

**MICHAEL MATTHEWS**

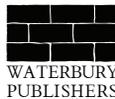
**BIGGER  
LEANER  
STRONGER**

**The Simple Science of Building  
the Ultimate Male Body**

**BIGGER  
LEANER  
STRONGER**

THE SIMPLE SCIENCE OF ACHIEVING  
THE ULTIMATE MALE BODY

Michael Matthews



Copyright © 2012 Waterbury Publishers, Inc.

All rights reserved. This book or any portion thereof may not be reproduced or used in any manner whatsoever without the express written permission of the publisher except for the use of brief quotations in a book review. The scanning, uploading, and distribution of this book via the Internet or via any other means without the permission of the publisher is illegal and punishable by law.

Please purchase only authorized editions of this book and don't participate in or encourage electronic piracy of copyrighted materials.

If you would like to share this book with another person, please purchase an additional copy for each person you share it with, or ask them to buy their own copies. This was hard work for the author and he appreciates it.

This book is a general educational health-related information product and is intended for healthy adults, age 18 and over.

This book is solely for information and educational purposes and is not medical advice. Please consult a medical or health professional before you begin any exercise, nutrition, or supplementation program or if you have questions about your health.

There may be risks associated with participating in activities or using products mentioned in this book for people in poor health or with pre-existing physical or mental health conditions.

Because these risks exist, you will not use such products or participate in such activities if you are in poor health or have a pre-existing mental or physical health condition. If you choose to participate in these risks, you do so of your own free will and accord knowingly and voluntarily, assuming all risks associated with such activities.

Specific results mentioned in this book should be considered extraordinary and there are no "typical" results. As individuals differ, then results will differ.

Cover Designed by Rocres Aying

Typesetting by Kiersten Lief

Edited by Dominique Chatterjee

Published by: Waterbury Publishers, Inc.

[www.waterburypublishers.com](http://www.waterburypublishers.com)

Visit the author's website:

[www.buildhealthymuscle.com](http://www.buildhealthymuscle.com)

## ABOUT THE AUTHOR



Hi,

I'm Mike and I've been training for nearly a decade now.

I believe that every person can achieve the body of his or her dreams, and I work hard to give everyone that chance by providing workable, proven advice grounded in science, not a desire to sell phony magazines, workout products, or supplements.

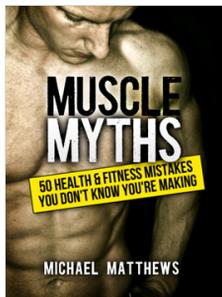
Through my work, I've helped thousands of people achieve their health and fitness goals, and I share everything I know in my books.

So if you're looking to get in shape and look great, then I think I can help you. I hope you enjoy my books and I'd love to hear from you at my site, [www.buildhealthymuscle.com](http://www.buildhealthymuscle.com).

Sincerely,

Mike

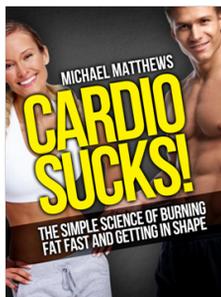
ALSO BY MICHAEL MATTHEWS



*Muscle Myths: 50 Health & Fitness Mistakes You Don't Know You're Making*

If you've ever felt lost in the sea of contradictory training and diet advice out there and you just want to know once and for all what works and what doesn't—what's scientifically true and what's false—when it comes to building muscle and getting ripped, then you need to read this book.

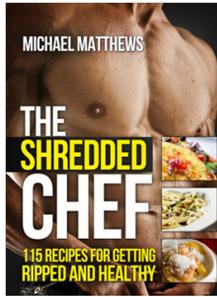
[Click here to learn more about this book!](#)



*Cardio Sucks! The Simple Science of Burning Fat Fast and Getting in Shape*

If you're short on time and sick of the same old boring cardio routine and want to kick your fat loss into high gear by working out less and...heaven forbid...actually have some fun...then you want to read this new book.

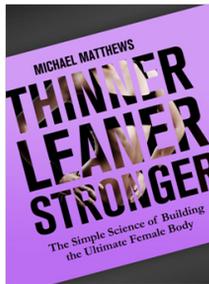
[Click here to learn more about this book!](#)



*The Shredded Chef: 115 Recipes for Building Muscle, Getting Lean, and Staying Healthy*

If you want to know how to forever escape the dreadful experience of “dieting” and learn how to cook nutritious, delicious meals that make building muscle and burning fat easy and enjoyable, then you need to read this book.

[Click here to learn more about this book!](#)



*Thinner Leaner Stronger: The Simple Science of Building the Ultimate Female Body*

If you want to be toned, lean, and strong as quickly as possible without crash dieting, “good genetics,” or wasting ridiculous amounts of time in the gym and money on supplements...*regardless of your age...* then you want to read this book.

[Click here to learn more about this book!](#)

# CONTENTS

## THE PROMISE

What if I could show you how to dramatically transform your body faster than you thought possible?

## INTRODUCTION: WHY *BIGGER LEANER STRONGER* IS DIFFERENT

Here's what the kings of the multi-billion dollar fitness industry don't want you to know.

1. THE HIDDEN BARRIER TO ACHIEVING YOUR FITNESS AND HEALTH GOALS 9
- 

The biggest obstacle to achieving your health and fitness goals is NOT what you think...

2. WHAT MOST PEOPLE DON'T KNOW ABOUT HEALTH, NUTRITION, AND FITNESS PART ONE: SCIENCE OF THE BODY 13
- 

Learn what most people will never know about the basic building blocks of the body.

3. WHAT MOST PEOPLE DON'T KNOW ABOUT HEALTH, NUTRITION, AND FITNESS PART TWO: NUTRITION 19
- 

Learn what most people will never know about what effects different foods actually have on the body.

4. WHAT MOST PEOPLE DON'T KNOW ABOUT HEALTH, NUTRITION, AND FITNESS PART THREE: HEALTH 25  
**Learn what most people will never know about what it takes to maintain good overall health.**
5. THE 6 BIGGEST MUSCLE BUILDING MYTHS & MISTAKES 29  
**Here's why most guys you see in the gym are stuck in a rut of making little or no gains.**
6. THE REAL SCIENCE OF MUSCLE GROWTH 35  
**Building bigger, stronger muscles is much easier than you've been led to believe.**
7. THE 5 BIGGEST FAT LOSS MYTHS & MISTAKES 39  
**Getting shredded is impossible if you've fallen into these traps.**
8. THE REAL SCIENCE OF HEALTHY FAT LOSS 45  
**All effective fat loss methods rely on these three simple rules.**
9. THE INNER AND OUTER GAMES OF HEALTH AND FITNESS 49  
**There's more to getting into amazing shape than working out.**
10. HOW TO SET FITNESS GOALS THAT WILL MOTIVATE YOU 51  
**The secret to long-term dedication and a steel will that simply won't let you quit.**
11. THE CODE OF A GOOD TRAINING PARTNER 55  
**Working out alone sucks, but working out with a bad partner sucks even more.**
12. IF YOU CAN'T MEASURE IT, YOU DON'T KNOW IT 57  
**The only way to never hit a plateau again.**
13. INTENSITY AND FOCUS—YOUR TWO SECRET WEAPONS 63  
**How to not just make every workout count, but how to make them *stellar*.**

14. THE BUILDING BLOCKS OF PROPER NUTRITION 65  
The whole story of what your body needs nutritionally to build muscle, lose fat, and be healthy.
15. EAT THIS, NOT THAT—*BIGGER LEANER STRONGER* VERSION 71  
Which types of foods fuel your progress and which cause it to flounder? Find out.
16. HOW TO PLAN YOUR MEALS TO MAXIMIZE YOUR GAINS 79  
If you don't structure your meals properly, you're going to make dieting much harder than it needs to be.
17. YOUR *BIGGER LEANER STRONGER* DIET PLAN 83  
Learn how to build diet plans that will allow you to get as big or lean as you want.
18. THE *BIGGER LEANER STRONGER* TRAINING FORMULA 101  
By following this formula, you will unlock your body's maximum potentials for muscle growth.
19. MEET YOUR MAKERS: THREE EXERCISES THAT BUILD GREAT BODIES 113  
Nothing is more effective in building a big, lean, and strong body than these three exercises.
20. HOW TO IMPROVE YOUR STRENGTH WHILE PREVENTING INJURY 129  
A trick used by power lifters to gain as much as 20% on their lifts while reducing the chances of getting hurt.
21. YOUR *BIGGER LEANER STRONGER* WORKOUT PLAN 133  
Become your own personal trainer and build a workout program that will produce explosive gains.
22. THE NO-BS GUIDE TO SUPPLEMENTS 145  
Learn what's worth your money and what's not (you might be surprised!).

23. *THE BIGGER LEANER STRONGER* SUPPLEMENT ROUTINE 151

---

Squeeze even more out of this program by taking supplements the right way (most guys mess this up).

24. FROM HERE, YOUR BODY WILL CHANGE 155

---

You are about to start a journey of self transformation. Where will it take you?

Q&A 157

---

Answers to common questions from readers and clients about training, nutrition, and lifestyle.

BONUS REPORT: THE YEAR ONE CHALLENGE, BIGGER, LEANER, AND STRONGER THAN EVER IN 12 MONTHS

---

In this free 70-page bonus report, I'm going to share with you the brands of supplements and equipment I've come to love, and give you a detailed 12-month training plan that will ensure you get the most out my program.

WOULD YOU DO ME A FAVOR?

---

You're awesome for reading my book, and I have a small favor to ask...

