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The advice and tips given in this course are meant for healthy adults only. You should consult your physician to insure the tips given in this course are appropriate for your individual circumstances.

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Introduction: Finally Someone is Listening!
Nobody seems to be listening to what the majority of women want. More women would rather look good in a bikini...than look like muscular fitness models. I GET this...yet most of the people in the fitness industry simply aren't listening.

Chapter 1: Myth Busting
Sick of hearing that it impossible for you to gain too much muscle because you don't have enough testosterone? I will discuss that and other myths told to women on a consistent basis.

Chapter 2: Is Cardio Really “Dead”?
Hollywood actresses use cardio like crazy to get fit for movie roles...so why do so many fitness experts claim that cardio is dead? I'll explain in detail why cardio is an amazing tool to get a slim and sexy physique and why circuit training isn't always all it is cracked up to be.

Chapter 3: High-Rep Training
Why women have been pushed towards high rep training to “tone” the muscles. What actually happens in the body when training for high reps. A study which shows that high reps tend to add muscle mass about as well as low reps.

Chapter 4: Low-Rep Training
What happens in the body during low rep training. Why low reps (done properly) are the ideal way to get a lean and slim physique that looks great in a bikini.

Chapter 5: Training to Failure
Why training to failure or training short of failure makes a HUGE impact on how your muscle look. This is one of the most overlooked variables in all of women's fitness.
Chapter 6: Free Weights, Machines, and Body Weight Training
The benefits and drawbacks of each type of resistance (free weights, machines, body weight training, and resistance bands). Why the ideal workout uses a combination of various forms of resistance.

Chapter 7: Yoga
Great for mobility, but not the fastest route to a slim and lean physique. Why I believe this should only be considered a supplementary form of exercise, not a way to stay slim and lean year-round.

Chapter 8: Adding Muscle to Burn More Body Fat?
Why putting on muscle to lose body fat is a slow indirect approach to getting lean. I'll will also discuss how adding muscle burns an insignificant amount of calories per day.

Chapter 9: Dieting Challenges for Women
Why the conventional methods you have been taught will make fat loss close to impossible. Women have it tougher than men...but here is a strategy that works well.

Chapter 10: Dieting Strategies in Detail
How many calories should you eat per day? What ratio of carbs, protein, and fat? How many meals? Strategies for women who like to eat every few hours. Strategies for women who like to eat fewer, but larger meals.

Chapter 11: Dieting for an Event
How dieting for an event like a vacation or wedding is much different than the way you would normally eat. Need to lose 5-10 pounds in less than 3 weeks? I outline a tough but extremely effective plan for that.

Chapter 12: A Flat-Out Effective Cardio Workout
An incredibly effective 30 minute cardio routine that drops fat on demand. Ways to adjust it to complement your resistance training routine.

Chapter 13: How to Customize Your Routines
Why there is no such thing as a one-size-fits-all workout solution. Mastering what works best for your body is what is going to help you look exceptional in any situation.
Chapter 14: The “Go-To 2 Day Split” - Gym Routine
I will outline the current routine that I use with my girlfriend. Although we train together, I use different schemes to add muscle while she slims down. This is a great starting point to base your customized routine on.

Chapter 15: The “3 Days Per Week” - Gym Routine
Here is a routine you can use if you are only able to hit the gym 3 days per week. This uses a special 3 day split which makes a lot of sense once I explain the principles.

Chapter 16: Setting Up a Simple & Effective Home Gym
I'll explain some creative ways to train with very little equipment (adjustable bench and dumbbells). As long as you get the set and rep schemes correct, you can get in tremendous shape at home.

Chapter 17: The “Go-To 2 Day Split” - Home Routine
This is the routine to use if you are able to train 4 days or more per week at home. This is the recommended base routine to use from home, that you can customize over time and use year after year.

Chapter 18: The “3 Days Per Week” - Home Routine
This is a simple but effective routine for women who simply want to workout on Monday, Wednesday, and Friday. This is best for women who are extremely challenged for time.

Chapter 19: How to Lose Muscle Mass on Purpose
Legions of women have muscular thighs and calves that they would like to make slim and defined. This is common especially with women who have been given poor training advice. Despite this being a taboo subject, I'm going to give you a strategy that works.

Chapter 20: Final Thoughts
Working hard for 5-6 months and then being in “maintenance mode” the rest of your life. A simple way to look and feel good for a lifetime.
It's 10:00AM in LA Fitness and I've just completed 20 minutes of intervals on the Stepmill machine. Behind me is a station where the personal trainers meet with their clients.

(I don't bring my iPod to the gym, because observing and listening to what happens in the gym is crucial to me...and entertaining.)

Here is what I hear today... **"We are going to blitz your lower body today. You are going to have a hard time walking when I'm through, but imagine how great you are going to look for your honeymoon."**

The woman this trainer is talking to is probably in her late 20's and maybe has 10-15 pounds of weight to lose. I can tell by her build that she puts on muscle easy in her thighs and calves. **My best guess is that this particular bride-to-be, played sports when she was younger.**

...the trainer takes her to the squat rack and has her do 4-5 sets of 15 reps. This is followed by dumbbell lunges done until her legs are shaking. Immediately after lunges, come dumbbell step-ups.
She has a hard time completing the full 15 reps, but the trainer pushes her hard and makes her complete those final “super tough” 2-3 reps.

After the workout, the woman has a concern and says this...

“My jeans are getting tighter...I really want to make sure my legs look slim in my wedding dress. Is the the right workout for me?”

The personal trainer assures her that it is only because she is gaining muscle under her layer of fat...and that once she loses some of that body fat her legs will look toned and muscular.

But the bride isn't asking for muscular legs. She wants to look like a sexy bride on her wedding day...not a muscular fitness model in a wedding dress!

I want to jump in and give her proper advice, but my approach is simply to observe what happens in nature. I feel like one of those guys who films documentaries of animals hunting. I'm sure they want to warn the cute gazelle that a lion is patiently waiting for them near the water hole...but they don't want to interfere with nature.

I see this same scene play out over and over again...
Women are told not to worry about adding too much muscle, because they don't have the hormones necessary to make that happen. Really?

So why do I hear these complaints from women on a regular basis?

“I enjoy working out, but my legs tend to bulk up”.
“I like the way training makes me feel, but hate the way it makes me look”.
“I have tried training in the gym and it simply makes me look bulky.”

Maybe every single one of these women is simply imagining this!

Perhaps they should get used to looking a bit more muscular, like the trainer in their gym suggested.

My guess is that most women would MUCH rather have a physique similar to a “Bond Girl”, than the typical fitness model.

(In fact, it really isn't a guess at all...I have hard evidence that this is the case)

So while most fitness courses help women aim for a physique like Jillian Michaels...this one will focus more on a traditional fit and feminine physique with just a “hint” of definition (think Jessica Alba).
I've mastered the technique of slightly increasing muscle tone to a body part while decreasing the size of that same body part.

The best way to avoid “bingo flaps” on your arms as you get older is to tighten up the arm and make it compact and firm. You don't want to add excessive size to any muscle group, because then gravity takes over.

Once you master this technique, you can drop a size or two while firming up your entire body. The goal of this course is to teach you this skill.

This book is meant to “teach you to fish”. The principles I teach here can be used in any training environment. The equipment you use doesn't matter as much as the principles. I will give you some great specific workouts, but I want you to use the knowledge of the principles to customize these workouts.

Over time you will figure out exactly what workout will help you hit your goals.

**WARNING: You are going to become a handful for any personal trainer.**

Some of this info is far ahead of the mainstream literature. I doubt that the typical personal trainer is going to get what is going on with your workouts.

**Unfortunately...you will be untrainable once you finish this course!**

Possibly the only downside of this course is that it may make you somewhat untrainable. I know my girlfriend will never be able to workout with a personal trainer ever again. I've ruined her with this knowledge.

You will be able to modify other trainer's routines and make them effective...but out of the box they may not allow you to hit your goals.

**The LAST thing you will want is for a trainer to push you past the pain barrier** <--- this will make a lot of sense later in this course. You would think that being pushed hard would produce better results, but that isn't the way this works.
Cardio will be the only thing in this program where you will need to operate on the edge of the pain barrier from time to time. I'll explain why cardio is not dead in a later chapter...and why you will achieve phenomenal results implementing cardio into your routine in a strategic way.

So I'll end this introductory chapter with a little background about me.

My name is Rusty Moore.

I've been a bit of a gym fanatic since 1987. From 1987-1999...I trained 4-5 days per week solid...adding as much muscle as possible. Unfortunately after 12 years of training, I looked a bit like a “gym guy”. Although I wasn't as big as a pro bodybuilder, it was blatantly obvious that I trained all the time.

...my legs were so big that I could only fit into really baggy jeans. Around this same time I saw the movie Fight Club. I was sick of this slightly cheesy overly muscular look and decided to do something about it!

You see, I never had the intentions of looking like a cheesy gym guy.

My goal after watching Fight Club was to transform my physique from being a meat-head, to closer to that of a slim and toned male model. Brad Pitt looked great in Fight Club and he was slightly older than me, so he was a great role model.

It took me from 1999-2001 to get the look I desired.

In roughly a year and a half I accomplished the goal of leaning down. It took me a long time, because there wasn't any mainstream literature on losing muscle mass on purpose.

From 2001 going forward I perfected the technique of getting lean without adding excessive size. Guys were coming up to me on a regular basis and asking for workout advice. I would do my best to explain the concepts, but it was hard to do in a simple 10 minute conversation. There wasn't a course I could refer people to. So I needed to do something about it...
In June of 2007, I started a blog called *Fitness Black Book*. 

The blog was a compilation of all the tips I learned to get this lean “Hollywood Look”. I wrote about my 7+ years of intense research and findings when it came to getting fit without adding additional size.

The blog was criticized by the bodybuilding sites, because I was talking about foreign concepts. Their thoughts...“who in their right mind wouldn't want to get as big as possible?”

I knew for a fact that there was a LARGE group of men and women who wanted to get lean without looking like a typical “gym person”.

The problem of looking like a gym person is that it makes it appear as if you are trying too hard. That is why the men and women in Bond movies are great physique role models. James Bond is in phenomenal shape, but looks stylish. If he was much more muscular he wouldn't have that cool “GQ” look.

Same with the women in James Bond movies. They look incredible, but you don't think “gym bunny” the moment you see them.

Despite initial criticisms, my blog took off within one year.
I was blown away by the response! I was simply trying my best to give out tips I learned in my pursuit of getting the slim “Hollywood Look”. I was running a men's suit store at the time and working 50+ hours per week at my job...and 20+ hours per week on my blog.

Despite being a little more focused towards guys, my blog was more popular with women. When I checked my website analytics it showed that 60% of my readers were women...and 40% were guys. A large portion of my traffic also came from Australia.

*** I dig the readers from Oz, because they were the ones who really got the comments rolling on my site in the beginning and made it interactive ***

By 2009, my “little” blog was getting 7,000+ unique visits per day!

I now had the good “problem” of not being able to answer all of the comments anymore. In 2009 alone, I had over 3 million visitors to my blog and over 16,000 approved comments. The Internet is CRAZY that way!

I still read and manually approve each and every comment. So although I can't respond back to every comment...I feel I have a major grasp on the questions that men and women want answered.

As nutty as it sounds, I have read over 20,000 questions and comments
relating to getting the lean “Hollywood Look”. I feel this puts me in a unique position to create the ideal products for both men and women to attain this look.

In May of 2010, I released a product for men called *Visual Impact Muscle Building*. I planned on writing my women's ebook shortly after, but creating the men's product took a lot out of me.

**I had been pushing hard since 2007 and simply needed a breather.**

I took it easy in the summer of 2010...went on a West Coast road trip for most of August (and had a blast). It was exactly what was needed to recharge me to create this women's course.

**So over 8 million visits & 20,000 comments later...I have finally created the course I have been thinking about creating for the past 10 years.** My hope is that this course will empower you with the knowledge to create the body you have always hoped for.

