


MY GUIDE

ULTIMATE AB DEFINITION

EBOOK / DAVIDKINGSBURY.CO.UK

A full-page photograph of a man with a very low body fat percentage, showcasing his abdominal muscles. He has extensive tattoos on his left arm and chest. He is standing in a gym, leaning on a rack of dumbbells. The background is a blurred gym interior with glass partitions.

"The quickest way to look like you put on 10 pounds of muscle is to lose 10 pounds of fat"



Introduction

After downloading an eBook about getting superhero abs, I bet you expected to see a list of 100 different ab movements all for working different areas and dropping fat from certain places.

Although the exercises are featured, the focus is on shedding away the fat to present your full blown six-pack.

In order to get superhuman abs, all facets of your training and nutrition should be geared towards fat loss.

The two key principles for ab definition are both based on nutrition. Defined abs come as a result of these first and foremost. The training comes into play once you have these two aspects nailed!

Let's get started!

About David

I'm not ashamed to say that I'm obsessed with health and fitness. It's something I've always been involved with throughout my adult life and I hope, I always will be. It's not just my own health and fitness that keeps me busy though, but yours too.

As a PT, my CV reads like a who's who of action cinema. I've been incredibly fortunate to call Pinewood Studios my home from home for many years now. I get to work with some of the best A-List stars Hollywood has to offer. It was, for example, my gym behind Michael Fassbender's killer physique in blockbuster murder-romp Assassin's Creed. I've also trained the likes of the

herculean Chris Hemsworth and Ryan Reynolds, who played the 'ultimate anti-hero' we fell in love with in the big-screen version of Deadpool.

I'm perhaps most well-known for my work on the most popular X-Men (Days of Future past) in the record-breaking film series. I'm proud to say that, what you saw is testament knowledge and hard work working in harmony.

But for me fitness isn't about big names or celebrity clients.

Since starting as a trainer over a decade ago I have always wanted to help as many people as possible and truly make a difference.

With an unpredictable schedule online personal training is the perfect platform for me fulfil my needs as a trainer looking to support you. The film training has taught me that results can be achieved, quickly and effectively by anyone with the right training and nutrition plan to follow. Actors are no different to you or I.

My adaptability, and knowledge, cuts through all of the unpredictability to deliver consistent results. No day is the same, but the results always are. This real-life approach now comes in downloadable plans that are customised to suit YOUR lifestyle, time schedule and your goals. It's celebrity personal training results for a real-person's schedule. A custom training plan that is Hollywood quality with an everyday price tag. Whether you are looking to build muscle fast or drop body fat, I am with you every step of the way, a-list support with accountability, from me.





The Weight Loss Principles

The first principle you're going to have to learn in getting superhuman abs is to create an energy deficit. When I talk about an energy deficit, I'm talking about when the energy intake from your food and drink is LESS than the energy you expend, also known as your metabolic rate. Throughout your day, you'll be constantly 'burning' energy. Even the slightest movement will burn some energy. At our base levels, we're all just a collection of biological chemicals. Your metabolic rate basically refers to the energy your body uses for all the chemical reactions that occur within the cells of your body. It's these reactions that keep you alive and moving around.

Our energy comes from the food and drink that we take onboard throughout the day, or via the energy our body has stored for times when food and drink is less forthcoming.

The human body is in a constant state of either using energy or storing energy. On those days when your intake is less what you use, you'll have an overall loss in your stored energy. Stored energy is held in our body fat or glycogen. How and where the stores are depleted depends on factors such as food intake or the levels of exercise intensity.

The fact is, if you fail to create a calorie or energy deficit, then you're always going to struggle

The Weight Loss Principles

The second principle I'm going to tell you about when it comes to superhuman abs is one that is all too often disregarded, especially when a new diet regime comes to town.

I'm not always a big fan of statistics but, when it comes to weight loss, figures show that only 20-30% of people who are trying to lose weight actually maintain 10% weight loss after 5-7 years. That's a lot of people not being able to maintain their great work.

Figures show that people very quickly get fed up with the restrictive nature of whatever particular diet they're trying. Whether it's after a couple of weeks, or even a few months, too many throw in the towel and go back to their usual eating habits. That's never going to work if you want superhuman abs for the long-term. However good my plans are (and they are very good), they wouldn't be worth the paper they're written on if my clients couldn't stick to them.

Faddy diets are never going to deliver optimal results and they are rarely maintainable. They're a fad after all. I'm not interested in those and I doubt you are either.