## THE PROMISE

No matter how bad you might think your genetics are, no matter how lost you might feel after trying and abandoning many types of workouts, you absolutely, positively can have the lean, ripped body that you dream about.

WHAT IF I COULD SHOW you how to dramatically transform your body faster than you ever thought possible?

What if I gave you the exact formula of exercise and eating that makes putting on 10 – 15 pounds of quality lean mass a breeze...and it only takes 8 – 12 weeks?

What if I showed you how to get a lean, cut physique that you love (and that girls drool over) by investing no more than 5 percent of your time each day?

What if I told you that you can achieve that “Hollywood hunk” body without having your life revolve around it—no long hours in the gym, no starving yourself, and no grueling cardio that turns your stomach. I’ll even show you how to get shredded while still indulging in the “cheat” foods that you love every week like pasta, pizza, and ice cream.

And what if I promised to be at your side the entire way, helping you avoid the scams, pitfalls, and problems that most guys fall into, helping you systematically achieve your true genetic potential, and basically doing everything I can to see you achieve the best body you’ve ever had?

Imagine if you got up every morning, looked in the mirror, and couldn’t help but smile at your reflection. Imagine the boost in confidence you’d feel if you didn’t have that belly fat anymore, or if you were no longer “that skinny guy” but instead had six-pack abs and were “that ripped guy.”

Imagine, just 12 weeks from now, being constantly complimented on how you look and asked what the heck you’re doing to make such startling gains. Imagine enjoying the added benefits of high energy levels, no aches

and pains, better spirits, and knowing that you're getting healthier every day.

Well, you can have all of these things, and it's not nearly as complicated as the fitness industry wants you to believe (more on that in a minute). It doesn't matter if you're 21 or 61, in shape or completely not. No matter who you are, I promise you: you can change your body into whatever you desire.

So, would you like my help?

If you answered "Yes!" then you've taken a leap, not a step, toward your goals to become a leaner, more muscular you.

Your journey to the ultimate male body begins as soon as you turn to the next page.

# INTRODUCTION

## WHY *BIGGER LEANER STRONGER* IS DIFFERENT

I'M GOING TO TELL YOU something that the kings of the multi-billion dollar health and fitness industry don't want you to know: You don't need any of their crap to get ripped and to look better than you ever have before.

- You don't need to spend hundreds of dollars per month on the worthless supplements that steroid freaks shill in advertisements.
- You don't need to constantly change up your exercise routines to "confuse" your muscles. I'm pretty sure that muscles lack cognitive abilities, so this approach is a good way to just confuse you instead.
- You don't need to burn through buckets of protein powder every month, stuffing down enough protein each day to feed a third-world village.
- You don't need to toil away in the gym for a couple of hours per day doing tons of sets, supersets, drop sets, giant sets, etc. (As a matter of fact, this is a great way to stunt gains and get nowhere.)
- You don't need to grind out hours and hours of boring cardio to shed ugly belly fat and love handles and get a shredded six-pack. (How many flabby treadmillers have you come across over the years?)
- You don't need to completely abstain from "cheat" foods while getting down to single-digit body fat percentages. If you plan cheat meals correctly, you can actually speed your metabolism up and

*accelerate* fat loss.

These are just a small sampling of the harmful fallacies commonly believed by many, and they will bury you in a rut of frustration that inevitably leads to you quitting because of little or no real results.

That was actually my motivation for creating *Bigger Leaner Stronger*: For many years now, I've had friends, family, acquaintances, and co-workers approach me for fitness advice, and they were almost always convinced of many strange, unworkable ideas about diet and exercise.

By educating them in the same way as I'm about to educate you, I've helped many people melt away fat, build lean, attractive muscle, and not only look great but feel great too. And, while helping friends, friends of friends, and family is fulfilling, I want to be able to help thousands (or tens or even hundreds of thousands!). Thus, *Bigger Leaner Stronger* was born.

Now, where did the many fitness and nutrition myths come from? Well, I don't want to waste your time with the boring history of the world of weightlifting, supplements, and information resources, but the long story short is simply this:

When people are willing to spend big amounts of money on certain types of products or to solve specific problems, there will never be a scarcity of new, "cutting edge" things for them to empty their wallets on, and there will always be scores of brilliant marketers inventing new schemes to keep people spending.

It's pretty simple, really. All we have to do is look where most people get their training and nutritional advice from. Almost everyone gets it from one or more of these three sources: magazines, personal trainers, or friends...and you'll almost never learn anything useful from any of them.

How can I make such bold claims, you wonder? Because I've seen it all, tried it all, and while I don't know it all, I *do* know what works and what doesn't.

EVERY TIME YOU READ A BODYBUILDING MAGAZINE, YOU'RE  
GETTING SLAPPED IN THE FACE

Last time I looked, close to a dozen bodybuilding magazines were waiting on the shelves of Barnes and Noble, all shiny and ready to lure in victims like Venus flytraps. Simply put, every time you buy one of the big bodybuilding magazines, you're paying to be lied to.

Here's a fun fact that you probably didn't know: *MuscleMag*, *IronMan*, *Flex*, *Muscular Development*, *Muscle & Fitness*, *Muscle Media*, and the rest of the mainstream bodybuilding magazines are owned by supplement

companies and are used simply as mouthpieces for their products. Yup. *MuscleMag* is controlled by MuscleTech; *IronMan* is controlled by Muscle-Link; *Muscular Development* is Twinlab's shill piece; *Muscle & Fitness* and *Flex* are owned by Joe Weider and are thus promotion catalogues for his companies, such as Weider, Metaform, MuscleTribe, and several others; and *MuscleMedia* is the EAS cheerleader.

The primary goal of these magazines is to sell supplements for the companies controlling them, and they work *damn* well. The magazines push products in various ways. They have pretty advertisements all over the place, they regularly run "advertorials" (advertisements disguised as informative articles), and they balance the lot of sales pitches with some actual articles that provide workout and nutrition advice (which also, in many cases, end with product recommendations of some kind).

So, this is the first blow that magazines deal to you: They give you a lot of "advice" that is geared first and foremost to selling you products, not helping you achieve your goals.

The supplement companies know that if they can just keep getting these magazines into people's hands, they will keep selling products. So, how do they ensure that you will keep buying? By coming up with a constant flow of new advice and ideas, of course.

And this is the second, probably more harmful, blow: They inundate you with all kinds of false ideas about what it takes to get into great shape. If they told the simple truth every month, they would have maybe 20 articles or so that they could re-print over and over. Instead, they get quite creative with all kinds of sophisticated (but useless) workout routines, "tricks," and diets (that include certain supplements to really MAXIMIZE the effectiveness, of course).

The bottom line is that you can't trust these types of magazines. They are all either owned by or financially dependent upon supplement companies, and what I outlined above is the game they play.

MOST PERSONAL TRAINERS ARE JUST A WASTE OF MONEY...  
END OF STORY

Most personal trainers are a waste of time and money.

Every week I see trainers who either have no clue what they're doing or who just don't care about their clients. These poor people are paying \$50-75 per hour to do silly, ineffective workout routines that usually consist of the wrong exercises done with bad form (and they make little or no gains).

And, let's not forget that most personal trainers aren't even in good shape themselves, which always confuses me. How can you honestly sell

yourself as a fitness expert when you're flabby and out of shape? Who could possibly believe you? Well, for some reason, these types of trainers get business all the time, and their clients almost always stay flabby and out of shape themselves.

To compound the disservice, most trainers don't even bother giving their clients nutritional plans, which really ensures lackluster gains. The fact is that 70-80% of how you look is a reflection of how you eat. Fat, skinny, ripped, whatever—working out is only 20-30% of the equation. Eat wrong, and you will stay fat no matter how much cardio you do; eat wrong, and you will stay skinny and weak no matter how much you struggle with weights. Eat right, however, and you can unlock the maximum potential gains from working out: rapid, long-term fat loss and muscle gains that will turn heads and get your friends and family talking.

You might be wondering why these trainers know so little as certified professionals. Well, I have several good friends who are trainers, and they've all told me the same thing, which is that passing the certification test does not make you an expert—it means that you can memorize some basic information about nutrition, anatomy, and exercise...that's about it.

While some people are happy to pay a trainer just to force themselves to show up every day, trainers are usually in a similar boat as the magazines. They have to constantly justify their existence, and they do it by changing up routines and talking about "sophisticated" workout principles (that they read about in the magazines)...and when it's all said and done, their clients waste thousands of dollars to make poor gains.

That being said, there absolutely *are* great trainers out there who are in awesome shape themselves, who *do* know how to quickly and effectively get others into shape, and who do really care. If you're one of them and you're reading this book, I applaud you because you're carrying the weight of the entire profession on your shoulders.

### *BIGGER LEANER STRONGER IS DIFFERENT*

I don't know about you, but I don't train to have fun or hang out with the guys—I train to look and feel better, and I want to get the most from my efforts. If I can get better results by working out half as long as the other guy, that's what I want to do. If I were new to weightlifting and my options were to gain ten pounds in a month by doing the same exercises every week (done with correct form, intensity, and weight progression) or to squeak out two pounds by doing the latest dynamic inertia muscle confusion routine, I'd choose the former.

*Bigger Leaner Stronger* is all about training and getting results. It gives

you a precise training and eating regimen that delivers maximum gains in the least amount of time. The exercises are nothing new and sophisticated, but you've probably never approached them like how I'm going to teach you. There's nothing cutting-edge or complicated about how to eat correctly, but most people have it all wrong.

