

CHAD HOWSE'S

12 VIRTUES OF MANLINESS



STRENGTH

PHYSICAL STRENGTH

In defining what it means to be a man you can do so in comparison to our opposite, women. It's an easy method of explaining what makes one gender versus what makes the other, and at the core, our differences stem from our hormones.

The dominant male sex hormone is testosterone (which you'll be increasing dramatically in this program) and the dominant female hormone is estrogen.

Both have very different benefits. Women, for example, can have children, and men clearly can't. When we were hunting and gathering in the tribes we existed in for thousands of years this was far more important than some seem to make it today.

Being able to get pregnant made women more valuable.

That is, if a woman died in battle, there goes a viable womb that could have created life and increased the size of the tribe. If a man died in battle a fella who didn't die could replace his sperm. The mere fact that men couldn't get pregnant meant they had to fight, defend, conquer, and hunt.

If you look at tribal communities that exist today, even chimpanzee tribes, it's the men who fight.

Female chimps who can't give birth may travel with their male companions to the borders of another tribe's land, but come time to fight they fall back and the men go to work.

Much of this is because of the capacity for strength that testosterone gives men verses what a lack of testosterone gives women.

Men have a greater capacity for strength.

This same hormone also makes us more aggressive, thus, better equipped to fight.

In fact, **men produce a surge of testosterone when we fight. That surge increases again when we *win*.**

We actually have a chemical reward system set up for us to *thrive* in competition and battle.

If, then, men have a greater capacity for strength, should that capacity not be pursued?

If men are bred for battle, should we not train our bodies to do what we're born to do?

We're going to talk about honor and courage and character in the future, but underneath all of this we have to focus on what it means to be *good at being a man*, not

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merely *being a good man*. To be good at *being a man* you have to be good at protecting and defending and fighting. You have to be able to provide, protect, and produce.

Are you training your body for war? Are you using that capacity for strength or are you edging more toward the feminine?

This may seem brutish and even archaic to have strength as the first virtue of manliness, but strength *is* manliness. Without it you're relatively useless.

That's what we're working on here to start off, we're creating a stronger you.

5 REASONS MEN MUST TRAIN FOR STRENGTH

By Alain Gonzalez

Being strong is about far more than heavy bench pressing. And although it's nice to be able to deadlift 4 plates for multiple repetitions, it's much nicer go to bed at night knowing that you're able to protect your family.

That's why it's odd to me when guys ask me for training advice and say shit like "I want to build muscle, but I really don't care about strength." For one, it makes absolutely no sense since getting stronger (progressive overload) is the main mechanism by which we build muscle mass. Secondly, how dare you set a purely cosmetic goal and call yourself a man...man!

Aiming for hypertrophy with no interest in gaining strength is like saying you want to drive a \$200,000 Ferrari with the engine of a Honda Fit. All show, no go.

I don't know about you, but I'd rather drive the \$15,000 Honda Fit with the Ferrari engine (assuming that was possible).

Realistically, though, that could never happen. Not because the engine wouldn't fit in the opposing vehicle, but because you'll never see a jacked dude who can only bench press 135 lbs – the same way you'll never see a guy squatting 405 with chicken legs.

The point is this: with strength comes size. The stronger you get, the bigger you'll grow.

Now that that's clear, let's talk about the true benefits of training for strength.

1. NO ONE WILL FUCK WITH YOU

"When men evaluate each other as men, they still look for the same virtues that they'd need to keep the perimeter. Men respond to and admire the qualities that would make men useful and dependable in an emergency. Men have always had a role apart, and they still judge one another according to the demands of that role as a guardian in a gang struggling for survival against encroaching doom. Everything that is specifically about being a man—not merely a person—has to do with that role." ~Jack Donovan, The Way of Men

Truth is, we judge one another based on a number of factors – its human nature. For instance: we will typically rate a man's manliness by how likely he is to kick someone's ass.

Though this day and age it may seem primitive or just plain stupid, both men and women find men who appear physically strong more respectable than their not-so-strong counterparts.

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Physical strength exudes authority, and as seen in [plenty of studies](#), attractiveness to the opposite sex.

But it's not just about being a sexy beast, however...It's about the impression you make on your future boss when you walk into the interview, the fact that you'll be less likely to have to fight off a gun bearing delinquent – cowardly thieves are looking for an easy target and a guy who looks like he can lift a car isn't one of them.

2. AVOIDING JOINT PAIN AS YOU AGE

Are you of the mindset that training heavy is bad for your joints?

Let me clear something up for you: training heavy does not damage your joints. Working with a load you can't handle and performing a lift with shitty form is what damages the joints.

To the contrary, increasing your strength doesn't just result in building more muscle, it also aids in making our connective tissue stronger.

Similar to our muscles, connective tissue adapts to the training stimulus by getting stronger.