I want to give you a diet (if we can even call it that) that provides a more 'lifestyle-centric' approach, something you can stick to 100% that delivers the results you need. So what does that look like? What are the characteristics of a maintainable diet? I'm glad you asked.

The first thing to say is that there isn't a definitive answer. Sorry. That's not a cop-out, it's just that everyone is different. We all have our own likes and dislikes and what might work for you, won't work for someone else. That said, there are some connective tissues that have been proven to work with the vast majority of people.

One of the main key components of a lifestyle diet is flexibility. Asking people to stick to a very strict regime is counter-productive. I believe that a big part of what makes my plans work is their flexible nature. If you want to have a cheat day or a cheat meal, that's ok. Everything in moderation, including moderation. Sometimes it's even necessary, but more on that later.

I make sure that my plans, especially those focussed on getting you those superhuman abs, is composed of nutritious whole foods. These foods will keep you feeling fuller for longer and are crucial to maintaining your overall health.

Another benefit of a successful plan is the inclusion of protein, lots of protein. Protein is also filling, which means that you're less likely to snack on those foods you're not supposed to, which will reduce the chances of affecting your calorie deficit.

The Bottom Line

When it comes to nutrition, the fact is there simply isn't a 'perfect diet' or a 100% successful meal plan that will shed fat. It doesn't exist so don't look for it.

What I can give you is a plan that works for you in tandem with an exercise regime geared around you. When you're looking for a plan, look at the two factors I've just talked about and apply those principles accordingly. Avoid any sort of faddy diet, no matter how incredible their claims.







Calories are King

I don't care how many crunches or power walks you do, if you're not in a caloric deficit, you're not going to lose weight. This is the fundamental problem and our main focus.

Food quality DOES matter

For maximum results, where you get your calories from becomes very important. We are going to talk more in detail about macro nutrients as we go into our calorie charts and tables. But for now I want you to understand that your macros are also very important.

Macros

Within your daily calories you are allotted different proportions of these macro nutrients. The distribution of these will determine the quality of your results as will the sources of them.

- Protein
- Carbohydrates
- Fat
- Alcohol (not much nutrition from this one, just calories)
- Fibre

Clean eating will yield the best results even at equal calories. There is a lot of talk about so-called IIFYM (If It Fits Your Macros) diets. This is basically a plan that allows you to eat what you like, as long as you hit your daily macros.

Whilst I agree that you will achieve results, I believe this technique should be used infrequently.

Will power is a huge part of the fitness journey. It isn't easy being in shape. Most people will agree with me that once the seal is broken on unhealthy foods it is very difficult to stay disciplined and not overdo it.

I do see a use for IIFYM, but I use it sparingly. If you know you have a meal and want to enjoy it, then using this principle will certainly limit the losses of the day.

Planning Your Macros for Fat Loss

Lets clear this up one more time. If your goal is ab definition, then you are looking at a primary goal of fat loss.

Of all the questions I get asked a fitness trainer, the most popular one is "Can I build muscle and lose fat at the same time?" It seems like a fairly straight-forward question. The answer is pretty simple too and is....not really.

When I get asked this though my instant reaction is why even consider trying to focus on both at the same time and achieve relatively little or nothing, when you can phase them for far superior results.

Most people want it all at once, but fitness is a journey. If you want to last the long road to serious results, then you have to enjoy and embrace the process (not just the results). The process being; various training phases and cycles to yield the best possible results over months and years, not hours and days.

The traditional thinking tends to go either one route or the other and uses very simplistic logic to imply that:

Building Muscle = Calorie surplus, i.e. eat more calories than you burn.

Losing Body Fat = Calories deficit, i.e. eat fewer calories than you burn.

Don't get me wrong, I agree with this 100% and think these should be two distinctive phases of training. However, within these two phases, you may well see some very slight body re-compositioning.

This means that during the phase of adding lean muscle, you may see some very slight reductions in body fat for a short period of time. Alternatively, during a lean out plan, you may see very slight increases in your muscle mass for a short period of time.

Where are you on the chart below and what does that mean for your macros?





The answer to what you should do first this lies with you and where you currently stand. It really depends on where you are at and where you want to go. You can see from the chart above there are several levels of body fat. The truth about measuring body fat is the accuracy of the measurement. It comes down to the quality of the test and the person testing.

A skin fold test with an experienced user will bring accurate results, but with a novice will be useless. So a simple and effective measuring process is an image comparison. Print the chart above and an image of yourself for comparison.

It's always a good idea to get a second opinion on this too. Often people are hard on themselves (more often still, too easy on themselves!), so having someone else to offer an impartial opinion as you work towards your goal can be a great incentive and more likely to get a more accurate initial result which you can build on.