With *Bigger Leaner Stronger*, you can gain 10 – 15 pounds of muscle in your first three months of lifting weights. That's a pretty drastic change. People are going to start asking you for workout advice. Even if you're not a beginning lifter, you can gain one pound of lean mass per week, every week, until you're happy with your size.

If your goal is to simply lose fat, I'm going to show you how to lose 1 – 2 pounds of fat per week like clockwork (and how to keep it off, too).

So, are you ready?

Here's the first step: *Forget what you think you know about working out.* I know, it might sound a little harsh, but trust me—it's for your own good. Just let it all go, approaching *Bigger Leaner Stronger* with an open mind. Along the way, you'll find that certain things you believed or did were right while others were wrong, and that's okay. Just follow the program exactly as I lay it out, and then let the results speak for themselves. If you do, you won't go looking for another training program for a long time, if ever again.

So, let's get started!



# 1

## THE HIDDEN BARRIER TO ACHIEVING YOUR FITNESS AND HEALTH GOALS

YOU MAY HAVE WONDERED WHY so many people are utterly confused on the subjects of health and fitness. Ask around one day, and you're liable to receive all kinds of conflicting, illogical advice and opinions.

Counting calories doesn't work. Broccoli has more protein than chicken. The body can't assimilate carbohydrates after 6 PM, so eat all the pasta you want at night. If you eat fats, you'll gain fat (and its corollary: eat little-to-no fat to lose fat). Your body can do just fine on one meal per day.

I've actually been told all of these things. Pretty scary, right?

So how does this happen? Why are people so susceptible to false information, lies, and weird ideas?

While that question might sound like it has a deep, philosophical answer, it's pretty simple, really.

The next time you hear someone saying that counting calories isn't necessary or doesn't work, ask them this simple question:

What *is* a calorie?

One for one, they will just stand there with a confused look on their faces. They don't have a clue what the word means. And that's only the beginning, of course.

What is a carbohydrate?

What is protein?

What is fat?

What is muscle?

What is a hormone?

What is a vitamin?

What is an amino acid?

Very few people can actually define these words, so of course they can't understand the subject and will believe nearly anything they're told. How can you gain a full and proper understanding of a subject when you don't understand the words used to explain it?

Well, that's why *words* are the biggest hidden barrier to understanding that almost everyone completely overlooks.

Simply put, if you have misunderstandings about the words being used to communicate specific concepts, you will not duplicate the communications exactly—you will reach your own distorted conclusions due to misinterpretation. If I were to tell you, “The children have to leave at crepuscule,” you might wonder what I am talking about. “Crepuscule” simply means the time of the day when the sun is just below the horizon, especially the period between sunset and dark. The sentence now makes sense, doesn't it?

In school, many of us were taught to simply guess at the meanings of words by looking at the surrounding context or by comparing the word to other words in our vocabularies. This is, of course, a very unreliable method of study because the person writing the text had a specific concept to communicate and chose exact words based on specific understandings. If you want to receive the information in the same light, you must share the same understanding of the words used to convey it, not come to subjective understandings based on what you think the words might mean.

With “crepuscule” in the example above, context only reveals that the word must be a time of day, which isn't enough information to guess the word. Then, you're left with looking at the word itself, maybe thinking, “Well, ‘crepuscule’ looks like ‘crepes,’ which are often eaten in the morning, so I guess it means ‘after breakfast?’”

That's why the first part of *Bigger Leaner Stronger* is clarifying the key words that will be used throughout the book. I know that reading the definitions of words is kind of dry and unsexy, but trust me, it will help a lot. It's the only way you can be sure that we're on the same page and that you're understanding things the way I mean you to.

I took care in putting together these key word lists to build your understanding from the simple to the more complex, and I think you'll find the learning curve very mild. I'm sure you will breeze right through it and have quite a few light bulbs turn on.

By the end of the next few chapters of this book, you will know more about health, nutrition, and fitness than most everyone you know. It's really

that bad out there.



# 2

## WHAT MOST PEOPLE DON'T KNOW ABOUT HEALTH, NUTRITION, AND FITNESS PART ONE: SCIENCE OF THE BODY

**ENERGY: 1.** *Energy* is the power received from electricity, fuel, food, and other sources in order to work or produce motion.

Examples: *A power plant produces energy for the whole town. A car gets energy by burning fuel.*

**2.** *Energy* is the physical or mental strength of a person that can be directed toward some activity.

Example: *He did not have enough energy to do housework after a long day at work.*

**CHEMISTRY:** *Chemistry* is the branch of science that deals with the identification of the substances that matter is composed of, the study of their characteristics, and the ways that they interact, combine, and change.

**CHEMICAL: 1.** *Chemical* means having to do with chemistry, or how substances are made up and the reactions and changes they go through.

Example: *The liquids in the laboratory containers were undergoing chemical reactions.*

**2.** A *chemical* is any substance that can undergo a chemical process or change.

Examples: *There are many naturally occurring chemicals in your body, such as saliva, which interacts with food to cause a chemical reaction and break it down. Even a simple substance like water is a chemical because it can cause chemical reactions when combined with other substances.*

Note: Usually when people say *chemicals*, they are referring to man-made substances, but the definition isn't limited to just this.

**ORGANISM:** An *organism* is a single living thing, such as a person, animal, or plant.

**CELL:** A *cell* is the basic unit of all living organisms. Some living organisms exist only as a single cell. An average-size man contains 60 to 100 trillion cells. Cells keep themselves alive, produce energy, exchange information with neighboring cells, multiply, and eventually die when their time has come. Each cell is a small container of chemicals and water wrapped up by a thin sheet of material.

**TISSUE:** *Tissue* is body material in animals and plants that's made up of large numbers of cells that are similar in form and function.

**MUSCLE:** *Muscles* are masses of tissue in the body, often attached to bones that can tighten and relax to produce movement.

**FAT: 1.** *Fat* is naturally oily or greasy extra flesh in the body kept under the skin.

Example: *He had so much fat that his stomach was hanging over his beltline.*

**2.** *Fat* is a substance of this type made from plant products that's used in cooking. Some fats are important nutrients for the body to use in building cells and accomplishing other bodily activities.

Example: *Butter and olive oil are fats.*

**ORGAN:** An *organ* is a part of an organism that's made of a group of two or more tissues that work together to achieve a specific function.

Example: *Your lungs, heart, stomach, and brain are all major organs. Your eyes and ears are sense organs, and skin is the largest organ.*

Note: Muscle is not an *organ* because a muscle is just one kind of tissue, and an *organ* must consist of at least two kinds of *tissue* to be considered an organ.

**GRAM:** A *gram* is a unit of weight in the metric system. One pound is about 454 grams.

**KILOGRAM:** A *kilogram* is equal to a thousand grams. There are a little more than two pounds to every kilogram.

**MILLIGRAM:** A *milligram* is one thousandth of a gram. There are one thousand *milligrams* in a gram.

Example: *A football weighs 40,000 milligrams.*

**CELSIUS:** *Celsius* is a scale of temperature on which water freezes at 0 degrees and boils at 100 degrees.

Note: In the Fahrenheit scale used in the U.S., water freezes at 32 degrees and boils at 212 degrees.

**CALORIE:** A *calorie* is a measurement unit of the amount of energy that can be produced by food. One *calorie* is enough energy to raise the temperature of one kilogram of water by one degree Celsius.

Thus, when you're referring to the calories contained in food, you're referring to the potential energy stored in the food.

Note: Extra *calories* taken into the body beyond what is needed to run the body or build muscle can be stored as fat.

**NUTRIENT:** A *nutrient* is a substance that gives a living body something that it needs to live and grow.

Example: *Water, fruits, vegetables, and meats all contain nutrients.*

**FOOD:** *Food* is material taken into the body to provide it with the nutrients it needs for energy and growth. Food is fuel for the body.

**MATTER:** *Matter* is any material in the universe that has mass and size.

Example: *Earth is composed of matter. Plastic is a kind of matter. Fruits and vegetable are matter that you can eat.*

**ELEMENT:** An *element* (also called a *chemical element*) is a substance that cannot be broken down into smaller parts by a chemical reaction. There are over 100 elements, which are detailed on the periodic table, and they are the primary building blocks of matter.

Examples: *Oxygen and helium are elements.*

**COMPOUND:** A *compound* is a substance made up of two or more different elements.

Example: *Water is a compound made up of the combined elements of oxygen and hydrogen.*

**BREAK DOWN:** To *break something down* means to separate it into smaller, more basic parts.

Example: *Waste that is left out for long enough will break down eventually and become soil.*

**MOLECULE:** A *molecule* is the smallest particle of any compound that still exists as that substance. If you were to break it down any further, it would separate into the elements that make it up (meaning it would no longer exist as that original substance).

Example: *Molecules make up cells, which in turn make up the body. The individual molecules of a substance are so small that they can only be seen through a powerful microscope.*

**ACID:** An *acid* is a chemical compound that usually eats away at materials and often tastes sour.

**PROTEIN:** *Proteins* are naturally occurring compounds that are used for growth and repair in the body and to build cells and tissues. Muscle tissue contains lots of *protein*. *Protein* keeps you strong and makes your bones last. It is an essential nutrient for life.

**AMINO ACID:** *Amino acids* are very small units of material that protein is built out of.

**GAS:** A *gas* is a substance that is in an air-like form (not solid or liquid).

Example: *Oxygen, helium, and propane are gases at room temperature.*

**CARBON:** *Carbon* is a common non-metallic chemical element that is found in much of the matter on earth and in all life.