Enjoy the Journey :)

![Image]

*Rusty Moore*
Chapter 1
Myth Busting

After reading the intro, I hope you realize that this isn't a “cookie cutter” course. This won't read anything like traditional women's courses you are used to. I'd like to begin this whole thing...by addressing some myths.

Myth #1: Women can't get bulky with training.

Well, let's just start with the “elephant in the room”. This is where I disagree with the majority of trainers. Sure, most women aren't going to gain 20 pounds of muscle overnight or anything...but legions of women have complained on my site that training increases the size of their thighs.

If lifting makes muscles bigger than a woman wants, then it is too much bulk...period! Even a 2 pound gain in the hips and butt make a difference on the frame of most women. The biggest response women hear over and over again is something along these lines... “Women have less than 10% of the testosterone than a man, which doesn't support fast muscle growth.”

So why do so many women claim that lifting makes them bulky? Perhaps they are all lying :)

Myth #2: Adding muscle burns calories to help you drop body fat.

Another robotic response from many personal trainers... “Adding muscle boosts your metabolism and helps you burn calories around the clock”. Gaining muscle is a VERY inefficient way to lose body fat. For each pound of muscle you gain you will burn an extra 12 calories per day.

Gain 10 pounds of muscle to burn an extra 120 calories per day? How about eating a little less per day and doing strategic cardio. A good cardio session can burn 500-600 calories per session. You could easily create a 700 calorie deficit with diet and cardio.

My advice? If you want to gain muscle, then work on gaining muscle. If you
want to lose body fat...diet and cardio is about 4-5 times more effective!

**Myth #3: Cardio is a waste of time.**

One of my favorite fitness authors hates cardio. I still respect the guy and think he gives great advice. I even recommend his course for people who are challenged for time. He teaches circuit training for fat loss and believes cardio is a “waste of time”.

Here is what I say to that ---> Take ANY workout and add my strategic cardio routine to it and you will burn more calories and lose more body fat...compared to doing the same routine without cardio.

There is a reason that the women in Hollywood do large amounts of cardio to slim down for movie roles. It works every time, it has always worked, and it will continue to work!

The biggest advantage of cardio over other forms of exercise is that you can do short intense sessions to boost HGH levels...or you can simply burn calories directly at a lower intensity. The best way is to combine both types of cardio in the same session. I'll talk about this in great detail in the next chapter...so stayed tuned.
**Myth #4: You need to eat every few hours when losing weight.**

Meal frequency has nothing to do with losing weight. It is fine to eat as few as 1-2 meals per day or more than 6. There is nothing magical about eating 6 meals per day.

The overall calorie intake is what matters. So if you eat 6 times per day, you are going to have to eat smaller meals. If you only eat 1-2 times per day, you are going to be able to eat larger meals...but you may get hungry in between meals. A lot of this comes down to preference. I eat 3-4 times most of the week and 1-2 times per day on other times.

**Note:** There is a specific advantage to an “occasional fast”. I will talk about this more in the diet chapter.

**Myth #5: Lifting heavy will increase muscle size, lifting light will increase muscle tone.**

Did you know that lifting to failure or simply approaching failure is what causes a muscle to grow...regardless of the rep range? This is one of the big takeaways I want you to have after reading and studying this course.

Benching 50 pounds for 15 reps to failure is VERY likely to increase muscle size in your chest shoulders and triceps. This is especially true if you are pushing past the pain barrier to get those last few reps up.

Benching 60 pounds and stopping at 5 reps, when you could probably do 8-10 is a way to increase the strength and tone of the muscle without increasing the size of that muscle. It will feel too easy compared to the “no pain no gain” way of training most are used to, but works extremely well.

By the time you are finished with this course you will be sold on low reps well short of failure. If you want to add size, then simply add higher reps and push until the reps are hard to complete.

More about this in future chapters.
Chapter 2
Is Cardio Really “Dead”?

On my blog I interviewed Leonardo DiCaprio's personal trainer for “The Beach”...Cornel Chin. He got all the actors and actresses in that movie in phenomenal shape, using large amounts of cardio. He had the actresses do 45-60 minutes cardio 2 times per day for two weeks!

The only reason he had the cast do that much cardio was that they were cramming 8 weeks of training into 2 weeks. Cornel was flown to Thailand last minute to whip Leo and the cast into shape.

*Leo had 17 pounds to lose in 2 weeks!*

* Cornel knew that the only viable option was to have Leo do crazy amounts of cardio. He had Leo and the cast do unreal amounts of cardio in addition to resistance training. The reason cardio was the only option was that he could dial down the intensity so the cast of “The Beach” wouldn't become badly overtrained. You couldn't add large amounts of circuit training because it would break down the body.
If you put a gun to my head and told me I would have to lose 20 pounds in two weeks...I would diet hard, do some high intensity interval cardio, and crazy amounts of low intensity cardio.

I'm not saying that it is advisable to spend such a large amount of time doing cardio. The point I'm trying to make is that it is the one variable you can increase when everything else is “maxed out”.

- You can only lower the calories down so far before you are starving and slowing down your metabolism.
- You can only do so many weight lifting workouts before your body is broken down beyond repair.
- You can only do so many intense circuit training routines before you become overtrained (plus some of those exercises done to failure have the potential to put on size...fine of you are trying to gain muscle...not so good if you want to slim down.)

So what if all these variables are pushed to the limit and you have more weight to lose?

**You add cardio to the equation!** This strategy has been used successfully for decades. Given enough time, you can create large calorie deficits with cardio. The biggest issue with cardio is that it is time consuming. This is why so may trainers have come forward with circuit style routines that save time.

The problem with these brief “circuit style” routines is that in my observation they only get people about 80% of the way to their goals. Back in the 80's

*Visual Impact for Women* by Rusty Moore
and early 90's, when cardio was more popular, there were many more lean people in most of the gyms I trained at. Note: I haven't conducted scientific research...it is just an observation.

These days I go into the gym and don't see as many lean members.

In my gym, me and my girlfriend practically have the entire cardio section to ourselves. Everyone seems to be doing trendier type of training. This has lead to a gym full of “slightly chubby” members and personal trainers.

It kind of frustrates me because I know that some of the time they spend is redundant and unproductive. I could have them refocus part of their time in the gym to strategic cardio and their results would dramatically improve.

The strategic cardio I am going to teach here skips past the unproductive portion and gives you much more bang for the buck. There is a way to make cardio much more efficient.

Take a look at this diagram.

Intense exercise, like various forms of circuit training, kettlebells, etc…

- Releases fat from fat cells into the bloodstream
- Burns calories (contributing to fat loss)
- Creates an “Afterburn Effect” burning calories after the workout

While all of that sounds nice…it is only 1/2 of the fat loss equation!

You see…those Free Fatty Acids are going to get deposited back into the fat cells, if they are not used for energy during the workout. With just a little bit of planning and cardio done strategically, people can get much better fat loss results with their workout.
No matter how hard people are busting their butts with this brief intense interval type of training…it is NOT getting the job done all the way.

Want to see a better fat loss formula?

Now you are strategically taking advantage of a small window of opportunity to burn much more body fat during your workouts. Low-to-medium intensity cardio uses fat for fuel and since the intense exercise released the free fatty acids into the bloodstream...cardio becomes extremely effective.

**But you have to be careful when doing intense exercise!**

If your resistance training workout routine is intense...it is very likely that you will add muscle mass to your frame. This isn't a big deal if you want to add muscle, but my guess is that the majority of women reading this want to increase definition without increasing their body mass.

**I recommend HIIT cardio as the ideal form of intense exercise.**

The reason I'm a big fan of High Intensity Interval Training on a treadmill or other piece of cardio equipment...is that you can tweak the intensity perfectly to the ideal setting. You dial down the settings if the workout feels too intense or dial it up a notch to add more intensity.

For those who are unfamiliar with interval cardio? The basic idea is alternating a period of time walking with a period of time running...until the workout has been completed. Typically this is done for no longer than 10-20 minutes.
Another HUGE reason I prefer cardio for intense exercise?

Interval cardio gives the perfect resistance to shape the legs hips and butt. If done a 3-4 times per week, there isn't really any reason to do a bunch of direct lower body resistance training.

This flies in the face of most the women's routines you see in fitness magazines and online. The fact is that running stairs on a stepmill machine or sprinting on a treadmill...will slim and tighten all of the muscles in your lower body simultaneously.

**In fact at times you'll need to dial down the intensity of this type of cardio.**

Most of the time interval cardio will offer “just the right” amount of resistance to your legs and butt. Over time this will slim down and firm up your legs and entire lower body...but occasionally you will even have to be cautious with the types of interval cardio you do.

Different cardio equipment has different effects on the lower body.

- **Stepmill**: This one is the toughest piece of cardio equipment and is perfect for fat loss along with working the butt and back of the legs. This is great for women who want to add a little more curve to their backside. The downside is that it isn't the best when trying to lose
muscle mass in the legs. If you fall into the category of easily putting on muscle, then you will want to dial down the intensity when using the Stepmill.

- **Exercise Bike**: This is a definite leg builder especially if the intervals are intense. It creates a “pump” in the legs which will encourage growth in the legs. This is ideal for women who have skinny legs and want to add size. My sister doesn't go near the exercise bike, because in her words... “it makes my jeans tight”.

- **The Treadmill**: This is the “Go-To” piece of cardio equipment in my opinion. You can do intense intervals on the treadmill with a much smaller chance of increasing muscle size in the legs and butt. If I had a gym and was only allowed one piece of cardio equipment it would be the treadmill. This is great for intervals or the less intense “steady state cardio” that I recommended after intense exercise (as shown in the chart on page 20).

- **Elliptical**: A lot of people put down the elliptical as not being intense. This is actually why I think it is such a great piece of equipment! This is the perfect lower intensity steady cardio to do after your interval cardio.

- **Nordic Track**: This is a great one for steady state cardio. It takes a few times getting used to, but works well.

- **Stair Stepper**: This can be used for intervals, but I've found this to work best as a lower intensity version of cardio done after intervals. I'm seeing less and less of these in gyms I visit.

- **Rower**: I have never really been able to maximize this machine, but many swear by this. If it works for you then by all means you can include it in your workout routine.

**Primary Cardio Machines vs Secondary Cardio Machines**

So there are a few cardio machines that lend themselves well to intervals and some are much better for the lower intensity cardio that follows. I like to call the ones used for intervals as “primary” cardio machines. The ones that you
use after the intervals I like to call “secondary” cardio machines.

- Primary ---► Treadmill, Stepmill, and Exercise Bike
- Secondary ---► Elliptical, Nordic Track, Stair Stepper, and Rower

So a typical cardio workout would include 10-20 minutes of intervals using any of the “primary” pieces of cardio equipment...followed by 15-20 minutes of steady cardio on a “secondary” piece of equipment.

Note: The treadmill also is a great secondary piece of equipment, which is why I consider the “Go-To” cardio machine. When in a doubt you can't go wrong with a treadmill.

The idea is to use two different pieces of equipment for your cardio workout. So if you do your intervals on a treadmill, then walk over to the elliptical and do your slower steady state cardio. Mixing up the cardio will make the time go by quicker than sticking with the same machine the entire time.

Proper cardio is one of the most important tools in getting the slim and lean feminine look. A side benefit is that it will make you healthier over the long haul.

So cardio is far from “dead”!
Chapter 3
High Rep Training

What if I told you that high rep training was more likely to build muscle mass than low reps? My definition of high rep training...is training in the 8+ rep range. Most people who use high rep training stick in the 8-15 rep range.

The problem with higher rep training is that it is more likely to create a “pump” in the muscles. After much debate, “the pump” has been shown to be a key component in maximizing muscle size.

High reps force blood into the muscle fibers. Over time this will increase the size of the muscle fibers as well as the number and size of the capillaries. Great for bodybuilders...BIG vascular muscles! Is that what you are aiming for?