This [study conducted with competitive weight lifters](#) – guys who are, by most people's standards, beating the shit out of their joints – found that, for the most part, the subject's joints were as healthy, or in healthier, than other people their age.

3. PREVENTING OSTEOPOROSIS

After puberty, men begin to lose about 1 percent of their bone and muscle strength every year.

This may happen at a faster rate for those who:

- consume alcohol heavily
- smoke
- are thin
- or don't get enough calcium in their diet

According to Troy Tuttle, MS, an exercise physiologist at the University of Texas Medical School in Houston, *"One of the best ways to stop, prevent, and even reverse bone and muscle loss is to add strength training to your workouts"*

Bone strength - like joint, ligaments, and tendons - responds to stress. When we introduce a new stimulus, the bones adapt and grow in order to handle the stress again in the future.

So unless you want to be more susceptible to "snappin' your shit up" as you get older, start lifting heavy weights*.

4. PROTECT YOUR FAMILY

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Are you confident that, if your house caught on fire, you'd be able to carry your wife and kids out of the burning house, efficiently enough for everyone to remain safe?

Are you certain that you could drop an attacker on his ass if he musters up the courage to pull a knife on you and your family? I am not saying that you should be a hero and put your family at risk, but if things got physical, could you hold your own?

What about the simple things – like carrying bags of cement to install the new basketball hoop you bought for your kids?

I take pride when my children brag to their friends about how stronger their daddy is.

But I take even more pride in knowing that my wife and kids can go to bed at night, knowing that if shit hits the fan, daddy is going to take care of them.

5. BECOMING YOUR BEST VERSION

The best version of yourself is not skinny and fragile, and he's certainly not obese and disease prone.

It's why many great men in history put such an emphasis on not only mind and soul, but body as well.

Think back to when Teddy Roosevelt's father said to him "Theodore, you have the mind, but you have not the body, and without the help of the body, the mind cannot go as far as it should. You must make your body."

Teddy began to exercise, daily – lifting weights in a small gym his father built. He later took up boxing, judo, hunting, and swimming – and went from a weak and sickly boy to a strong and virile man.

You see, pushing yourself physically shows you what you're made of mentally.

"Toughness isn't of the body, at all, it can't be, it has to be developed in the mind."

~Chad Howse

The best place to develop toughness is the gym. By pushing through the pain that occurs when you're moving the weight, rep after rep, and the lactic acid starts to build, you become tougher. And as you grow strong physically, you grow tougher mentally, too.

The best version of yourself doesn't quit...he's a tough son of a bitch.

CLOSING

Aesthetics don't make you tough - the work it takes to develop an authoritative physique does. This is why your goal should never be to look better, but rather, to perform better. If you're getting stronger, you're getting bigger. But more importantly, as you gain

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strength, you gain respect, confidence, you become resilient, gritty, and mentally tough – all characteristics of great men.

Maybe your inherited characteristics won't allow you to become a world-class powerlifter, but genetics can't stop you from becoming better tomorrow than you were today.

DO NOT QUIT!

A life won is a life *forced*.

It's also filled with dichotomies.

Bruce Lee said *be like water*. And I agree. You can't go *against* everything.

You'll wear down, tire out, wilt away. But you *do* have to push against the forces trying to keep you small, average, short of your potential.

You become stronger when you resist the things that threaten to weaken you or to keep you exactly where you are.

Take your work, for example. When you resist the desire to click a link or to check your phone or to text a pal, you become *better* at focusing on what needs to be done and avoiding what doesn't.

That's what weights are, they're a force you have to fight.

The beautiful of weight training is that there's pain involved. Your body and your brain don't naturally want to feel this pain, you have to fight both when they beg you to stop.

So while you're getting stronger with the workouts you should be well into by now, you're also getting tougher.

It's toughness that will help you lead a grand life. It's toughness that will help you endure. Walk into the gym knowing that you're not just there to become a *stronger man*, but also a better man.

You'll notice with the program we're undulating volume and intensity.

Rather than tiring the muscle out, your body out, by continually breaking it down with either sheer volume or intensity, we're rotating, giving your muscles a different look nearly every time you're in the gym but all related to your 1RM, done *specifically* to get YOU stronger based on where you are right now.

This is as personalized as a program can get.

And you don't have to pay \$500/month to get someone to do those calculations for you.

Take advantage of these numbers. Push yourself. Make the numbers WRONG. Life heavier and harder and exceed what the numbers say you should lift!

NOTE:

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Strength is a necessity in your life if you want to live a grand life. And that *has to be* what you're after because you're here.

Challenge yourself physically. The numbers are there. Make them wrong. Or, at the very least, prove them right. Perform the reps at the weight you're told to.

Don't quit early. Don't go easy on yourself.

If needed, grab a pal and have him spot you.

It's you verses your weakness, that inner voice begging you to quit.

DEFEAT IT!