Example: *Coal is mainly made up of carbon as well as ashes that are left after matter is burned. Motor oil, plants, and animals (including humans!) all contain carbon.*

**OXYGEN:** *Oxygen* is a chemical element that is a gas with no color or smell and is necessary for most living things to survive.

**HYDROGEN:** *Hydrogen* is a colorless, odorless gas that is very flammable and is the simplest and most abundant chemical element in the universe.

Example: *Water is actually a compound of oxygen and hydrogen. When two units of hydrogen combine with one unit of oxygen, water is formed either as ice (solid), liquid, or steam (gas). That's why water is known as H<sub>2</sub>O—two parts hydrogen, one part oxygen.*

**CARBOHYDRATE:** *Carbohydrates* are chemical elements composed of carbon, oxygen, and hydrogen. *Carbohydrates* are important nutrients for energy and for building cells in the body. The word *carbohydrate* is formed by *carbo-* which means *carbon*, and *-hydrate* which means *water*. It is an essential nutrient for life.

Example: *Broccoli, lettuce, apples, bananas, bread, cereal, and sugar are all carbohydrates.*

**DIGESTION:** *Digestion* is the process of breaking down food so that it can be absorbed and used by the body.

**ENZYME:** An *enzyme* is a substance produced by organisms that helps cause specific chemical reactions.

Example: *Certain digestive enzymes help to break down food.*

**METABOLISM:** *Metabolism* is the term for the series of processes by which molecules from food are broken down to release energy, which is then used to fuel the cells in the body and to create more complex molecules used for building new cells. *Metabolism* is necessary for life and is

how the body creates and maintains the cells that make it up.

*Note: When the body becomes hungry, one's metabolism slows down and less energy is released. The longer someone waits between meals, the slower their metabolism goes.*

**ANABOLISM:** *Anabolism* is a metabolic process in which energy is used to make more complex substances (such as tissue) from simpler ones.

**CATABOLISM:** *Catabolism* is the production of energy through the conversion of complex molecules (such as muscle or fat) into simpler ones.



# 3

## WHAT MOST PEOPLE DON'T KNOW ABOUT HEALTH, NUTRITION, AND FITNESS PART TWO: NUTRITION

**HEALTH: 1.** A person's *health* is the general condition of his/her body or mind, especially in regards to strength and energy as well as the presence or lack of disease.

Example: *He is in good health, but his sister has bad health.*

**2.** *Health* is the state of being well; free of any illnesses or injuries.

Example: *He was eating well and following the doctor's advice so that he could keep his health as he got older.*

**HEALTHY:** Being *healthy* means that you are in a good condition physically with good strength and energy levels and free from illness or damage.

**NOURISH:** To *nourish* is to provide something with the substances needed to grow, live, and be healthy.

Example: *The body needs to be nourished with good food and plenty of rest.*

**NUTRIENT:** A *nutrient* is a substance that provides nourishment essential for life and growth.

Example: *Proteins are nutrients and are essential for life and growth.*

**NUTRITION:** *Nutrition* is the process of getting nourishment, especially the process of getting food and nutrients and utilizing them to stay healthy, grow, and build and replace tissues.

**DIET: 1.** One's *diet* is the food and drink that he or she usually consumes.

Example: *He never had time to cook, so his diet consisted mainly of piz-*

za and Chinese take-out.

2. A *diet* is a special course of controlled or restricted intake of food or drink for a particular purpose, such as losing weight, supporting exercise, or for medical maintenance.

Example: *She already lost 15 pounds with her new diet.*

**SUGAR:** *Sugar* is a class of sweet-tasting carbohydrates that come from various plants, fruits, honey, and other sources.

**SUCROSE:** *Sucrose* is the kind of sugar most commonly called “table sugar.” It is usually in the form of a white powder and is used as a sweetener. It is most often taken from natural sources but can be made artificially as well.

**GLUCOSE:** *Glucose* is a very simple sugar that is an important energy source in living things. Most carbohydrates are broken down in the body into glucose, which is the main source of fuel for all cells.

**GLYCOGEN:** *Glycogen* is a substance found in bodily tissues that acts as a store of carbohydrates.

Note: When the body has extra glucose, it stores it in the liver and muscles, and this stored form of glucose is called *glycogen*. Glycogen is like the body’s back-up fuel, and it releases glucose into the bloodstream when the body needs a quick energy boost. It doesn’t matter whether you eat lettuce or candy; both end up as glucose in the body. The only difference is that the lettuce takes a lot longer to break down into glucose than the sugary candy. (The different effects of each will be described in detail in Chapter 17.)

**BLOOD SUGAR:** Your *blood sugar* level is the amount of glucose in your blood. Glucose is carried in the blood and delivered to cells so that it can be broken down and the energy can be stored or used.

**SIMPLE CARBOHYDRATE:** A *simple carbohydrate* is a very simple form of sugar that is usually sweet tasting and is broken down into glucose very quickly.

Example: *Some foods that are high in simple carbohydrates are candy, white bread, dairy products, most pasta, and certain fruits.*

**COMPLEX CARBOHYDRATE:** A *complex carbohydrate* is a carbohydrate that is made up of many molecules of “simple carbohydrates” linked together. Because of this, it takes the body longer to break it down into glucose.

Example: *Some foods that are high in complex carbohydrates are bananas, lettuce, tomatoes, oatmeal, brown rice, and beans.*

**STARCH:** *Starch* is a complex carbohydrate that is found naturally

in many fruits and vegetables and is sometimes added to other foods to thicken them. In its pure form it is a white powder. *Starch* is an important source of energy for the body. Although starch is a complex carbohydrate, some particular foods high in starch break down into glucose quickly, like a simple carbohydrate would.

Example: *Potatoes, corn, and bread all contain starch.*

**HORMONE:** A *hormone* is a chemical made in the body that gets transported by the blood or other bodily fluids to cells and organs to cause some action or to have a specific effect.

Example: *Adrenaline is a hormone that is released during times of high stress or excitement that opens up the blood stream and boosts the supply of glucose and oxygen for more energy and strong, swift action.*

**INSULIN:** *Insulin* is a hormone that consists of protein and is made in the organ known as the pancreas. When someone eats food, the carbohydrates are broken down into glucose, which is then absorbed into the bloodstream to be delivered to the body's cells. When this happens, the body detects the change in blood sugar and releases *insulin*, which causes muscles, organs, and fat tissue to take up the glucose and either use it or store it as energy. It also causes cells to take up amino acids and build muscles.

Note: When *insulin* is released, the body does not use its stored fat to get energy; it only gets energy from the food that is being digested. When a person eats foods containing lots of simple carbohydrates, high amounts of insulin are released into the blood. The carbohydrates get broken down and are either used or stored as fat and glycogen very quickly, giving a boost in energy. Because all of the glucose gets broken down and stored quickly, however, the energy boost runs out very fast, and the person experiences the "crash" that comes after a sugar high.

If this is repeated on a regular basis, the insulin keeps being produced and released into the bloodstream in high amounts, bringing too much glucose to the tissues in the body. These tissues will eventually start resisting this and will refuse to accept the insulin. The extra sugar in the blood that cannot be utilized now can cause damage to the blood circulation system and ends up being stored as fat. Since the insulin is no longer helping the cells absorb glucose properly, the body is left feeling hungry, causing the person to eat even more. As this continues over a long period of time, the pancreas can get exhausted and stop producing enough insulin, causing the cells to become starved for glucose and die. (see also *diabetes*)

**INDEX:** An *index* is a system of listing information in an order that allows one to easily compare it to other information.

Example: *He put together an index to compare prices from different companies.*

**GLYCEMIC INDEX:** The *glycemic index* (or *GI*) is a scale that measures the effect of different carbohydrates on one's blood sugar level. Carbohydrates that break down slowly and release glucose into the blood slowly are low on the *glycemic index*. Carbohydrates that break down quickly will release glucose into the blood quickly, causing insulin levels to suddenly spike; these are high on the *glycemic index*. Below 55 on the *GI* is considered low, and above 70 is considered high. Pure glucose is 100 on the *GI*.

**GRAIN:** *Grains* are seeds of different kinds of grass that are used for many kinds of food. *Grains* are often ground up into a powder called flour.

Example: *Wheat, oats, barley, rice, and corn are all grains.*

**WHEAT:** *Wheat* is a plant that produces grain. It's commonly used for making bread and pasta.

**WHITE BREAD:** *White bread* is bread made from wheat flour that has had parts of the grains removed and has been bleached in order for it to bake easier and last longer.

Note: Most of the nutrients are removed or killed in the process of making white bread, turning the bread into a simpler carbohydrate.

**WHOLE GRAIN:** Foods containing grains that have not had parts removed are called *whole grain* foods. *Whole grain* bread is a source of complex carbohydrates, oils, fats, and some protein.

**FIBER:** *Fiber* is a substance found in some grains, fruit, and vegetables that cannot be digested. *Fiber* serves to soak up extra water and push other food through the digestive system. It helps push useless food waste out of the body, preventing it from sitting in the system and clogging it. *Fiber* is considered to play a role in the prevention of many diseases of the digestive tract.

Example: *Some foods containing fiber are bread, beans, bananas, onions, oats, and broccoli.*

**FATTY ACIDS:** *Fatty acids* are the molecules that make up fat cells. Some *fatty acids* are needed for building parts of cells and tissues in the body. *Fatty acids* contain twice as many calories as carbohydrates and proteins and are mainly used to store energy in fat tissue.