The pump is so sought after by Bodybuilders that one of the best muscle building supplements does nothing but increase the pump. Ever heard of Nitric Oxide (NO2) supplements? These are aimed at increasing the pump to a muscle...for better muscle building potential.

Training for the Pump (by my friend Jeff Anderson, aka The“Muscle Nerd”)

- 8-12 reps per set.
- At least 4 sets per exercise with 1-2 minutes rest in between sets.
- Pause in the max contracted position and squeeze for 1-2 seconds.
- Finish with a 15 rep “finisher”.

Jeff Anderson has a bunch of great products online about adding muscle mass quickly. He has become a friend of mine over these past two years and definitely knows what he is talking about. Since you are a woman and most likely don't want large veiny muscles...

My advice is to avoid the pump as much as possible!
Not only that...higher reps increase the sarcoplasm inside a muscle cell. This is the fastest way to increase the size of a muscle. Let me explain the two types of muscle growth and this will make more sense.

- **Sarcoplasmic Hypertrophy:** This is an increase in the muscle cell fluid (sarcoplasm) within the muscle cell. This is a fast way to increase the size of a muscle, but since sarcoplasm is a fluid and can't contract...it won't make the muscle significantly stronger. This is why sometimes a huge body builder isn't as strong as a smaller Olympic Lifter.

- **Myofibrillar Hypertrophy:** This is actual muscle fiber growth. Since muscle fibers can contract, growth in this area leads to dramatic improvements in strength. This leads to very limited gains in muscle size. Think of a water-balloon...to make it bigger it would be much faster and easier to fill it with water than to make the rubber thicker...but thicker rubber would probably make the balloon stronger. Not the perfect example, but hopefully you get the idea.

High rep training won't make you significantly stronger, but it has the potential to increase the size of the muscles. There are other variables in play when it comes to gaining muscle quickly, but high reps will get you there quicker than low reps.
Chapter 4
Low Rep Training

It is very likely that you equate low reps with getting bulky. I don't blame you, because that is what many fitness magazines have been preaching for years.

A reminder of what happens with “High Reps” first.

High reps ---> Produce the pump in the muscle
High reps ---> Increase the sarcoplasm in the muscle (fast muscle growth)
High reps ---> Increase the size and numbers of the capillaries in the muscle
High reps ---> Won't make the muscles significantly stronger

I'm certainly not against high-rep training! In fact it is a major component of my men's muscle building course, Visual Impact Muscle Building. It is great for adding muscle mass...and a lot of the guys are aiming for larger vascular muscles.

...my guess, however, is that you are NOT after a lot more size.

So using lower reps is a better approach. I train with my girlfriend and she never goes above 5 reps with resistance training...while I will go as high as 15 reps (since I want to increase size as well).

If you stick to 5 reps or less (and avoid failure), there is very little chance that your muscles will increase in size. In fact, most likely your body will become smaller, tighter and more compact as you drop a bit of body fat & slowly gain strength and muscle definition.

The key to using low reps WITHOUT gaining size?

**AVOID TRAINING TO FAILURE!**

This leads us into one of the most important chapters of this entire course...
Chapter 5
Training to Failure

I could have titled this chapter “Avoid Training to Failure” ...because that is going to be my suggestion for the majority of women who are following this course.

A study showing that training to failure is the key to muscle size?

An important study was published in *Journal of Exercise Science and Fitness*, volume 6, number 2, 2008...by Dr Ralph N. Carpinelli. Dr Carpinelli studied muscle growth under a large variety of rep schemes. He found that as long as sets were pushed close to failure that muscle growth would occur.

“If a maximal—or near maximal—effort is applied at the end of a set of repetitions, the evidence strongly suggests that the different external forces produced with different amounts of resistance elicit similar outcomes.”

His findings are that it doesn't matter whether you lift heavy for 3-5 reps...or lighter with 10-15 reps: If the last rep or two requires maximum effort, then you will achieve similar outcomes.

If lifting to failure is a big key to muscle growth, then avoid failure if you do not want your muscles to grow!

When my blog started in 2007, it was 100% aimed toward increasing muscle definition without adding muscle size. A year before this study was published I was telling both men and women to avoid training to failure if muscle definition (not size) was their main goal. This was something I figured out years ago...and now there is finally a study which backs this.

Here's how avoiding failure, while getting stronger, increases definition.

The first thing you need to understand is that it is possible to gain strength in a muscle without adding size. In fact, this is the best approach for firm, compact muscles.
So how does a muscle get stronger without getting larger?

The harder a muscle contracts, the more force it can generate. Your nervous system is what causes the muscle to contract. Your nervous system operates well below capacity when it comes to sending impulses to a muscle group.

**Stronger Nerve Impulses = Stronger Muscles = Increased Muscle Definition**

Gaining strength without size creates an “efficient muscle”.

Efficient muscles have more neural electricity flowing through them even when at rest. This creates residual tension in a muscle, even when in a relaxed state (muscle tone).

...so this more efficient muscle will feel firmer to the touch than a muscle which isn't as strong for its size. As the strength increases, so does the firmness and “muscle tone”.

...BUT you must avoid fatiguing the muscle!

**There are two reasons to avoid muscle fatigue.**
1. When you fatigue the muscle, your nervous system will not be able to send strong impulses to the muscle. So you won't be able to lift as much and your muscles will exhibit less muscle tone when at rest.

2. Fatiguing the muscle will most likely lead to an increase in muscle size. So if you want size, but don't care as much about tone, then aim for muscle fatigue.

Lifting short of failure with low reps = the “perfect storm” for muscle tone.

Lower reps-->Less likely to create a “pump”.
Lower reps-->Allow for stronger nerve impulses to the muscle.
Lower reps-->Less likely to fatigue and increase muscle size.
Lower reps-->Increase tension in a muscle which further increases tone.

A lot of people in fitness circles hate the term “muscle tone”. They simply believe that the only way to increase tone is to increase muscle mass and decrease body fat. This is because very few people have explored the concept of increasing the strength of a muscle while purposely avoiding adding size.

Very few in the fitness community purposely avoid lifting to failure.

Most personal trainers pride themselves on pushing their clients harder than
they would push if they were training on their own. In fact this is a huge selling point in hiring a personal trainer.

**What if “pushing harder” was not only unnecessary, but counterproductive?**

Pushing hard while lifting is a great way to add size to the muscle. Done properly it is also a great way to add size and strength simultaneously. But pushing close to failure is to be avoided if you want to gain strength and definition without size.

This is why I feel that personal trainers aren't a necessity for creating your ideal body. In fact, they may be doing more harm than good if you are trying to get a slim and lean “bikini bod”.

**Note:** Some personal trainers are very skilled. I'm just talking about the average personal trainer in this case.

**Here's a Summary of This Important Chapter in 1 Sentence**

Lift with low reps and a couple reps short of failure to increase muscle tone without adding size to the muscle.
Chapter 6
Free Weights, Machines, and Body Weight

I've seen women who have got in outstanding shape using nothing but free weights. I've also seen women who reach peak condition with nothing but Nautilus machines. Same thing with body weight exercise.

Honestly...it isn't the type of resistance that makes the biggest difference.

What makes or breaks your workout routine is the set and rep scheme.

Any form of resistance that allows you to train somewhat heavy for strength... in the low rep range...while avoiding failure by a few reps...will get the job done.

So this does limit body weight training to a certain extent. There isn't anything wrong with using your body weight for resistance, it is just harder to tweak the weight to hit the right rep range.

Many machines allow you to work you way into body weight training.

Currently my girlfriend is doing “machine assisted” dips and “machine
assisted” chin ups. This allows her to do these body weight exercises without using 100% of her body weight.

As she is getting stronger she is using closer to 100% of her body weight for 5 reps. Like all of the lifts, she is stopping about 2-3 reps short of failure. At some point she won't need to do these as “machine assisted”.

**Note:** The normal route to teach someone to get stronger at chin ups and dips is to do them to failure each week and try to add a rep each workout. Remember, the normal route will add size to the muscle group. My girlfriend will slowly get stronger...avoiding failure...increasing muscle tone without increasing muscle size.

**A big benefit of free weights is the ability to track progress from gym to gym.**

Curling a 15 pound dumbbell for 5 reps, is the same in your gym as it is in my gym. Bench pressing 60 pounds for 5 reps is also the same no matter what gym you train in. In my opinion, this is one of the biggest strengths of free weights...the ability to track progress no matter where you train.

**You can't say the same thing with machines...**

A *Nautilus* incline press will provide a different degree of resistance than say a *Hammer Strength* incline press. Even if you were using the same weight, it would provide a different amount of resistance to your muscles. *“Variable Resistance” = Biggest benefits of machines over free weights.*

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*The strength curve for the dumbbell curl*

Max Resistance

Start of Lift | Middle | End of Lift
With free weights there exists a “Strength Curve”. The easiest way to explain a strength curve is to talk about arm curls which are a single-joint exercise.

When you curl a dumbbell, there is very little resistance in the bottom position (Start of Lift). The resistance increases until your arm reaches the midway point (Middle). At this point you are holding close to the full weight of the dumbbell.

So the mid point is the part of the curl with the most resistance. As you work from the midpoint up to the top...resistance decreases. Once the dumbbells reach the very top of the lift, there is very little resistance at all (End of Lift).

Machines use special engineering to “correct” the strength curve.

Arthur Jones was the first to do this with his Nautilus machines. He tweaked these machines to perfection, to make sure there was the same amount of resistance throughout the full range of motion of a lift.

So when you hop on his Nautilus Curl Machine, for instance...you will still feel your biceps contracting hard at the top position of the curl. You also have a much harder time using momentum, because there is full resistance at the bottom of the curl as well.

It almost sounds like I favor machines over free weights.
The benefit of free weights is that your body has to balance the weights and use the smaller stabilizing muscles. Because of this, I like a good mix of free weights as well.

My advice is to use a mix of free weights as well as machines to get the benefits of both types of exercise...then mix in body weight exercises where it makes sense.

I would suggest to ease you way in to body weight training.

The main body weight exercises I recommend are machine assisted dips and machine assisted pull ups. The other body weight work I would recommend is for abs...plank variations and lying leg raises (a few other options for abs as well).

Note: There are a few guys I follow who come out with fresh body weight routines 1-2 times per year. If you want to challenge yourself and mix things up, drop your gym membership for 3 months and follow their course.

The sets and reps are different than I suggest in this course...I've found that you can follow these for 3 months without fear of bulking up. Adam Steer, Scott Sonnon, Ryan Murdock, and Craig Ballantyne all put out great stuff.

...by the time the 3 months are up, you will be dying to get back in the gym.

(and you will be pumped to begin using this routine again).
Chapter 7
Yoga

Okay I am going to go right out and say it. **Yoga does very little to get you slim and lean (but has other benefits).**

Yoga is a great way to increase range of motion. Yoga also can improve joint health if done properly. The right type of yoga blows away traditional static stretching when it comes to improving flexibility.

...but if you are trying to burn body fat or increase muscle definition, Yoga is one of the slowest ways to accomplish this.

**I'm not saying that Yoga is easy. It is pretty darn hard!**

...but just because something is hard, does not make it the most effective way to reach your goal. Walking from New York to Los Angeles is much tougher than flying...but flying will get you there in a fraction of the time.

If dropping body fat is your goal, then you will want to create a large calorie deficit through diet and exercise. The problem with Yoga is that it simply isn't intense enough to burn many calories.
Yoga doesn't even come close to some intense heart pumping High Intensity Interval Training when it comes to burning calories. This type of cardio also creates oxygen debt...which means you will burn calories long after the workout is over.

Intense cardio also boosts HGH, your natural fat burning hormone. Yoga won't elicit this same response.

**BUT...Yoga is a wonderful supplementary form of exercise.**

Back in 2009, I wanted to mix up my routine a bit and decided to use nothing but body weight training for three months. I purchased a routine that incorporated “Prasara Yoga” a few times per week.

This form of Yoga really improved my joint mobility and fit in perfectly with the rest of the body weight routine. It only took up 15 minutes 3-4 times per week and was an add-on to the program.

