons, joints, or ligaments are achy.
- Your training frequency is high for an extended amount of time.

**Note:** A regularly scheduled taper should come before you start to experience any of these symptoms.

# WEEK 5 - TAPER

## DAY 1

Exercise	Intensity	Sets	Reps	Rest
Squat	70%	2	8	1-2 Minutes
Bench Press	70%	2	8	1-2 Minutes
Deadlift	70%	1	6	2-3 Minutes

## DAY 2

Exercise	Intensity	Sets	Reps	Rest
OHP	70%	2	8	1-2 Minutes
Pull Ups	BW	1	AMAP	1-2 Minutes
Bent Rows		3	10	60-90 Sec.
DB Curls		2	12	45-60 Sec.

## DAY 3

Exercise	Intensity	Sets	Reps	Rest
Squat	75%	3	6	1-2 Minutes
Bench Press	75%	3	6	1-2 Minutes
Incline DB Press		2	8	60-90 Sec.
Skull Crushers		2	10	45-60 Sec.

# DAY 4

Exercise	Intensity	Sets	Reps	Rest
Deadlift	75%	2	4	2-3 Minutes
OHP	75%	3	6	1-2 Minutes
Lateral Raises		2	10	60-90 Sec.
Face Pulls		2	12	60-90 Sec.

# DAY 5

Exercise	Intensity	Sets	Reps	Rest
Squat	80%	3	4	ALAN
Bench Press	80%	3	4	ALAN
SLDL		2	8	60-90 Sec.
Leg Extensions		2	10	60-90 Sec.

\*ALAN = As Long As Needed

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