Example: *Fatty acids can be found in animal fat from meat, such as beef or pork, or in oils from plants, such as olive oil.*

**OIL:** *Oil* is fat that is in a liquid form at room temperature. *Oil* has a slippery feeling and does not mix well with water.

Examples: *Olive oil, vegetable oil, and peanut oil are types of edible oils.*

**ESSENTIAL FATTY ACIDS:** Some fatty acids are called *essential fatty acids* because they are needed for many important bodily functions. They are received from the oils of some plants and fish.

Example: *Avocados, pumpkin seeds, walnuts, and sesame seeds are high in essential fatty acids.*



# 4

## WHAT MOST PEOPLE DON'T KNOW ABOUT HEALTH, NUTRITION, AND FITNESS PART THREE: HEALTH

**SUPPLEMENT:** A *supplement* is a quantity of any substance that's added to fill in a deficiency or make something more complete.

**DIETARY SUPPLEMENT:** A *dietary* (or nutritional) *supplement* is a product taken to give a person nutrients that are not contained in a large enough quantity in the person's diet.

Example: *Oils, amino acids, herbs, and digestive enzymes are sometimes taken as dietary supplements.*

**VITAMIN:** A *vitamin* is a naturally occurring compound that is needed in small amounts by the body but cannot be produced in the body, and therefore, it needs to be absorbed from an outside source. Not getting enough *vitamins* in your diet leads to many undesirable conditions and possibly fatal diseases.

Example: *Vitamins can be received from foods like eggs, liver, oil from fish, some fruits and vegetables, and others. Vitamins are also sold by themselves as a dietary supplement in little tablets.*

**MINERAL:** A *mineral* is a compound that is found in non-living matter. They are not naturally created inside of living organisms, but they are required by the body to maintain proper function.

Example: *Salt, calcium, iron, and aluminum are all minerals. Minerals can be taken in tablet form as a dietary supplement.*

**DEHYDRATION:** The human body is made of 75% water. Water is lost by sweating, urination, and breathing, and this water needs to be replaced every day. When not enough water has been replaced for the body

to properly function, it is called *dehydration*. This gives you a headache, makes you tired and weak, and if not fixed, can be fatal since all vital organs need water to exist and function.

**NERVE:** A *nerve* is a bundle of fibers in the body that carries electrical messages between the brain, spinal cord, organs, and muscles. These messages give sensations and cause muscles and organs to operate. Nerves are the communication system of the body.

Example: *The orders from the brain to make the fingers move were transmitted through the nerves.*

**SALT:** *Salt* is a mineral that is used a lot in cooking for seasoning food. It has its own taste that is one of the basic tastes of the human diet. *Salt* is a very important electrolyte and mineral that is necessary for many bodily functions.

**PROCESSED:** To *process* food means to use chemicals or a machine to change or preserve the food.

Note: The action of *processing* foods done by food manufacturers often kills many of the vitamins, minerals, and other nutrients that the body needs, and it typically adds chemicals into the food that are harmful to the body. *Processed* food usually has many more calories than it would otherwise have, but without the nutrients that usually go along with it. The calories from this food are more likely to be stored as fat instead of being used for building cells and muscle tissue, or for fueling vital body functions. People call these “empty calories.”

**ORGANIC:** *Organic* food is food that has been raised and made with very little or no use of artificially made chemical pesticides and fertilizers, according to a standard now regulated by the government. With the current standards in the U.S., foods that have ingredients that are at least 95% organic and that have been prepared with very low or no artificial chemicals added or used in processing can be sold with the label *organic*.

**ALL NATURAL:** *Natural* foods are foods that have gone through very little or no processing. Some people like to eat *all natural* foods to avoid artificial, added chemicals and “empty calories.”

Note: *All natural* foods have not been heavily processed, but that does not mean that they are organic. *All natural* labels can be used more freely and are not as strictly regulated as organic foods. *All natural* foods have usually had chemical fertilizers and pesticides used on them unless they are also marked as organic.

**CHOLESTEROL:** *Cholesterol* is a soft, waxy substance found among some fats that moves through your bloodstream and into your body’s cells.

Your body makes some *cholesterol*, and the rest comes from animal products consumed, such as meat, fish, eggs, butter, cheese, and whole milk. *Cholesterol* is not found in foods made from plants.

Note: One kind of *cholesterol*, known as “*good cholesterol*,” is necessary for survival and is used in building the cells in the body and for other important functions. “*Bad cholesterol*” can get stuck in your bloodstream and block the flow of blood, causing a heart-attack if you have too much of it in the bloodstream.

**SATURATED FAT:** *Saturated fat* is a kind a fat found in some foods that tends to increase the amount of bad cholesterol in the blood.

Example: *Saturated fats can be found in butter, bacon, beef, and egg yolks.*

**UNSATURATED FAT:** *Unsaturated fat* is a kind of fat found in food that does not raise levels of bad cholesterol, and it actually seems to lower the levels of cholesterol in the blood. It is also necessary for building cells and other body functions. Though it does have these healthy qualities, it is still a fat and has high calories, so if eaten in a large amounts, it will still make a person gain fat tissue.

Example: *Unsaturated fats can be found in fish oils, oils from nuts, and some vegetable oils.*

**TRANS FAT:** *Trans fat* is fat that has been altered by a man-made process used to make the fat re-usable for frying things and to make foods last longer on the shelf. *Trans fats* have been shown to raise the level of bad cholesterol and lower the level of good cholesterol as well as lead to heart disease and some other severe diseases.

Example: *Trans fats can but found in many foods, especially in fried foods like French fries and donuts as well as store-bought pastries, pizza dough, cookies, and crackers.*

**BODY MASS INDEX (BMI):** The *Body Mass Index (BMI)* is a scale that uses a system of numbers for estimating about how much a person should weigh depending on how tall he or she is. The *BMI* is meant to give a vague estimate for large groups of people or whole populations. When the *BMI* is used for evaluating an individual, it is very often inaccurate because of different body types, like having a thin frame, a lot of muscle tissue, or being very tall.

Example: *Using the BMI number system, below 18.5 is underweight, 18.5 to 25 is normal, and above 25 is overweight.*

**PERCENTAGE:** A *percent*, or *percentage*, is a way of expressing a number as a fraction of 100. *Percent* means “for every hundred,” So 50%

means half because 50 is half of 100.

**BODY FAT PERCENTAGE:** Your *body fat percentage* is a measurement of the amount of fat that you have in your body expressed as a percentage of your total body weight. This is a more precise measurement of fat than the BMI as it directly measures the person's fat no matter what that person's body type is or how much weight in muscle that person has, which are not taken into account on the BMI.

Note: The amount of fat your body needs to accomplish basic body functions for living is about 2-4% body fat in men and 10-12% in women.

**OVERWEIGHT:** Being *overweight* means that a person has more fat than is considered to be healthy.

**OBESE:** Someone who is *obese* has so much extra fat that it is extremely likely to have bad effects on that person's health and can lead to many diseases. Being *obese* is determined by being over 30 on the BMI, or by having more than 32% body fat in women, and 25% in men.

# 5

## THE 6 BIGGEST MUSCLE BUILDING MYTHS & MISTAKES

NINE OUT OF TEN GUYS you see in the gym don't train correctly. In many cases, I wouldn't even bother getting out of bed in the morning to do their training routines.

They're usually following programs they found in magazines or on the internet, or maybe they got them from friends or trainers. They are stuck in a rut of no gains or eking out slow, stubborn gains.

Most guys also compound their training mistakes by eating incorrectly—they're eating too much, eating too little, eating on a bad schedule, not getting the right amounts and types of macronutrients, and are making other various muscle-robbing mistakes. Eating for maximum muscle gain or fat loss means little more than meeting precise nutritional requirements on a precise schedule (and there's nothing *hard* about doing it—it just requires *exactness*).

So, I'd like to take a moment here to address the six most common myths and mistakes of building lean muscle, because chances are good that you have fallen victim to one or more of them at some point in the past (and if you haven't, it's probably because you're brand new, which actually gives you a great advantage: You get to do it right from day one!).

MYTH & MISTAKE #1:

MORE SETS = MORE GROWTH

I don't know about you, but I hate long workouts. Who wants to spend two hours in a gym every day? Only the over-zealous newbies who think that the grueling seventeenth set is where the growth occurs, or the ob-

sessed 'roid-heads who like to squat until their noses bleed and deadlift until they puke (yes, these guys are out there).

The fact is, too many sets can actually lead to *over-training*, which not only robs you of muscle growth and makes you feel run-down and lethargic, but can actually cause you to *lose* muscle. Yes, that's right—two hours of intense lifting can actually make you shrink and get weaker. You are simply breaking down the muscle too much for your body to repair optimally. Of course you don't want to under-train either by doing too little, which is why *Bigger Leaner Stronger* weight workouts are built to achieve the maximum muscle overload and stimulation that your body can efficiently repair.

More sets also means more time spent working out, of course, and this too can become detrimental. As you exercise, your body releases hormones such as testosterone, growth hormone, and insulin, all conducive to muscle growth. In response to the physical stress, however, your body also releases a hormone called *cortisol*. This hormone helps increase blood sugar levels and fight inflammation, but it also interferes with your body's ability to use protein correctly and stops muscle growth. One of the best ways to control cortisol is to *keep your training sessions short*.

Scientific studies, such as the one done by the University of Natal, have shown that weight training sessions between 45 – 60 minutes allow for proper muscle stimulation while maximizing testosterone production and minimizing cortisol production. Cardio sessions between 30 – 45 minutes were found to be the best for the same reasons. Post-workout nutrition is a huge part of managing cortisol too, but we'll get to that later.