Yoga is awesome if used in addition to a good resistance training routine.

At some point I plan on reincorporating some “Prasara Yoga” back into my workout routine. I will chose 3 days per week and work on increasing my range of motion through active movements.
Chapter 8
Adding Muscle to Burn More Body Fat?

You have probably heard that for every pound of muscle you add to your body you burn an extra XX calories per day. Different sources will quote different numbers, but The American Journal of Clinical Nutrition has it listed around 5 calories per day. The average I have seen quoted seems to be...a pound of muscle burns 6 calories per day.

Gaining 10 pounds of muscle to burn an extra 60 calories per day?

Well, it isn't that simple. You see, every pound of fat burns 2 calories per day. So lets say that you gained 10 pounds of muscle and lost 20 pounds of body fat. You would only burn an extra 20 calories per day, compared to when you started. The amount of calories burned per day from muscle gain is insignificant.

At a rate of 20 calories per day, you would burn enough calories to lose an extra pound of fat every 175 days.

Gaining muscle to lose fat is simple an indirect approach. You could easily burn 600 calories in one session with intense cardio. That is 30 times more calories burned than the the example of gaining 10 pounds of muscle and losing 20 pounds of body fat.

A good dieting and cardio strategy could create a 1,200 calorie deficit.

Compared to gaining 10 pounds of muscle and losing 20 pounds of body fat...cardio and diet can burn 60 times more calories! It isn't even in the same ballpark as far as being as effective. This is the reason you see so many guys who are muscular but have a thick layer of body fat covering up those muscles.

Just because it sounds cool to say…"gaining muscle helps increase your metabolism and burns more calories around the clock"…doesn't mean it is an effective strategy.
Chapter 9
Dieting Challenges for Women

Women have it a little tougher than guys when it comes to diet. The problem is that it is simply too easy to eat more calories than you burn each day. As a woman you typically don't have as much “wiggle room” as guys do.

How to figure out if you are eating too much?

There isn't a magical number of the ideal amount of calories to eat to maintain or lose weight. Here is an equation I like to use to find out a good starting point.

**Goal Weight in Pounds x (hours working out per week + 9.5) = Calories**

So lets assume we have a 140 pound woman who wants to simply maintain her weight. Let's say she also works out 4 hours per week. So...

140 (pounds) x 13.5 (hours she trains plus 9.5) = 1890 Calories per day.

This 140 pound woman would need to eat roughly 1,890 calories per day to maintain her weight. Again...this is just a starting point, because much of this depends upon height, age, etc.
In this example let's assume that it takes exactly 1,800 calories per day for this woman to maintain her weight. Let's also assume she follows the advice of eating 6 meals per day, to “keep her metabolism high”.

**1,800 divided by 6 meals = 300 calories per meal <---that is BRUTAL!**

The “eating every few hours” approach to dieting really only works out for massive 250+ pound bodybuilders. As a woman, it will quickly put you into weight gain mode (unless you never want to eat anything good again).

**What are your options?**

1. Eat in excess every day and slowly gain 2-3 pounds of fat each year.
2. Eat in excess and burn off that excess with exercise.
3. Eat fewer meals to allow for higher calorie foods and bigger portions.
4. Have extra low calorie days to offset higher calorie days.

Option 1, slow weight gain, is unfortunately the route that most men and women take. It is pretty easy to do, because just a bit of excess calories can add up to 2-3 pounds of weight gain each year.

Option 2 is the most common route both men and women take who train on a regular basis. What this leads to is being stuck at a certain weight or body fat percentage. This is obviously better than gaining weight...but if you want to lose weight, this isn't the best way to go.

**My suggestion (for women especially) is fewer meals per day.**

It is logical...right? With 3 meals per day, you now can actually eat normal sized meals. You can eat a decent meal when you have 600 calories to play with. Although that is better than sticking with 300 calorie meals...it isn't optimal either. I will outline a strategy that will allow you to enjoy even bigger meals on a regular basis.
I'm going to start this chapter off with various strategies to maintain your current weight. I will also talk about gradual weight loss. The chapter after this will outline dieting strategies for aggressive weight loss.

Let's use the example of the 140 pound woman.

We are going to assume that this woman can eat 1,800 calories per day without losing or gaining weight. If she follows my advice and cuts down the amount of times she eats to 3 times per day, she can now eat 600 calorie meals instead of the unrealistic 300 calorie meals.

Cutting down the meal frequency is a step in the right direction, but we can do much better than that.

- 1 small meal and 2 medium sized meal approach: So instead of eating a 600 calorie meal for breakfast, this woman could eat a yogurt and banana which would wind up being roughly 300 calories. This would mean that she could have two meals with 750 calories a piece for lunch and dinner.
■ 2 small meals and 1 large meal: This is the approach that both me and my girlfriend use most of the year. Eat a small breakfast and lunch and a larger dinner. So if the calories were around 300 for breakfast and lunch, this woman could get away with a 1,200 calorie dinner. This would allow for a meal at a restaurant, some wine, etc.

■ 2 low calorie days per week: The most common approach here, is to use intermittent fasting. In the example above the woman could fast until dinner 2 times per week and eat a medium sized meal for that dinner. Maybe she eats only 1,000 calories on those two days. This will give her much more room to play with on those other 5 days per week.

A big diet breakthrough came to me a few years back.

After extensive research, I found that meal frequency made little difference in weight loss. I also found that short term fasts actually increased HGH levels (your body's natural fat burning hormone). So eating less frequently wasn't a bad thing...if anything it improves weight loss.

Here is a different mind-set that will make weight loss a breeze...

Think in terms of weekly calorie deficit, not daily calorie deficit. So in this example, the 140 pound woman could go way above the 1,800 calorie mark one day...as long as she has a few days in a calorie deficit to make up for it.
She can be proactive with this or follow up high calorie days with low calorie days. So if she knows that there is a good chance she will eat 3,000 calories at a Holiday dinner with her family on Thursday...she can eat 600 less calories a couple of days before the dinner...so maybe 1,200 on Monday and 1,200 on Wednesday. Alternatively...she could simply do a short term fast the following day and eat a 600 calorie meal.

Creating a “Contrast” with your diet is a good thing!

Almost every lean person I know eats in a way very similar to the way I described in the previous paragraph. The only people I know who eat XXXX calories each and every day are complete fitness fanatics with an unbalanced life...or people who try an overly strict diet and then quit.

The benefit of mixing in high calorie days is that is keeps your leptin levels high...the low calories days boost your HGH (especially if you mix in a few short-term fasts each week).

How to Maintain Weight Without Counting Calories

I don't recommend strict calorie counting. What I would recommend is to figure out roughly what a maintenance calorie day looks like...then simply track how many days are above maintenance, at maintenance, and below maintenance.
If you have 1 high calorie day, balance it out with 1-2 days below maintenance. If you want to earn a high calorie day for the weekend, then include a few days below maintenance leading up to the weekend. For the other 3-4 days during the week...simply get somewhat close to your maintenance level of calories.

**Here is why this isn't widely suggested in fitness magazines.**

1. **The myth that skipping meals will slow the metabolism:** This was shot down years ago in a study by the British Journal of Nutrition, called *Meal Frequency and Energy Balance*

   “There is no evidence that weight loss on hypoenergetic regimens is altered by meal frequency. We conclude that any effects of meal pattern on the regulation of body weight are likely to be mediated through effects on the food intake side of the energy balance equation.”

2. **The myth that you will lose muscle if you only eat 1 time per day:** The findings of another study show this is false. This study was from the American Journal of Clinical Nutrition, called *A controlled trial of reduced meal frequency without caloric restriction in healthy, normal-weight, middle-aged adults.*

   This study was done on a group of adults...half of them ate 3 meals per day...the other half ate just 1 meal per day. Although the 3 meal per day group didn't show any difference in body composition, the 1 meal per day group lost fat and gained muscle! The 1 meal per day group lost close to 5 pounds of body fat and gained a pound and 1/2 of muscle on average.

3. **The myth that you will quickly lose muscle on a low calorie diet:** This is a big one. People think that your body will burn muscle like crazy on a low calorie diet. I used to think the same thing, until I read a recent study a few years ago that went to the extreme to prove this as false. The study was published in The American College of Nutrition, and is named *Effects of Resistance vs. Aerobic Training Combined With an 800 Calorie Liquid Diet on Lean Body Mass and Resting Metabolic Rate.*
The study took 20 people and put them on 800 calories per day for 12 weeks. 10 people did the low calorie diet and resistance training & 10 people did the low calorie diet with cardio. The resistance training group didn't lose any muscle mass whatsoever. In fact, they lost more body fat than the cardio only group.

This study also shoots down the idea that “metabolism slows down when the calories are kept too low”...this group actually had a higher resting metabolic rate than when they started. So as long as you are performing some resistance training, you won't lose muscle and your metabolism will remain high.

**Now that you are armed with the truth it will make things simpler.**

You won't feel bad for having a high-calorie day, because you can simply throw in a few low calorie days to balance it out. You can spend a day at the beach and go 6-8 hours without food and not worry about losing muscle or having your metabolism slow down. Some days you might eat 3-4 small meals...others you might get in 1-2...it won't make a difference.

I will have suggestions on meal timing to get more fat burning out of your workouts, but besides that eating correctly for weight loss is pretty simple. There are slight advantages to low carb and things like that, but the overall goal should be to eat healthy foods and not eat more calories than you burn.

**A way to ensure that you are less likely to reach a sticking point.**

When you diet hard, your leptin levels will drop a bit. Typically you will still maintain a calorie deficit by eating less, you will lose weight...it just slows down a bit.

[Here's a supplement](#) I recommend for women who are stuck at a certain weight, despite maintaining a strict diet.

**Note:** This isn't 100% necessary, but just keeps leptin levels high even when calories are low. This typically happens when you are 5-10 pounds away from your target weight.
The only time I suggest being a little more detailed and obsessed about diet is if you want to look extra sharp for an event. An aggressive diet is okay for 2-3 week maximum at a time. I'm going to outline a rough diet that can drop body fat in a hurry. This works well, but it is an unbalanced way to eat and shouldn't be done long-term.

My goal is to show you an extreme event diet, which you can (and should) dial down and make work for your circumstances. I simply want to arm you with the knowledge of how to lose weight at a faster rate than most believe is possible.

**It is okay to be out-of-balance for short periods of time.**

I think short spurts of massive action can create amazing results in almost anything you are trying to accomplish. The thing to avoid is long periods of being totally focused on a task (then it becomes an obsession).

Let's look at a young Bride-to-Be, as an example.
A young woman dreams of her wedding day much of her life. She wants everything to be perfect and she wants to look her best. This is ideally a once-in-a-lifetime event. So if she trains and diets 2-3 months much harder than normal...is she an exercise addict? Does she have an eating disorder? It is tough taking massive action in any area of life without having critics. I guarantee you that if this young bride to be watches everything she eats for 2-3 months and exercises 6 times per week...some people will criticize what she is doing.

...but she just wants to feel and look extra beautiful for one day of her life (as well as her honeymoon). In my opinion this is like an Olympic Athlete getting ready to compete in his or her chose event. They will work extra hard to hit their goal of being in exceptional shape.

What about a dream vacation to Thailand that you've waited a lifetime for?

Is there anything wrong with wanting to see if you can get in the best “beach shape” of your life for this trip? You are only young once and you only have one life. Why is it bad to see if you can look your absolute best for an event this special?

There is nothing wrong with doing your best...that includes getting in shape for an event that may never happen again in your lifetime.
When you are 80 and in your rocking chair looking back on your life...

Don't you want to say that you gave it your all? I'm not saying that it is over at 80, there are a few men and women using my programs at that age and getting in shape. What I am saying is that when you life is winding down, will you be more proud of the times you pushed and “gave it everything you got” ...or the times you just sat back and let things happen.

Sorry if I am being dramatic in this chapter. I just want to drive home the point that it is okay to focus hard on a goal and be slightly out of whack for short periods of time.