The bottom line is that if your lifting program is built correctly, you can achieve stunning muscle gains by weight training for no longer than 45 – 60 minutes per day.

#### MYTH & MISTAKE #2:

#### YOU HAVE TO "FEEL THE BURN" TO GROW

How many times have you heard training partners yelling for each other to "Make it burn!" and "Get another three reps!?" They think that pumping out reps until the stinging pain is unbearable causes maximum growth. "No pain, no gain," right? Wrong. This is probably one of the worst fallacies out there. Muscle "burn" and pump are not paramount in achieving muscle growth.

When your muscles are burning, what you're actually feeling is a buildup of lactic acid in the muscle, which builds as you contract your muscles again and again. Lactic acid does trigger what's known as the "ana-

bolic cascade,” which is a cocktail of growth-inducing hormones, but when lactic acid levels become too elevated, studies have shown that it actually *impairs* growth and causes tissues to be broken down.

So, for yet another reason, when guys spend a couple of hours in the gym pounding away with drop sets, burnout sets, supersets, and so forth, they’re doing much more harm than good.

So what *does* cause maximum muscle growth, then? The short answer is *overload*, which we’ll go over in more detail soon.

### MYTH & MISTAKE #3:

#### WASTING TIME WITH THE WRONG EXERCISES

In case you didn’t know, most of what your gym has to offer in terms of workout machines and contraptions is worthless. Why? Because they just don’t stimulate the muscles like free weights do. (*Free weights*, by the way, are objects like dumbbells, barbells, adjustable pulleys, and lat pull-down setups that can be moved in three-dimensional space.)

There’s something oddly effective about forcing the body to freely manipulate weight, unaided, against the pull of gravity. Nobody ever built a great chest by just pounding away on the Pec Deck and Machine Press—they used barbells and dumbbells.

More specifically, the most effective muscle-building exercises are known as *compound exercises*. They’re called compound exercises because they involve multiple muscle groups. Examples of compound exercises are the Squat, Deadlift, and Bench Press. The opposite of a compound exercise is an *isolation exercise*, which involves one muscle group only. Examples of isolation exercises are the Cable Flye, Dumbbell Curl, and Leg Extension.

Numerous scientific studies have confirmed the benefits of compound exercises over isolation exercises. One such study was conducted at Ball State University in 2000, and it went like this:

Two groups of men trained with weights for ten weeks. Group one did four compound upper-body exercises, while group two did the same plus bicep curls and triceps extensions (isolation exercises).

After the training period, both groups increased strength and size, but which do you think had bigger arms? The answer is neither. The additional isolation training performed by group two produced no additional effect on arm strength or circumference. The takeaway is that by overloading your entire system, you cause everything to grow.

Charles Poliquin, trainer to world-class athletes like Olympians and professional sports players, is fond of saying that in order to gain an inch

on your arms, you have to gain ten pounds of muscle. His point is the most effective way to build a big, strong body is with systemic overload, not localized training. If your weight training program isn't built around heavy, compound training, you're only making a fraction of the gains possible.

Now, I'm not saying that bicep curls and triceps extensions are entirely worthless. I've found that certain isolation exercises, if incorporated into a routine properly (using the right amount of weight and volume—the total number of sets—per workout), do help with strength and growth. So you will find a few isolation exercises in my program, but they are hardly the focus.

Guys that make the mistake of doing ineffective exercises often believe another myth, which is the lie that you have to constantly change up your routine to make gains. This is complete nonsense peddled by the garbage workout mags. You're in the gym to get bigger and stronger, and that requires three simple things: lift progressively heavier weights, eat correctly, and give your body sufficient rest.

Regularly changing exercises simply isn't necessary because your goals limit the exercises that you should be doing. If you're looking to build an overall solid foundation of muscle, you should be doing the same types of exercises every week, and they will include things like Squats, Deadlifts, Bench Presses, Dumbbell Presses, Military Presses, and others. If you're doing these exercises correctly, your strength will skyrocket, and you will gain muscle faster than you ever imagined possible.

If you're a veteran lifter that is looking to sculpt little bits and pieces for competitive or aesthetic purposes, then you'd do a different training routine, but again the variables would only be weight and reps, not exercises.

#### MYTH & MISTAKE #4: LIFTING LIKE AN IDIOT

One of the most painful sights in gyms is the hordes of ego lifters spasmodically throwing around weights with reckless abandon. I cringe not only out of pity but out of the anticipation of injuries that could strike at any moment.

While it might seem like another shocking generality, it's true nonetheless. Most guys don't have a clue as to the proper form of exercises. This ignorance stunts their gains, causes unnecessary wear and tear on ligaments, tendons, and joints, and opens the door to debilitating injuries (especially as weights get heavy on things like the shoulders, elbows, knees, and lower back).

Some of these guys just don't know any better, and some are more

interested in looking cool than in making real gains. You're not going to fall into this trap. You're going to do your exercises with perfect form, and while your weights may be lighter than Mr. Huff and Puff, he'll be secretly wondering why you look so much better.

MYTH & MISTAKE #5:

LIFTING LIKE A WUSSY

Building a great body is a pain in the butt. It takes considerable time, effort, discipline, and dedication. I don't care what anybody tells you—it doesn't come easy.

Quite frankly, most guys train like wussies. They don't want to push themselves. They don't want to exert too much effort. And of course, their bodies don't change much. They come in each day an exact duplicate of the last. Eventually, they quit out of despair and frustration.

Well, they are giving in to one of our most primal instincts. We humans instinctively avoid pain and discomfort and seek pleasure and ease in life. But, if we let that inclination color our workouts, we're doomed.

Working out correctly is a bit counter-intuitive. It's intense and uncomfortable. Sometimes you just don't want to do that final exercise. Sometimes you dread that next set of squats. Muscle soreness can be annoying. Sometimes joints and tendons can ache.

But, these things are all just a part of the game, and if you push through them and resolve that your body IS going to meet the goals you set for it, then you're going to make great gains—period.

MYTH & MISTAKE #6:

EATING TO STAY SMALL OR GET FAT

As you've probably heard, you grow *outside* of the gym, and that requires sufficient rest and proper nutrition. Many guys get both wrong—they overtrain and don't eat enough calories (or eat way too many), don't get enough protein (or way too much), eat bad carbs and fats, and don't schedule and proportion their meals correctly.

If you don't eat enough calories and get enough protein, carbs, and fats throughout the day, you *simply don't grow*. It doesn't matter how hard you lift—if you don't eat enough, you won't gain any muscle to speak of. On the other hand, if you eat too many calories, eat too many bad carbs and fats, and don't know how to size your meals properly, you can gain muscle, but it will be hidden underneath an ugly sheath of unnecessary fat.

When you know how to eat properly, however, you can gain eye-popping amounts of muscle while staying lean, and you can lose layers of fat

while maintaining, if not, increasing muscle mass.

#### THE BOTTOM LINE

You've just learned the path to muscle-building misery: Grind away for hours in the gym, do tons of "burn out" sets, do the wrong exercises with bad form, don't push yourself too hard, and eat incorrectly.

These mistakes are responsible for untold frustration, discouragement, confusion, and lack of results. They are the prime reasons why guys make little or no gains and quit.

So, if that's how to do it wrong, how do you correctly go about building muscle? Continue to find out.

# 6

## THE REAL SCIENCE OF MUSCLE GROWTH

THE LAWS OF MUSCLE GROWTH are as certain, observable, and irrefutable as those of physics.

When you throw a ball in the air, it comes down. When you take the correct actions inside and outside the gym, your muscles grow. It's really that simple, and these laws apply regardless of how much of a "hardgainer" you think you are.

These principles have been known and followed for decades by people who built some of the greatest physiques we've ever seen. Some of these laws will be in direct contradiction to things you've read or heard, but fortunately, they require no leaps of faith or reflection. They are *practical*. Follow them, and you get immediate results. Once these rules have worked for you, you will know they're true.

### THE FIRST LAW OF MUSCLE GROWTH: MUSCLES GROW *ONLY* IF THEY'RE *FORCED* TO

This law may seem obvious and not worth stating, but trust me, most people just don't get it. By lifting weights, you are actually causing tiny tears (known as "micro-tears") in the muscle fibers, which the body then repairs, adapting the muscles to better handle the stimulus that caused the damage. This is the process by which muscles grow (scientifically termed *hypertrophy*).

If a workout causes too few micro-tears in the fibers, then little muscle growth will occur as a result because the body figures it doesn't need to grow the muscle to deal with such a minor stimulus again. If a workout

causes too many micro-tears, then the body will fail to fully repair the muscles, and muscle growth will be stunted. If a workout causes substantial micro-tearing but the body isn't supplied with sufficient nutrition or rest, muscle growth can't occur.

For optimal muscle growth, you must lift in such a way that causes optimal micro-tearing and then you must feed your body what it needs to grow and give it the proper amount of rest.

#### THE SECOND LAW OF MUSCLE GROWTH:

MUSCLES GROW FROM *OVERLOAD*, NOT FATIGUE OR "PUMP"

While many guys think a burning sensation in their muscles is indicative of an intense, "growth-inducing" workout, it's actually *not* an indicator of an optimum workout. The "burn" you feel is simply an infusion of lactic acid in the muscle, which is produced as a muscle burns its energy stores. Lactic acid tells the body to start producing anabolic hormones, but too much *impairs* muscle growth and causes tissues to break down.

Muscle pump is also not a good indicator of future muscle growth. The pump you feel when training is a result of blood being "trapped" in the muscles, and while it's a good psychological boost and studies have shown that it can help with protein synthesis (the process in which cells build proteins), it's not a primary driver of growth.

What triggers muscle growth, then? *Overload*. Muscles must be given a clear reason to grow, and overload is the best reason. That means heavy weights, and short, intense sets of relatively low reps. This type of training causes optimal micro-tearing for strength and growth gains, and forces the body to adapt.

Drop sets, giant sets, and supersets are for the magazine-reading crowd and druggers. Such training techniques flood the muscles with lactic acid and are often done with isolation exercises, further limiting their effectiveness. They simply do *NOT* stimulate growth like heavy sets of compound exercises do.

#### THE THIRD LAW OF MUSCLE GROWTH:

MUSCLES GROW *OUTSIDE* THE GYM

Many training programs have you do too many sets per workout, and some have you train the same body parts too often. They play into the common misconception that building muscle is simply a matter of lifting excessively. People who have fallen into this bad habit need to realize that if they did less of the *right thing*, they would get *more*.

If you do too many sets in a workout, you can cause more micro-tears

than your body can properly repair, and you can spend too much time working out, which drastically elevates cortisol levels and hinders growth.

If you wait too few days before training a muscle group again, you're overloading a muscle that hasn't fully repaired from the last training session, and you can actually lose strength and muscle size. If you allow your muscles enough recuperation time (and eat correctly), however, you will experience maximum strength and size gains.

Studies have shown that, depending on the intensity of your training and your level of fitness, it takes the body 2 – 5 days to fully repair muscles subjected to weight training. You experience this by feeling the reduction of muscle soreness, inflammation, and weakness that follows your training.

Another aspect of rest is sleep, of course. The amount of sleep that you get plays a crucial role in gaining muscle. While your body produces growth hormone on a 24-hour cycle, the majority of it is produced during sleep, and this is a major anabolic substance.

Good general advice is to get enough sleep each night that you wake up feeling rested and aren't tired throughout the day. For most people, this means 6 – 12 hours of sleep each night.

#### THE FOURTH LAW OF MUSCLE GROWTH:

#### MUSCLES GROW *ONLY* IF THEY'RE PROPERLY FED

How important is nutrition? Nutrition is nearly *everything*. Simply put, your diet determines about 70 – 80% of how you look (muscular or scrawny, ripped or flabby). You could do the perfect workouts and give your muscles the perfect amount of rest, but if you don't eat correctly, you won't grow—*period*.

Sure, we all know to eat protein, but how much? How many times per day? Which kinds? What about carbs—which kinds are best? How much? When should they be eaten to maximize gains? And fats...are they important? How much do you need, and what are the best ways to get them? Last but not least, how many calories should you be eating every day?

*Bigger Leaner Stronger* is going to give you the definitive answers to all of these questions and more so that you never make a diet mistake again.

#### THE BOTTOM LINE

Packing on slabs of rock-solid lean mass is, in essence, just a matter of following these four laws religiously: lift hard, lift heavy, get sufficient rest, and feed your body correctly. That's how you build a strong, healthy, ripped body. It's much simpler than the marketing departments of supplement companies and their magazines want you to think.

The workouts you will be doing as a part of *Bigger Leaner Stronger* are built on these four principles, and if you set aside any doubts or other ideas that you may have and give these methods an honest try, you'll be amazed at how quickly your body will change.

# 7

## THE 5 BIGGEST FAT LOSS MYTHS & MISTAKES

FOR THOUSANDS OF YEARS NOW, a lean, muscular body has been the holy grail of the male physique. It was a hallmark of the ancient heroes and gods, and it has remained a revered quality, idolized in pop culture, achieved by few, but coveted by many.

With obesity rates over 33% here in America (and steadily rising), it would appear that getting shredded and becoming one of the “physically elite” must require a level of knowledge, discipline, and sacrifice beyond what most humans are capable of.

Well, this simply isn't true. The knowledge is easy enough to understand (in fact, you're learning everything you need to know in this book). Sure, it requires discipline and some “sacrifice” in that no, you can't eat three pizzas a week and have a six pack, but here's the kicker: When you're training and dieting correctly, you will *enjoy* the lifestyle. You will look forward to the gym each day. You won't mind the weeks of cutting. You won't feel compelled to eat junk food or desserts (even though you will be able to have them).

You will look and feel better than you ever have before—and this will continue to improve every month—and you will find it infinitely more pleasurable and valuable than being lazy, fat, and addicted to ice cream and potato chips. When you can get into this “zone,” you can do whatever you want with your body—the results are inevitable, it's just a matter of time.

But, most people never find this sweet spot. Why? Well, the most practical answer to that question is twofold: 1) They don't have a strong enough desire to get there (they don't have their “inner game” sorted out), and 2)

they lack the know-how required to make it happen, which leads to poor results, which kills discipline and makes sacrifices no longer worthwhile.

In this chapter, I want to address the five most common myths and mistakes of getting ripped. Like those of building muscle, these fallacies and errors have snuck into our heads via magazines, advertising, trainers, friends, etc. Let's dispel them once and for all so that they can't block your path to having the ripped body that you desire.

#### MYTH & MISTAKE #1:

#### COUNTING CALORIES IS UNNECESSARY

I don't know how many people I've consulted who wanted to lose weight but didn't want to have to count calories. This statement is about as logical as saying that they want to drive across the country but don't want to have to pay attention to their gas tank.

Now, I won't be too hard on them because they didn't even know what a calorie was, and they just didn't want to be bothered with having to count something. Well, whether you want to call it "counting" calories or whatever else, in order to lose weight, you have to regulate food intake.

In order to lose fat, you must keep your body burning more energy than you're feeding it, and the energy potential of food is measured in calories. Eat too many calories—give your body more potential energy than it needs—and it has no incentive to burn fat.

What people are actually objecting to with counting calories is trying to figure out what to eat while on the run every day or what to buy when rushing through the grocery store. When they have a 30-minute window for lunch and run to the nearest restaurant, they don't want to have to analyze the menu to figure out calories. They just order something that sounds healthy and hope for the best. But, little do they know that their quick, "healthy" meal has hundreds of more calories than they should've eaten. Repeat that for dinner, and a day of weight loss progress is totally lost.

Well, *that's* the problem—not "having to counting calories." They are making it unnecessarily hard by failing to plan and prepare meals. It might seem easier to just heat up a big plate of leftovers or grab Chipotle for lunch and carry on with your day, but that convenience comes with a price: little or no weight loss.

#### MYTH & MISTAKE #2:

#### DO CARDIO = LOSE WEIGHT

Every day I see overweight people grinding away on the cardio machines. And, week after week goes by with them looking fatter than ever.

They are under the false impression that idly going through the motions on an elliptical machine or stationary bike will somehow flip a magical fat loss switch in the body. Well, that's not how it works.

You already know how to lose fat (make your body burn more energy than it gets from food), and cardio can *enhance* fat loss in two ways: 1) by burning calories and 2) by speeding up your metabolic rate.

To clarify point #2, your body burns a certain number of calories regardless of any physical activity, and this is called your *basal metabolic rate*. Your total caloric expenditure for a day would be your BMR plus the energy expended during any physical activities.

When your metabolism is said to “speed up” or “slow down,” what this means is that your basal metabolic rate has gone up or down. That is, your body is burning more calories while at rest (allowing you to eat more calories without putting on fat) or burning less (making it easier to eat too much and gain fat).

But here's the thing with cardio: If you don't eat correctly, that nightly run or bike ride won't necessarily save you.

Let's say you're trying to lose weight and are unwittingly eating six hundred calories more than your body burns during the day. You go jogging for thirty minutes at night, which burns about three hundred calories. That leaves you with a daily excess of three hundred calories, and the small jump in your metabolic rate from the cardio won't be enough to burn that up plus burn fat stores.

You could continue like this for *years* and never get lean. As a matter of fact, you'll probably slowly put on weight instead.

### MYTH & MISTAKE #3:

#### CHASING THE FADS

The Atkins Diet. The South Beach Diet. The Paleo Diet. The HCG Diet (this one really makes me cringe). The Hollywood Diet. The Body Type Diet. It seems like a new one pops up every month or two. I can't keep up these days.

While not all “latest and greatest” diets are bad (Paleo is quite healthy, actually), the sheer abundance of fad diets being touted by ripped actors is making people pretty confused as to what the “right way” to lose weight is (and understandably so).

The result is that many people jump from diet to diet, failing to get the results they desire. And, they buy into some pretty stupid stuff simply because they don't understand the physiology of metabolism and fat loss.

The rules are the rules, and no fancy names or snake oil supplements will help you get around them.

In this book, you're going to learn how simple getting ripped really is. Once you understand the basic principles of why the body stores fat and how to coax it into shedding it, you'll see how asinine many of the fad diets taking gyms by storm really are.

#### MYTH & MISTAKE #4:

##### DOING LOW WEIGHT AND HIGH REPS GETS YOU TONED

This myth goes like this: If you want that lean, toned look, you want to do a BUNCH of reps with low weight. This is just plain wrong.

To be honest, I can't think of a reason why anyone would want to do a routine based on low weight and high reps. While there's a never-ending debate as to what rep ranges are best for hypertrophy (muscle growth), many studies agree that doing more than fifteen reps causes little-to-no improvements in muscle strength or size due to insufficient overload.

Being shredded is a matter of having low body fat. Nothing else. Building muscle mass is a matter of overloading the muscles and letting them repair. Nothing more.