Okay, let's talk about dieting for an event.

I like to keep things simple...and this will be simple...but it will not be easy! This type of diet is called by some a Protein Sparing Modified Fast. This diet is based on the least amount of calories you can consume without losing lean body mass. Again...this is as tough (and effective) as it gets!

Warning: This diet is NOT for everybody. It can cause severe mood swings in some people. Really no need to go this extreme. Only use if you are crunched for time. You can get just as fit using a moderate, steady approach.
- You will eat 6 calories per pound of your target weight.
- 0.7 grams of protein per pound of current body weight.
- Remainder of daily calories are green veggies.
- No calories 3-4 hours before or 1 hour after your workout.
- Take a multivitamin of some sort.
- Take 6 grams of Omega-3 fish capsules per day.

**Note:** This can be done for 2-3 months max...2 weeks on this strict diet, alternated with 1 week of moderate dieting.

**Here is what a 145 pound woman trying to get down to 130 would eat.**

- Roughly 780 total calories per day (spread across 3 meals)
- 101 grams of protein per day (takes up about 400-500 calories).
- 300-400 calories of everything else (mainly green veggies).
- Six 1000 mg fish oil capsules.
- A Multivitamin.
- Black coffee, tea, diet soda, water.

Although I typically suggest a good mix of healthy fat in your diet to stabilize blood sugar, we are trying to create the biggest deficit possible...so for this special diet...we will need to stick to fat free or low fat protein sources.

**Some great examples of low fat protein sources:** Skinless chicken breasts, non-fat cottage cheese, protein powder, lean beef, egg whites, lean turkey, non-fat cheese.

**“Everything else”:** Green vegetables, salsa, soy sauce, low carb teriyaki sauce, vinegar, spices, hot peppers, chicken broth, and mustard.

**Here is how I've setup my meals in the past:**

**Breakfast:** Low-carb protein shake -or- egg whites with a little bit of nonfat cheese and salsa.

**Lunch:** A salad made of lettuce, cut up chicken breast, rice vinegar, a few
pieces of non-fat cheese, and cucumbers and celery sliced up.

**Dinner:** Chicken soup made of chicken broth, cut up chicken breasts, cilantro, cabbage, celery, jalapeño peppers, salt and pepper.

I ate like this every day solid and dropped close to 12 pounds in two weeks last minute before a vacation. I also went down from 8% body fat...all the way down to 6%. I simply did this to test how effective the diet was. Not all of the weight I dropped was body fat. I'm estimating that half of it was water weight. These days I simply stay around 8-10% and feel good at this range.

**What can the average woman expect?**

Let's use the example above of the 145 pound woman trying to drop down to 130 pounds. Let's assume she is going to exercise a total of 5 hours per week.

- **Calories She Burns Per Day:** 2100
- **Calories She Eats Each Day:** 780

**Daily Calorie Deficit:** $2100 - 780 = 1,320$

So if she eats like this for 14 days, she will create a total calorie deficit of 18,480 calories. There are 3,500 calories in a pound of fat, so she will have lost 5.28 pounds of fat...but most likely will lose just as much water weight. So the total weight loss will be 10 pounds in 2 weeks.

...at this point she would take a week off and eat moderate calories and then maybe do another 2 week round. This would allow her to hit her goal if for some reason she needed to lose weight in a hurry.

If weight gets stuck while dieting aggressively, consider trying this [supplement](#) to get leptin levels back up to a normal level.
Along with the main course you will also have a report called “Fat Torching Cardio”, which is a detailed progressive 12 week cardio plan. This is one that you will do 3 months out from summer or a special event.

In this chapter, I simply wanted to outline a cardio routine you can use year-round. You can simply adjust the intensity up or down depending upon how much energy you have, how busy your life gets, etc.

**High Intensity Interval Training (HIIT)**

HIIT, the way I am going to describe it here, is typically done on cardio equipment in a gym setting. Why not outside? You certainly can go outside and run real stairs or around the track, but it is hard to fine tune intensity levels when you are not using equipment that tracks speed. Also, I find that cardio machines are easier on the joints long-term. I will talk about how to do HIIT outside in an upcoming chapter.

**Here is How to Perform 15 Minutes of HIIT**

- Hop on a treadmill (or cardio machine of your choice).
- Walk for 60 seconds. Level 3.5 on a treadmill as an example.
- Jog for 30 seconds. Level 7.0 as an example.
- Walk for 60 seconds. Level 3.5 as an example.
- Jog for 30 seconds. Level 7.0 as an example.
- Keep alternating like this for 15 minutes.

**Here's what happens.**

Intense intervals are effective at releasing fat from your fat cells. The high intensity intervals also burn calories directly, adding to your daily calorie deficit. Creating a calorie deficit is key to weight loss.
If you simply did HIIT, you would be able to hit your fat loss goals.

Assuming your diet is dialed in, HIIT alone can help you get lean quickly. It contributes to a calorie deficit, it boosts HGH levels (especially if it is done in a fasted state), it creates Oxygen Debt which means it will boost your metabolism for many hours after the workout has been completed. When your 15-20 minute session is completed, there is a special “window of opportunity”.

![Diagram of Intense Exercise and Fat Cells](image)

After intervals, there will still be a large amount of free fatty acids floating around in the bloodstream. Eventually they will get redeposited back into the fat cells...unless you burn them up with low intensity cardio!

**Low intensity steady state cardio burns mainly fat for fuel.**

The problem with low intensity cardio done in isolation, is that it isn't very time efficient. It will burn a lot less calories than HIIT...but done after intense intervals it can work magic. Free fatty acids can get “cherry picked” each and every minute you do low intensity cardio.

![Diagram of Intense Exercise, Fat Cells, Free Fatty Acids, and Strategic Cardio](image)

**Note:** In this diagram I show that any intense exercise can release free fatty acids. You can do circuits on machines, body weight circuits, etc...but I favor HIIT on cardio machines because this way you will have much more control.
How to tell if you have done what is necessary for maximum fat release.

What you are aiming for is what I like to call the “HGH Flush”. If your skin is reddish and hot to the touch...and you are slightly out of breath...you have reached the desired intensity level. This is an indicator that your low level “strategic cardio” is going to be more effective than normal. I would suggest 15-20 minutes of low level cardio at this point.

Any (HGH flush) activity can be followed with low level cardio.

If a few rounds of tennis put you in an out-of-breath state, follow up the games with a 20 minute walk. Same thing with basketball, boxing, football, dodgeball, extreme frisbee, full-contact bowling (made that up)...you get the idea. If you have that fat burning window of opportunity available...take advantage of it!

What types of steady state cardio work?

I recommend walking on the treadmill or elliptical. The treadmill is probably my equipment of choice simply because walking on it feels therapeutic. I like to take long strides because it stretches out tight hip flexors and loosens the lower back. Pick something that you can do comfortably for extended periods of time.

Read the bonus report “Fat Torching Cardio” for variations.
Chapter 13
How to Customize Your Workout

In the upcoming chapters I am going to give you some sample routines that work extremely well. Unlike most fitness programs, I am going to recommend that you tweak these routines to be a perfect fit for where you are at right now.

My recommendation for most women is to follow the “2 day split” routine.

In Chapter 14, I outline a routine called the “Go-To 2-Day Split” - Gym Routine. I honestly think this routine could be followed for years with outstanding results. This is a great starting point for 90% of the women reading this course.
Here are some suggested tweaks:

**If you have a body part that is growing too quickly.**

Simply make sure that you aren't lifting close to failure on the exercises that work that body part. Do one less set per exercise for biceps. Make sure that you go into your bicep workout in a fasted state (less likely to create a “pump” in the muscle).

**If you have a body part that you would like to add size to.**

Simply lift as close to possible to failure in the lifts that work that body part. On the last set of each exercise push until you can't get anymore reps and then take 15-20 seconds to lower the weight as slowly as possible on that final rep. This will help create a pump in the muscle and fatigue the heck out of it...resulting in growth. You could also do one last high rep set to blitz the muscle and further encourage muscle growth.

**If you love dumbbell bench presses instead of barbell bench presses.**

I'm a big believer in sticking with exercises that you enjoy and that feel good to you. If you prefer dumbbells over barbells, or you have a certain machine that feels especially effective to you...then go for it! You will have a much more effective workout if you are using movements that work for you.

I'm going to have more “**Tweaks**” and suggestions scattered throughout the workout routine chapters. My hope is that this will help you brainstorm about how you can adapt these routine to your situation.
When you hear the term 2-Day split, it simply means that you are working all of your body parts over the course of two workouts. For instance if you used one workout to work all of the muscles in your lower body and another to work all of the muscles in your upper body...that would be an example of a 2-Day Split routine.

Why don't you work your entire body each workout?

You can work your entire body each workout, but the problem is that the workout will either take a long time -or- you simply can't devote much time to any one single muscle group. This can work, but I have found this to be less effective than splitting the workout up over 2 days.

What about a 3-day or 4-day split?

The 3 days splits and 4 day splits are great for bodybuilders who want to blitz the heck out of each muscle group. Since each workout involves less muscle groups, each muscle group gets hit with a lot more volume and intensity. There are also more days before that muscle group gets hit again...this makes sense if training to failure and damaging the muscle...since that muscle will require more rest.

Since we aren't planning on blitzing the muscle, we don't need as many sets per exercise. Also since the muscle isn't damaged, we won't require as many days in between training each muscle group. Also, to increase strength and definition, you want to train the muscles more frequently than if you are aiming for size. The 2-day split is ideal for this.

Setting up the “ideal” 2-day split.

I'm going to explain the 2-day split that I've been using for years and the one my girlfriend is using as well. I'll explain why I believe it is the ideal 2-day split and list the exact exercises we use, etc.
- Day One: Back, Chest, and Abs
- Day Two: Shoulders, Biceps, and Triceps

A typical week will look like this:

- Mon: Day 1 – Back, Chest, and Abs (cardio)
- Tue: Day 2 – Shoulders, Biceps, and Triceps (cardio)
- Wed: Off
- Thu: Day 1 – Back, Chest, and Abs (cardio)
- Fri: Day 2 – Shoulders, Biceps, and Triceps (cardio)

What about legs, hips, and butt?

You will notice that I don't have legs, hips, and butt listed at all. This is because I finish off each and every resistance training routine with medium-to-high intensity cardio. Cardio, done properly will slim down and firm up your butt, hips, legs, etc. If you feel you do need extra work to these areas, then this will lead us to the first big tweak of this program...

“Legs and Butt Tweak”: Although intense cardio done properly will create a
stunning rear end and sleek legs for most women...but there are those who may want to add in a bit of direct resistance training. If that is the case, then a good tweak would be to simply add in a Legs & Butt day on Wednesday. You won't need more than once per week, since you are hitting cardio on the other days.

“I Want to Burn As Many Calories As Possible Tweak”: If you were getting ready for a vacation or something, you could simply add in 30-60 minutes of low intensity cardio on two of your off days. If you want to be a sicko you could actually add one hour of walking on every off day. I wouldn't suggest working out without taking a rest day...for more than 21 days in a row (even for an event).

Pairing antagonistic body parts together.

I like to pair antagonistic muscle groups together to ensure that the body doesn't become imbalanced. For instance a lot of people pair all “pulling” muscles together and all “pushing” muscles together. A common workout on “pulling” day would be back and biceps. Each exercise will either work the bicep directly or indirectly. By the end of the workout the bicep will tend to pull the arm forward a bit, with nothing to counter-balance it. If triceps were worked after biceps, it would balance the tension on the other side of the arm and joint.

...but for size it does make sense to pair like muscle groups together.

If gaining muscle size quickly is your goal it does make sense to pair like muscle groups together. This way you will blitz the muscle group to the max. For instance if you paired chest, shoulders, and triceps together in the same workout...the pushing muscles will be fatigued to the max. When you do bench presses for chest it also works shoulders and triceps. Then you hit shoulders which again works triceps hard as well. Finally you hit triceps...which are already worked from hitting chest and shoulders. This leads us to another tweak.

“I Want Quick Muscle Size Tweak”: So if you are after more size, it would make sense to setup Day 1 as Chest, Shoulders, and Triceps...and Day 2 as Back, Biceps, and Abs. You will also want to lift to failure for at least a few
of the sets. This is NOT a good split if you are aiming to gain strength. So even if you are after size, switch back to the antagonistic split I have listed above after 2-3 months.

More about why this antagonistic 2-day split works so well.

- The big muscle groups (Back and Chest) get worked hard just twice per week. This makes sense because it takes longer for large muscles to recuperate.
- The smaller muscle groups (Shoulders, Biceps, Triceps) get worked hard directly 2 times per week. They also get hit indirectly on Back and Chest day. I have found that this training frequency creates strength and muscle definition quickly in these smaller muscle groups. Since we aren't training to failure, they won't get overtrained.
- Your joints will thank you. Hitting the opposing muscles on either side of a joint will create balance by the time you finish your workout. You won't wind up with the pulled forward “hunched over” look...or have arms that never straighten out all the way.

So let's break down the workout in detail.

Day 1: Back, Chest, and Abs (+ Cardio)
**Back**

**Lat Pulldowns:** 4-5 sets of 5 reps  
Ideally the basic pulldown machine with a cable and weight stack works best.  
You can use a Hammer Strength machine, but I prefer the feel of the cable  
versions better. You can either take an overhand grip or underhand grip  
(palms facing you). If you go overhand, then grip the bar shoulder width  
apart or slightly wider. If you decide to use and underhand grip you will want  
to grip the bar with your hands closer together. Simply pull the bar down to  
your upper chest while leaning back slightly. Pick a weight you can easily use  
for 5 reps and stick with it.

**Seated Cable Rows:** 4-5 sets of 5 reps  
The most common method is to use the narrow (palms facing each other)  
grip. These have removable attachments, and the majority of gyms have the  
narrow parallel grip attachment available. Simply pull the handle into your  
upper abs while squeezing your shoulder blades together...then slowly return  
to starting position. Make sure your lower back doesn't round forward during  
the movement.

**Alternate Exercises:** In place of pulldowns you can substitute assisted pull  
ups, or any variation of a pulldown-type of movement. You can completely  
mix up the grip strategy, the attachments, etc. In place of cable rows you can  
substitute with any rowing movement....bent over barbell rows, one-arm  
dumbbell rows, hammer strength rows, t-bar rows, etc. There are many more  
in the *Exercise Demo* ebook that came with this course.

**Chest**

**Barbell Bench Press:** 4-5 sets of 5 reps  
Just a basic Olympic Bar bench press...but the bar weighs 45 pounds, so you  
have to be able to lift that much. Simply do the basic bench press and stop  
short of failure. You should use a weight you could do for 7-8 reps and  
simply do 5 reps. Take a shoulder width grip or slightly wider. Don't force  
yourself to go too wide or narrow. Settle on a grip that feels natural.

**Incline Press:** 4-5 sets of 5 reps  
Barbell, Dumbbell or Machine (Nautilus or Hammer Strength Incline Press).
Obviously you can substitute with any type of incline press. When doing this exercise you should feel it in your upper pecs. You will need to use lighter weights than the flat bench press.

Alternate Exercises: Dumbbell incline presses work amazingly well. So possibly do these every other chest workout in place of the machine incline presses. Bottom line...any of the numerous incline press options work well, so feel free to substitute with barbell incline presses, smith machine incline presses, resistance band incline bench presses, etc.

Abs

Lying Leg Raises: 5 sets of 20 reps
I know that this goes against what I talk about earlier in the book...but pushing the pain barrier on abs with higher reps creates an ideal mid section for a woman. I've been doing these with my girlfriend for close to a year now and her abs have become picture perfect (just a hint of definition, flat and firm). For guys I simply suggest that they add in an additional day where you do 5 sets of hanging leg raises to failure to create “deeper” abs.

Planks: Hold for 2-3 minutes several times per week
You can do planks anywhere. Since they are a static hold, they are unlikely to damage the muscle. Because of this, you can do these whenever you feel the urge. I like to do these first thing in the morning or at night before brushing my teeth. Do them during a commercial break, before dinner, etc. Do them 2 times per week or daily if you want. Over time these will firm up your midsection nicely.

Alternate Exercises: For now, give this simple ab routine a shot. It has worked so incredibly well for my girlfriend that you probably don't need to tweak it at all. If you do want to use alternate exercises I have a bunch of them listed in the Exercise Demo ebook that came with this course.

Cardio

High Intensity Interval Training: 10-15 minutes
Cardio is crucial...so make sure and re-read chapter 12 as well as the Fat Torching Cardio book I included...for a great plan of attack. I will discuss how to chose the proper intensity and exactly how to perform these intervals.
After 10-15 minutes of intervals, you will do slow “steady state” cardio.

**Steady State Cardio: 15-20 minutes**
After doing intervals for 10-15 minutes you will immediately hop on a different piece of cardio and walk at a medium pace for 15-20 minutes. The idea is that the total time doing cardio equals 30 minutes...so if you do 10 minutes of intervals, you will follow up with 20 minutes of steady state cardio...if you do 15 minutes of intervals, you will do 15 minutes of steady state cardio.

**Day 2: Shoulders, Biceps, and Triceps (+ Cardio)**

**Shoulders**
*Seated Dumbbell Press: 4-5 sets of 5 reps*
Dumbbells work well, but any type of overhead press will get the job done. The nice thing about machine presses is that you don't have to worry about getting the weight in place...just put the seat to the proper height and press out your 5 reps. You can take a parallel grip or palms facing forward grip on a lot of machines. I've found that the parallel grip feels more natural, but either way works.

*Cable Lateral Raises: 4-5 sets of 5 reps*
Any type of lateral raise is fine. The reason I prefer cable lateral raises is that...
they provide tension right from the beginning of the lift...unlike dumbbell lateral raises where the tension doesn't really kick in until the second half of the lift.

Alternate Exercises: Seated dumbbell shoulder presses are an outstanding exercise...as are standing military presses with a barbell. Feel free to use these instead or alternate between free weight shoulder presses and machine shoulder presses, every other week. For laterals, I would recommend machines or cables the majority of the time...but throw in dumbbells to simply mix it up a bit.

**Biceps**

Preacher Curls: 4-5 sets of 5 reps
Dumbbells and barbells work, but the machine versions provide constant tension from the beginning to the end of the lift. You can't really replicate that with free weights. Move is a slow and steady motion to avoid injuries. This is a lift where you simply want to be careful.

Seated Dumbbell Curls: 4-5 sets of 5 reps
Sit on the end of a bench and either curl both weights simultaneously or alternate between the left and right dumbbells. If you do curl the weights at the same time, be prepared to use lighter weights.

Alternate Exercises: Obviously feel free to mix up the bicep exercises you use. Try to mix in one constant tension machine or cable curl if possible and maybe one dumbbell or barbell curl.

**Triceps**

Close Grip Bench Press: 4-5 sets of 5 reps
I prefer to do these on the regular bench press with an Olympic bar. You can also use an EZ curl bar, preset barbells, etc. Take a grip that is quite a bit narrower than shoulder width apart. This is similar to a regular bench press but focuses a lot more on the triceps.

Cable Pushdown: 4-5 sets of 5 reps
You can do these with any of the attachments. I recommend to alternate using a rope with using a straight bar...every other workout.
Alternate Exercises: I recommend mixing up periods of time where you do assisted dips instead of close grip bench presses. I really like the Hammer Strength dip machine as well, since you can add weight in small increments as you gain strength. Instead of cable pushdowns you can mix in dumbbell kickbacks or overhead dumbbell tricep extensions.

**Cardio**

High Intensity Interval Training: 10-15 minutes
One of the various versions of HIIT as discussed in the Fat Torching Cardio book that came with this course. After 10-15 minutes of intervals, you will do slow “steady state” cardio.

Steady State Cardio: 15-20 minutes
After doing intervals for 10-15 minutes you will immediately hop on a different piece of cardio and walk at a medium pace for 15-20 minutes. The idea is that the total time doing cardio equals 30 minutes...so if you do 10 minutes of intervals, you will follow up with 20 minutes of steady state cardio...if you do 15 minutes of intervals, you will do 15 minutes of steady state cardio.

**Legs and Butt (optional) One Day a Week**
Squats or Deadlifts: 4-5 sets of 5 reps
You won't need to do much more than squats or deadlifts to work your lower body. Remember...the cardio I recommend will work your lower body hard...so this is just for women who want extra work for these areas. Squats will add a bit more size to the quads...deadlifts hit the back of the legs and butt a little better.

Lunges: 4-5 sets of 5 reps
You probably won't need to do these after squats or deadlifts unless you really want to blitz the lower body. Do these with dumbbells or barbell. Any of the different lunge variations will do the trick.

If you want to use direct lower body resistance training...one time per week will do the trick. I'm going to suggest a much more aggressive cardio regimen than most workout routines, so many women will not even need to do direct leg training whatsoever.

Alternate Exercises: My suggestion is to do your leg work on Wednesday if you chose to work legs directly. A good routine is also to just do deadlifts or just do squats and then maybe do some calf raises, if you calves are a weak point. You can make Wednesday a short workout where you hit a few specialty lifts for the lower body. Maybe you just do this every other Wednesday. I use every other Wednesday as a day to get a little extra ab work and hit calves as well. Again...probably not necessary...you can be fully flexible here.
Chapter 15
The “3 Days Per Week” - Gym Routine

I wanted to make sure and outline a 3 day per week workout, because I know a decent percentage of women are crunched for time. Also, some gyms do sell a limited membership where members can have access to the gym Monday, Wednesday, and Friday at a discounted rate.

**Note:** You can simply stick with the “Go-to 2 Day Split Gym Routine” and simple alternate days. So some weeks you would do workout 1 twice and some weeks you will do workout 2 twice. That works well, but I wanted to give you another option...

Here is a special 3 day per week routine that works well.

- Mon: Back, Chest, and Abs
- Wed: Shoulders, Biceps, Triceps
- Fri: One Exercise Per Body Part for 4-5 Sets Each Exercise

This is pretty simple, but works well. The reason why I put Back and Chest on Monday, is that they are larger muscles and take longer to recover. By putting this on Monday, they get two days rest (the weekend) before they get worked.
For Friday, I put one exercise per body part...but really this is your day to specialize. If your shoulders feel worked, simply skip them. Same with any other body part. I'd recommend at least one back exercise and one chest exercise, because these will work the shoulders, biceps and triceps indirectly...but besides that Friday can be a free-for-all.

**Stick to 30 sets or less on Friday. The other 2 days have a maximum of 30 sets, and I'd recommend you use this as a guideline for Friday as well.**

Monday's workout will be the same as the Day 1 workout from the previous chapter. Wednesday's workout will be the same as the Day 2 workout from the previous chapter.

**Let's discuss how to setup your Friday workout.**

You can chose to hit every single body part, but if one muscle group feels worked...you can skip it and add more sets to another body part. This is also a good day to specialize...if your entire body looks great except for your shoulders, you could do quite a few sets for shoulders and possibly just 2 sets for every other body part.

Here's a sample Friday workout done 100% with dumbbells.
Abs

**Lying Leg Raises:** 5 sets of 20 reps
I know that this goes against what I talk about earlier in the book...but pushing the pain barrier on abs with higher reps creates an ideal mid section for a woman. These are pretty basic, lay on the floor with legs slightly bent and lift your feet from the floor to directly above your hips.

**Planks:** 1 Hold to Failure
Aim for at least 2 minutes, but push yourself to hold for longer and longer periods of time. If you can hold for 3 minutes after doing 5 sets of leg raises, you will eventually sport some great flat and firm abs.

Back

**One-Arm Dumbbell Rows:** 4-5 sets of 5 reps
Rest your right knee and right hand on a flat bench. Keep your body parallel to the ground as you use your left arm to row a dumbbell to your lower rip cage, upper abdominal area. Repeat on the other side.