Light weights don't overload the muscles no matter how many reps you do (remember that *fatigue* doesn't trigger growth). No overload = no growth.

Heavy weights, however, do overload the muscles and force them to adapt. Optimum overload and proper nutrition and rest = fast, noticeable growth.

So, even if you don't want to gain too much muscle mass—let's say fifteen pounds—the fastest route to that goal is *heavy weight*. Once you're there, you can simply maintain what you have (more on that later).

How heavy should you be going, though? How many exercises, sets, and reps should you do? You'll find out soon!

#### MYTH & MISTAKE #5:

##### SPOT REDUCTION

How many guys have you seen doing crunches “to get a six pack”? How many girls try to target their butts and thighs to “burn away the fat”?

Well, that's not how it works. You can't reduce fat in any particular area of your body by targeting it with exercises. You can reduce fat by proper dieting, and your body will decide how it comes off (which areas will become lean first and which will be stubborn). Our bodies are all genetically

programmed differently, and there's nothing we can do to change that. We all have our "fat spots" that annoy us to no end, and that's just genetics for you. Some guys I know store every last pound in their hips while others are fortunate to have their fat accumulate more in their chest, shoulders, and arms more so than their waistline.

Rest assured, however, that you can lose as much fat all over your body as you want, and you *can* get as shredded as you want; you'll just have to be patient and let your body lean out in the way it's programmed to.

#### THE BOTTOM LINE

Like building muscle, many people approach fat loss completely wrong and thus fail to achieve their weight goals. But, just like building muscle, the laws of fat loss are actually very simple and incredibly effective. Carry on to learn the laws and how to put them to work for you.



# 8

## THE REAL SCIENCE OF HEALTHY FAT LOSS

BEFORE GETTING INTO THE LAWS of fat loss, I want to share some insight into how your body views fat versus muscle. Your body views fat as an asset and muscle as a liability. Why?

Because evolution has taught the body that having fat means being able to survive the times when food is scarce. Many thousands of years ago, when our ancestors were roaming the wilderness, they sometimes journeyed for days without food, and their bodies lived off fat stores. Starving, they would finally kill an animal and feast, and their bodies knew to prepare for the next bout of starvation by storing fat. Having fat was literally a matter of life and death.

This genetic programming is still in us, ready to be used. If you starve your body, it will burn fat to stay alive, but it will also slow down its metabolic rate to conserve energy, becoming fully prepared to store fat once you start feeding it higher quantities of food again.

Muscle, on the other hand, is viewed as a liability because it costs energy to maintain. While there is much debate as to the exact numbers in terms of calories, a pound of muscle on your body burns more energy than carrying a pound of fat. Thus, your body doesn't want to carry more muscle than it has to because it knows that it has to keep it properly fed, and this requires calories that it may or may not get.

So, what does this mean for fat loss? Well, it means that you have to show your body that it has no reason to store excess fat and, in a sense, coax it to the level that you desire. Same goes for building muscle. If you don't provide your body with the perfect building conditions (proper training,

proper nutrition, and proper rest), it will be inclined to simply not grow its muscles.

All right, let's dive into to the fundamental laws of fat loss.

THE FIRST LAW OF FAT LOSS:

EAT LESS THAN YOU EXPEND = LOSE WEIGHT

Fat loss is just a science of numbers, much like gaining muscle. No matter what anyone tells you, getting ripped boils down to nothing more than manipulating a simple mathematical formula: energy consumed versus energy expended. As you would expect, this has been determined beyond the shadow of a doubt by many studies, including the definitive study conducted by the University of Lausanne.

When you give your body more calories (potential energy) than it burns off, it stores fat (unless your metabolism is very fast, in which case you may not store fat but won't lose it either). When you give your body less calories than it burns throughout the day, it must make up for that deficit by burning its own energy stores (fat), leading to the ultimate goal, fat loss. It doesn't even matter what you eat—if your calories are right, you'll lose weight. Don't believe me?

Professor Mark Haub, from Kansas State University, conducted a weight loss study on himself in 2010. He started the study at 211 pounds and 33.4% body fat (overweight). He calculated that he would need to eat about 1,800 calories per day to lose weight without starving himself. He followed this protocol for two months and lost 27 pounds, but here's the kicker: while he did have one protein shake and a couple servings of vegetables each day, two-thirds of his daily calories came from Twinkies, Little Debbies, Doritos, sugary cereals, and Oreos—a “convenience store diet,” as he called it. And he not only lost the weight, but his “bad” cholesterol, or LDL, dropped 20 percent and his “good” cholesterol, or HDL, increased 20 percent.

Now, Haub doesn't recommend this diet, of course, but he was doing it to prove a point. When it comes to fat loss, calories are king.

Healthy fat loss *isn't* as simple as drastically cutting calories, however. If you eat too little, your body will go into “starvation mode” and sure, it will lose fat, but you will also lose muscle. Plus, worst of all, your metabolic rate will slow down, and once you start eating more, you'll quickly gain the fat back (and sometimes even more than you lost). This is what leads to yo-yo dieting.

So yes, you will need to watch your calories. Yes, you will get used to feeling a little hungry (at least for the first week or two of cutting). Yes,

you will have to stay disciplined and skip the daily desserts. But, if you do it right, you can get absolutely *shredded* without losing muscle...or even while gaining muscle (yes, this can be done—more on that later).

THE SECOND LAW OF FAT LOSS:  
EAT SMALL, FREQUENT MEALS

Most people have heard this advice before, but they don't understand *why* it helps.

The most common reason given for increasing meal frequency is that it increases metabolism. It makes logical sense—by putting food in our bodies every few hours, it has to constantly work to break it down, which should speed up our metabolism, right?

Well, the jury is still out on this one. Studies contradict each other left and right. Some have found that several smaller meals per day increased metabolic rates in subjects, while others found that it didn't.

What has been conclusively proven, however, is that people who consume smaller, more frequent meals each day have more success losing weight than those who eat larger, fewer meals.

Why?

Because when people ate only 2 – 3 meals per day, they found it very hard to control their calories due to hunger, which led to overeating. By eating 4 – 6 meals per day, however, people found it much easier to stick to their diet plans because they never felt famished.

So, while some people have figured out how to make 2 – 3 large meals per day work in terms of fat loss and muscle growth, I've found that method of dieting significantly harder to stick to than 4 – 6 smaller meals per day.

THE THIRD LAW OF FAT LOSS:  
USE CARDIO TO HELP BURN FAT

As you know, doing cardio doesn't equal burning fat. It can accelerate fat loss by burning calories and by speeding up your metabolic rate, but whether you actually lose fat or not will be determined by your daily caloric intake and expenditure.

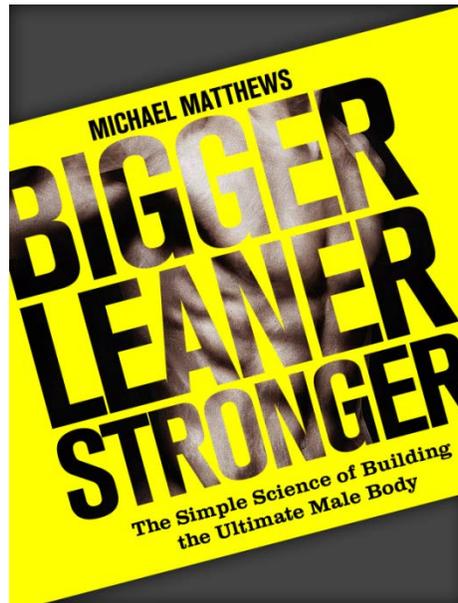
Now, with that being said, most guys find cardio necessary in order to get into the "super lean" category (10% body fat and under) because you can only cut your calories so much before you start to lose strength and muscle mass. Some, however, don't need to bother—they simply regulate their calories and get as lean as they want. This is really just a matter of genetics and individual physiology.

## THE BOTTOM LINE

Believe it or not, easy fat loss depends on these three laws and no others. The U.S. weight loss market generates over *\$60 billion per year*, and, drugs and invasive surgeries aside, any and all workable weight loss methods rely on the three simple rules you just read to achieve results.

Sure, you can get fancy and count “points” instead of calories, can come up with all kinds of creative recipes, can have your miniature deserts, and so on. Regardless, the fundamentals of fat loss don’t need a fancy name or marketing campaign. They really are this simple.

# FINALLY! THE SIMPLE SCIENCE OF BUILDING A BIG, STRONG, AND HEALTHY BODY THAT YOU LOVE!



If you liked this book, then you'll love ***Bigger Leaner Stronger: The Simple Science of Building the Ultimate Male Body***, because that's where this information came from!

*Bigger Leaner Stronger* reveals things like...

- How to get a lean, cut physique that you love (and that girls drool over) by spending *no more than 5 percent* of your time each day.
- How to develop a lightning-fast metabolism that burns up fat quickly and leaves you feeling full of energy all day long.
- **The carefully-selected exercises that deliver MAXIMUM results for your efforts, helping you build a big, full chest, a wide, tapered back, and bulging biceps.**
- A no-BS guide to supplements that will save you hundreds if not THOUSANDS of dollars each year that you would've wasted on products that are nothing more than bunk science and marketing hype.
- **How to get shredded while still indulging in the "cheat" foods that you love every week like pasta, pizza, and ice cream.**

- And a whole lot more!

In this book you're going to learn something most guys will never know: **The exact formula of exercise and eating that makes putting on 10 to 15 pounds of *quality lean mass* a breeze...and it only takes 8-12 weeks.**

**[Click here to learn more about this book!](#)**