Chest

**Incline Dumbbell Fly:** 4-5 sets of 5 reps
Set an incline bench at roughly 45 degrees or slightly lower. Lower the dumbbells slowly in an arc with elbows slightly bent. Lower until your elbows are slightly lower than your shoulders then return the dumbbells over head following the same arc. I find that resting the dumbbells on my knees and then kicking my knees up while leaning back gets them into position. Once I am done I return the weights to my knees and lean forward. Then I lower back to the floor. Works well.

Biceps

**Incline Dumbbell Curls:** 4-5 sets of 5 reps
Sit on an incline bench set at roughly 45 degrees. Begin with your arms down at your sides and palms facing toward your body. Curl both dumbbells simultaneously and twist the dumbbell into standard curling position as you lift the weight. Lower the weights back to starting position. You can also do this lift with your palms facing forward the entire time.
**Shoulders**

Seated Dumbbell Presses: 4-5 sets of 5 reps

Sit on the end of a bench, or even better...a bench with a 90 degree back support designed for this exercise. Simply press the dumbbells over head simultaneously. You can press to where the dumbbells come close to meeting at the top, or simply straight up...either method works.

**Triceps**

Overhead Dumbbell Extensions: 4-5 sets of 5 reps

While sitting on a flat bench, pick up a dumbbell off the floor and place it on your thigh. Grip the weight by placing both hands, one over top of the other, inside the dumbbell and holding the top set of plates. Use your thigh to help kick the weight up and up onto your shoulder. Extend the dumbbell directly overhead and fully extend your arms. Start the movement by lowering the dumbbell behind your head until you feel a complete stretch in your triceps. Pause very briefly at the bottom and then drive the weight back up by extending your elbows until they are fully locked out.

*This is just one of countless ways to setup a Friday workout.*
First of all...this isn't a picture of my house. This picture was taken in Queensland Australia (not by me). I love these box-like post modern homes. This one caught my eye, because of the interesting choice of colors and the large amount of glass. Very cool!

The two pieces of equipment that you will need.

- **Adjustable Bench**: The best benches go from flat and have several levels of incline...working all the way up to 90 degrees. It is fine if the back of the bench doesn't go all the way to vertical. My favorite adjustable bench only goes up to 80 degrees and still works very well. The price range for these start at $200. You can probably get a much better deal if you search Craigslist and find one that somebody is getting rid of.

- **Adjustable Dumbbell Set**: There is a new class of adjustable dumbbells that have an ingenious design. I believe the company *PowerBlock* was the first to come out with this new style of adjustable dumbbells in the
early 90's. There are several brands of adjustable dumbbells that have been released since that time...but I recommend either PowerBlock or Bowflex. These run in the $300-$400 range. This may seem steep, but you will use these for years to come. Here is a link to an adjustable dumbbell review site (not my site)...that seems to have some solid suggestions and info.

Note: These two pieces are all that you will need for the resistance training part of your workout. I will talk more about other optional pieces of equipment, but they aren't really necessary.

For your cardio workout you will need to be a little more creative.

If you have your own cardio equipment at home like a treadmill or an exercise bike, simply follow along with the cardio workout outlined in chapter 12 and in Visual Impact - Fat Torching Cardio. If you don't have your
own cardio equipment, then you can easily do cardio outdoors.

**How to do fat burning strategic cardio at any track or open field.**

One option is to simply do sprint intervals outside followed by 12-20 minutes of walking. This can be done at a track or open field. I wouldn't recommend doing this on the side of the road or anything. This really only works if you have a track close by your home (within a 5-10 minute walk or drive).

![Track](image)

**Here is a simple sprint interval routine that you can do at a track.**

- Start at the beginning of a typical high school track.
- Walk around the corner of the track.
- Once you hit the straight, sprint for 100 meters.
- Walk around the next bend.
- Sprint again once you hit the straight.
- Do this until you have done 8 sprints.

You will wind up doing 4 laps or roughly one mile. Be extremely careful your first few times. The sprint doesn't need to be as hard as possible...a good steady jog at a fast pace will be a good starting point. **After the 4 laps of sprinting you can then walk 4-6 more laps, for maximum fat burning goodness.**
You can do the same thing in an open field, if you aren't near a track.

Find a filed that is as close to 100 yards as possible. A football field is ideal, but any wide open area works well.

- Walk from one end of the field, down to the other end.
- As soon as you reach the far end of the field, sprint back.
- Walk from the starting point again, down to the far end of the field.
- Sprint back as soon as you reach the far end of the field.
- Do this until you have completed 8 sprints.

Again...you shouldn't do flat-out sprints when you are new to this. A good fast jog will do he trick. Once you have completed the 8 sprints, simply walk for another 10-15 minutes to take advantage of the fat burning “window of opportunity” that you have created.

Optional: A good floor mat will help make your ab exercises easier at home. These can be done on the carpet, but the mats make these floor exercises much more comfortable. If you have wood floors you can use towels to pad the surface, but you might as well get a decent floor mat...because they are inexpensive.
Chapter 17
The “Go-to 2 Day Split” - Home Routine

This workout is extremely similar to the “Go-to 2 Day Split” Gym Routine. Instead of rewriting why the 2 day split is ideal for the slim look, I will refer you to the first 4 pages of chapter 14. Go back and read those pages if you haven't already and then come back here. Sound good?

I setup the Home Routine version to mirror the Gym Routine version.

The exercise selection will be different, but the body part split will be the same.

- **Day One: Back, Chest, and Abs**
- **Day Two: Shoulders, Biceps, and Triceps**

This will allow you to mix your workouts between your home and gym. For instance a lot of women can make it to the gym 2-3 times per week...and enjoy their gym membership...but would like to save time by training at home 1-2 times per week.

**Note:** You certainly can do this entire routine at home without a gym membership as well. It works extremely well done 100% from home.

**A typical week will look like this:**

- Mon: Day 1 – Back, Chest, and Abs (cardio)
- Tue: Day 2 – Shoulders, Biceps, and Triceps (cardio)
- Wed: Off
- Thu: Day 1 – Back, Chest, and Abs (cardio)
- Fri: Day 2 – Shoulders, Biceps, and Triceps (cardio)

It doesn't have to fall on exact days like this. The main goal is to simply train 4 times per week, alternating the Day 1 and Day 2 workout. Feel free to be flexible with days per week -or- stick to a schedule like this.
Here's a breakdown of the workouts in detail.

Day 1: Back, Chest, and Abs (+ Cardio)

Back
One Arm Dumbbell Row: 4-5 sets of 5 reps
Put your right hand and right knee on a bench while keeping your back flat and parallel to the floor. Grip a dumbbell with your left arm and palm facing inward toward your body. Row the weight up to your side. Switch and perform a set with your other arm.

Dumbbell Pullover: 4-5 sets of 5 reps
Lie on a flat bench with your head at the end of the bench. Hold one dumbbell in your hands, arm extended, above your chest. With your ams slightly bent, lower the dumbbell backward until your elbows are on either side of your head.

Alternate Exercises: You can do two arm dumbbell rows instead of one arm. If you have access to a chin up bar, you can do chin ups or pull ups in place of one of these exercises. You can also do dumbbell pullovers with two dumbbells at a time instead of one.
Chest

**Dumbbell Fly**: 4-5 sets of 5 reps
Lie down on a flat bench and begin with the dumbbells held above your shoulders with palms facing your body. Lower the dumbbells slowly until you feel a comfortable stretch. Squeeze the dumbbells together as if you were hugging a barrel.

**Dumbbell Incline Press**: 4-5 sets of 5 reps
Lie on an incline bench and lower the weight until the dumbbells either touch your shoulders or are to the sides of your shoulders. Pause for a brief moment and then press to the starting position. When doing this exercise you should feel it in your upper pecs.

**Alternate Exercises**: You can do dumbbell fly on an incline. You can do dumbbell presses on a flat bench. You can also do various types of push ups to mix it up as well.

Abs

**Lying Leg Raises**: 5 sets of 20 reps
I know that this goes against what I talk about earlier in the book...but pushing the pain barrier on abs with higher reps creates an ideal mid section for a woman. I've been doing these with my girlfriend for close to a year now and her abs have become picture perfect (just a hint of definition, flat and firm). For guys I simply suggest that they add in an additional day where you do 5 sets of hanging leg raises to failure to create “deeper” abs.

**Planks**: Hold for 2-3 minutes several times per week
You can do planks anywhere. Since they are a static hold, they are unlikely to damage the muscle. Because of this, you can do these whenever you feel the urge. I like to do these first thing in the morning or at night before brushing my teeth. Do them during a commercial break, before dinner, etc. Do them 2 times per week or daily if you want. Over time these will firm up your midsection nicely.

**Alternate Exercises**: For now, give this simple ab routine a shot. It has worked so incredibly well for my girlfriend that you probably don't need to tweak it at all. If you do want to use alternate exercises I have a bunch of
them listed in the Exercise Demo ebook that came with this course.

**Cardio**

High Intensity Interval Training: 20-30 minutes
Cardio is crucial...so make sure and re-read chapter 12 as well as the *Fat Torching Cardio* book I included for a great plan of attack. If you are going to do cardio outdoors re-read the track and field cardio section from the previous chapter.

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**Day 2: Shoulders, Biceps, and Triceps (+ Cardio)**

**Shoulders**

Seated Dumbbell Press: 4-5 sets of 5 reps
Start with dumbbells at shoulder height while sitting on the end of a bench. You can either sit on the end of a flat bench, or raise your incline bench as close to vertical as possible. Press the weights overhead. I recommend doing these with palms facing forward.

Standing Dumbbell Lateral Raise: 4-5 sets of 5 reps
Stand straight up with dumbbells at your side and palms facing inward toward your body. Keep the elbows in a bent, but locked position and raise...
the dumbbells out to the side of your body. Lift until the dumbbells are at shoulder height or slightly higher, then lower back down.

Alternate Exercises: There are a ton of shoulder exercises you can do with dumbbells: Arnold presses, front dumbbell raises, bent over lateral raises, standing one arm dumbbell presses, etc. Check out the Exercise Demo book for more options.

**Biceps**

**Seated Dumbbell Curls:** 4-5 sets of 5 reps  
Sit on the end of a bench and either curl both weights simultaneously or alternate between the left and right dumbbells. If you do curl the weights at the same time, be prepared to use lighter weights.

**Concentration Curls:** 4-5 sets of 5 reps  
Sit on the end of a bench, bend over and grab a dumbbell with your left hand. Your elbow should be touching the inside of your thigh above the knee. Curl the weight while keeping your upper arm locked in place against your thigh. Repeat with your right arm.

Alternate Exercises: You can do incline dumbbell curls instead of seated. You can also do seated, standing, or incline hammer curls. Feel free to alternate the dumbbells or curl simultaneously. If you alternate the dumbbells you will be able to handle heavier weights.

**Triceps**

**Seated One Arm Dumbbell Tricep Extensions:** 4-5 sets of 5 reps  
Sit on the end of a flat bench and grab a dumbbell and lift it directly overhead. Lower the weight behind your head while keeping your upper arm locked in place. You will feel a decent stretch at the bottom. Lift back to starting position.

**Tricep Dumbbell Kickbacks:** 4-5 sets of 5 reps  
Lean forward until your upper body is close to parallel with the floor. You can place one arm on a bench if you want or simply lean forward without support. Pick a dumbbell off the ground and then move your upper arm in close to your body and make it parallel with the floor as well. With your
upper arm locked in place extend the weight behind you until you lock your arm into a straight position. Then return the weight to starting position. You can alternate sets between arms or do both simultaneously.

Alternate Exercises: You can do overhead dumbbell extensions using both your arms simultaneously with one dumbbell. You can also do lying dumbbell French presses in place of either of the two exercises mentioned above.

Cardio

High Intensity Interval Training: 20-30 minutes
Cardio is crucial...so make sure and re-read chapter 12 as well as the Fat Torching Cardio book I included, for a great plan of attack. If you are going to do cardio outdoors re-read the track and field cardio section from the previous chapter.

Legs and Butt (optional)

Dumbbell Step Ups: 4-5 sets of 5 reps
You can chose to do these in either of the two workouts if you want...or simply do them once per week on one of your off days. Stand with dumbbells at your sides while facing the side of the bench. Stand up on the bench with one leg then place the second foot on the bench. Return to the floor by first
placing your first foot back on the floor, then your second foot. Repeat the next rep by starting with the opposite side first.

**Dumbbell Lunges:** 4-5 sets of 5 reps  
With dumbbells held at your sides and feet shoulder width apart, step forward with your right leg and lunge forward until your left leg is close to parallel to the floor. Drive back to regular standing position by pushing off on your right leg. Now do the same movement with your left leg.

**Alternate Exercises:** Dumbbell squats work in place of step ups. Stiff legged dumbbell deadlifts work the back of the legs and butt well. Just remember to avoid the pump if you don't want to add size.
I realize the typical woman is busier than the typical guy. Shoot...did I just type this! It is true and it is something that most of us guys won't admit.

So if you fit into this super-busy category, this is a great routine.

- Mon: Back, Chest, and Abs
- Wed: Shoulders, Biceps, Triceps
- Fri: One Exercise Per Body Part for 4-5 Sets Each Exercise

It is the same setup as the Gym Routine version...but obviously done at home. I chose Monday, Wednesday, and Friday...but honestly, any three days you choose will work. Try your best to spread it evenly throughout the week if possible.

This is the same idea as the Gym Routine version.

(In fact, the Friday Workout is will be identical to the super-effective Friday Gym routine)
For Friday, I put one exercise per body part...but really this is your day to specialize. If your shoulders feel worked, simply skip them. Same with any other body part. I'd recommend at least one back exercise and one chest exercise, because these will work the shoulders, biceps and triceps indirectly...besides that, Friday can be a free-for-all.

**Stick to 30 sets or less on Friday. The other 2 days have a maximum of 30 sets, and I'd recommend you use this as a guideline for Friday as well.**

Monday's workout will be the same as the Day 1 workout from the previous chapter. Wednesday's workout will be the same as the Day 2 workout from the previous chapter.

**Let's discuss how to setup your Friday workout.**

You can chose to hit every single body part, but if one muscle group feels worked...you can skip it and add more sets to another body part.

**Abs**

**Lying Leg Raises:** 5 sets of 20 reps
I know that this goes against what I talk about earlier in the book...but pushing the pain barrier on abs with higher reps creates an ideal mid section for a woman. These are pretty basic, lay on the floor with legs slightly bent and lift your feet from the floor to directly above your hips.

**Planks:** 1 Hold to Failure
Aim for at least 2 minutes, but push yourself to hold for longer and longer periods of time. If you can hold for 3 minutes after doing 5 sets of leg raises, you will eventually sport some great flat and firm abs.

**Back**

**One-Arm Dumbbell Rows:** 4-5 sets of 5 reps
Rest your right knee and right hand on a flat bench. Keep your body parallel to the ground as you use your left arm to row a dumbbell to your lower rip cage, upper abdominal area. Repeat on the other side.
Chest
Incline Dumbbell Fly: 4-5 sets of 5 reps
Set an incline bench at roughly 45 degrees or slightly lower. Lower the dumbbells slowly in an arc with elbows slightly bent. Lower until your elbows are slightly lower than your shoulders then return the dumbbells over head following the same arc. I find that resting the dumbbells on my knees and then kicking my knees up while leaning back gets them into position. Once I am done I return the weights to my knees and lean forward. Then I lower back to the floor. Works well.

Biceps
Incline Dumbbell Curls: 4-5 sets of 5 reps
Sit on an incline bench set at roughly 45-75 degrees. Begin with your arms down at your sides and palms facing toward your body. Curl both dumbbells simultaneously and twist the dumbbell into standard curling position as you lift the weight. Lower the weights back to starting position. You can also do this lift with your palms facing forward the entire time.

Shoulders
Seated Dumbbell Presses: 4-5 sets of 5 reps
Sit on the end of a bench, or even better...a bench with a 90 degree back support designed for this exercise. Simply press the dumbbells over head simultaneously. You can press to where the dumbbells come close to meeting at the top, or simply straight up...either method works.

Triceps
Overhead Dumbbell Extensions: 4-5 sets of 5 reps
While sitting on a flat bench, pick up a dumbbell off the floor and place it on your thigh. Grip the weight by placing both hands, one over top of the other, inside the dumbbell and holding the top set of plates. Use your thigh to help kick the weight up and up onto your shoulder. Extend the dumbbell directly overhead and fully extend your arms. Start the movement by lowering the dumbbell behind your head until you feel a complete stretch in your triceps. Pause very briefly at the bottom and then drive the weight back up by extending your elbows until they are fully locked out.
Chapter 19
How to Lose Muscle Mass on Purpose

At the time of this writing, I don't believe there is another book or course that talk about losing muscle on purpose. Many trainers can't wrap their heads around the fact that someone would want to lose muscle on purpose.

Some of the things I've heard from trainers...

- “Gaining muscle is hard work”
- “Women don't have the right hormones to gain a lot of muscle”
- “More muscle means that you burn more calories during the day”

So what if a woman has more muscle than she wants?

She can either listen to the typical “fitness expert” and pretend she is okay with having a lot of muscle...or she can take steps to reduce her overall muscle mass.

More often that not, a woman in this position avoids training altogether...which is a bummer!

Again, I am actually listening to you...and I'm here to help.

I can teach you exactly how to lose muscle while getting in the best shape of your life. I dropped roughly 20 pounds of muscle 11 years ago from my lower body. Unfortunately my legs became huge due to squatting to failure on a regular basis. I had to buy relaxed fit jeans, my thighs rubbed together when walking...and I was sick of the look this created.

9 times out of 10...the excess muscle is on the hips, butt, and thighs.

In women especially, the overly muscular area tends to be the lower body. The muscles of the lower body have the biggest potential for growth and this is a problem area for many women who would like to slim down.
Here are some key points in reducing the size of a muscle.

- Avoid lifting to fatigue.
- Avoid “the pump”.
- Rest longer in between sets.
- Less sets for the muscular body part.
- Stop 4-5 reps short of failure.
- For legs, drop all direct resistance training.
- Eat in a slight calorie deficit.
- Incorporate “Marathon Cardio”.

**Eat while creating a slight calorie deficit.**

Eating while creating a calorie deficit will help make the marathon cardio more effective. I'll talk about that in a sec. Also, eating low carb leading up to a workout makes it less likely that you will create a pump when training. So possibly consider eating less carbs than normal for a few months.

Avoid lifting to fatigue.

Do let's say your shoulders are exceptionally muscular. You will still do the prescribed exercises...but you will reduce the weight to where you are
stopping well short of failure. You want to feel some tension when lifting, but remember to avoid fatigue. Perhaps just 2-3 sets per exercise instead of 4-5 sets.

Avoid “the pump”.

You want to avoid the pump when you are lifting as well. If you go into your workout in a fasted state, you are less likely to experience a pump (especially if you are eating a bit on the low-carb side). Another way to avoid the pump is to pause one second in between in rep. Bodybuilders do reps in a non-stop fashion because it helps “pump” the muscle up a bit...you will want to do the opposite and pause in between each rep.

Rest longer in between sets.

Resting a long time in between sets helps you avoid fatiguing the muscle, it also helps you avoid the pump. So take your time and rest longer in between sets on body parts that are exceptionally muscular.

Less sets for the muscular body part.

High volume and high fatigue builds muscle. You want to do lower volume (less sets) and low fatigue, to ensure that this doesn't happen. So do 2-3 sets per exercise on that body part.
Stop 4-5 reps short of failure.

Remember the study in chapter 5? Training a muscle to failure is the key to increasing the size of that muscle. I normally suggest lifting a couple reps short of failure when training for tone. If you want to actually lose muscle in a body part...you will take this to the extreme. Stop 4-5 reps short of failure, instead of 2-3 reps.

For legs, drop all direct resistance training.

The legs and butt are going to get worked pretty hard performing cardio. Performing direct resistance training will make it impossible to lose muscle in these large muscle groups. My advice is to drop all leg lifts for 6 months minimum.

Incorporate “Marathon Cardio”.

For pure fat loss, I don't recommend marathon cardio. The problem with performing large amounts of medium intensity (marathon) cardio is that it also breaks the muscle down...but if losing muscle is your goal...this does the trick!

Boxers call this “Road Work”.

Visual Impact for Women 86 by Rusty Moore
When a boxer wants to fight in a lighter weight class, they hit the road and jog for prolonged periods of time. This helps them lose fat and muscle. You don't necessarily need to jog outside...it works just as well on a treadmill.

**How to do marathon cardio on a treadmill.**

It is as simple as jogging at a medium high pace for 45-60 minutes straight. This type of cardio is as boring as it gets! Your body will adapt over time by naturally “lightening up” to make this type of cardio easier on your joints. No doubt you see people jogging on treadmills who aren't slim.

**Here is how to make sure marathon cardio works for you.**

- Perform it after you lift.
- Don't touch any calories 3-4 hours before your workout.
- Don't eat anything for at least 1 hour after your workout.
- Make sure that the first meal after your workout is low-carb.
- Drink black coffee or green tea 20-30 minutes before going to the gym.

**Note:** It is pretty simple, but not easy. Most of the people you see jogging each day who aren't slim, simply eat too many carbs throughout the day...and don't maintain a calorie deficit.

**You won't need to do this muscle loss routine for more than 6 months.**

I don't think marathon style cardio is the best long-term solution to a nice looking physique. After you drop all the excess muscle, use the cardio routines from the *Fat Torching Cardio* report and follow the normal set and rep schemes from the regular routines in this course.

**Too much marathon cardio will kill your feminine physical “attributes”.** Years of marathon cardio will burn away the natural curves and soft feminine features of a woman. The “strategic cardio” outlined in the earlier part of this course is a much better long-term option.
Chapter 20
Final Thoughts

Getting slim and in shape isn't that big of a deal. You can do it over the course of a few months or possibly it will take you a year or more. The main point is to just continue to make forward progress.

This could possibly be the last time you ever have to “get in shape”.

My advice is to get in shape, just one time...then stay in shape the rest of your life. To me this makes the whole ordeal of training, so much easier. Once you are in shape...this becomes second nature to you.

You don't need to put on a bunch of excess weight...ever again.

Remember...you can still eat all of fun high-calorie foods (nachos, hot wings, beer, wine, cake, etc.) if you know what you are doing. The funny thing is that you are going to be able to do this while looking great year round...and people will say...”you must have a high metabolism”.

An approach that virtually guarantees you will be slim year round.

- Find a weight that you are comfortable with (130 pounds for instance)
- Your “special event” weight will be 5 pounds less (125 pounds)
- You will give yourself 5 pounds wiggle room (up to 135 pounds)
- If you ever get 5 pounds above your “comfortable weight” level, then simply increase the exercise and decrease the calories a bit.

Get this “slimming down thing” out of the way.

Follow the steps in this manual to hit a weight and fitness level that makes you feel good. It may take a little extra focus to reach this level, but once you hit your goal...move on to bigger and better things! It may sound funny coming from a fitness book, but getting in shape is a really small part of life.
Work hard once and then maintain that level. From that point forward, use that extra energy to travel, meet some new friends, start a business, learn some hobbies, etc. Also...don't be afraid to back off on your training if more important things come up (you will simply have to eat a little less).

Getting in amazing shape, with no outside life is a sad deal. Don't become one of “those” women.

Finally...Please put this knowledge to use.

My hope is that you simply go for it and make this happen. It takes a bit of energy to develop these habits, but within a short period of time this will become second nature.

So...“Get to It” Already!


Visual Impact for Women
Visual Impact Muscle Building
Fitness Black Book