If you are unsure of your level then you can also use a simple waist measurement to determine what your macros need to look like for maximum results.

Why Do Macros Need to Vary Depending on Body Fat Levels?

I'd love to be able to give you a definitive answer on how many carbs you can eat and how tolerant your body would be to them. I'd love to, I really would. As a PT it would make my job a whole lot easier, but the fact is the answer is different for everyone I work with; from the movie stars to the hundreds of people who sign up to my online sessions.

Those factors will be determined by your own biological make-up. I wouldn't be doing my job if I came out with blanket statements like 'high carb diets are bad' or 'all high protein diets are awesome'. Different diets work differently with different people.

Some of those differences are, as I mentioned, physiological, i.e. how your body responds to insulin. Generally speaking, the less body fat you face, the better your insulin sensitivity will be. This means that your body won't react as aggressively as others when faced with a large intake of carbohydrates. Don't get me wrong, insulin is important for weight loss and overall health for that matter, but it's not as black and white as you might think.

Being more insulin resistant doesn't mean that you're going to struggle to lose weight, but it does impact on the type of diet you should follow. If you're more insulin sensitive, your body will respond better to a diet that is higher in carbohydrates.

If you're less sensitive, i.e. more insulin resistant, then it can mean that carbs will go straight to your belly or your bum, but not always. Let's do some maths to work out your calories.

Conversions: Weight in kg = weight in lbs / 2.2 Height in cm = Height in inches / 2.54

A) Calculate your BMR

The amount of calories required to sustain your current weight while in a sedentary state.

Men: $BMR = 66 + (13.75 \times \text{weight in kg}) + (5 \times \text{height in cm}) - (6.75 \times \text{age in years})$

Women: $BMR = 665 + (9.5 \times \text{weight in kg}) + (1.84 \times \text{Height in cm}) - (4.67 \times \text{age in years})$

B) Calculate your TDEE (Your Total Daily Energy Expenditure)

TDEE is the amount of calories to sustain your current weight, based on your current activity level. For this calculation, and based on real life experience of working one on one with hundreds of clients, I have a different "activity multiplier" than the typical online calculators.

TDEE: Multiply your BMR by the appropriate activity multiplier:

BMR x 1.1 (very sedentary lifestyle)

BMR x 1.2 (Leisurely walking for 30+ minutes 3-4 days per week/ golfing, house chores)

BMR x 1.35 (Active- Strength training 3 days per week or Circuit training 4 days per week for 30-45 min)

BMR x 1.5 (Very Active individuals Strength training 4-5 days per week and or Cardio for 45-60 minutes per session)

BMR x 1.7 (Extremely active, Super high metabolism- endurance training, heavy intense strength training 6-7 days per week)

My example: I am a 6'2", 208 lb, 38 year old male who is very active. My BMR is 2042 and I would multiply it by 1.5 = 3063 for my TDEE

Fat Loss= I will subtract 25% from my TDEE. My TDEE 3063 x .20= 765.

3063-765= 2298 for my daily caloric intake

This is your deficit that you will stick to each day.

The Two Macro Protocols

Protocol 1 – 19% BF and <=36 inch waist.

Weight training days – 40c / 30f / 30p

Non-weight training days - 33c/33f/33p

Protocol 2 – 20% BF and over >=36.1 inch waist

Weight training days – 30c / 40f / 30p

Non weight training days – 15c / 50f / 35p



Meal Frequency & Nutrient Timing

If you wanted to, you could probably spend your whole life reading articles about diet and exercise. Whether they're online or not, each one would probably tell you something different to the last. The amount of information (and misinformation) on the subject of fitness and exercise is truly staggering to me.

Each 'expert' you read will tell you 'this' or 'that' and for every article you read telling you one thing, it'll soon be followed by another contradicting it. This phenomena isn't exclusive to diet and exercise, it occurs in almost all aspects of modern life. The internet has created more self-proclaimed experts than any university.

The problem I have with many of these sites isn't the accuracy (or inaccuracy) of the information they give, it's often because it lacks context. They take a very simple concept and complicate it, trying to make it fit to a million people's lives or their own unique personal circumstances. That is never going to work. Everyone is different. It's what makes the world such a great place. Because everyone is different, they have different needs, different goals and different requirements. Once you understand that, everything is a lot simpler.

Take meal frequency and nutrient timing for instance. People will tell you how important it is to eat a certain amount of meals each day or how regularly you need to take nutrients. For some people, with certain, very specific training goals, that might be the case, but for most of us, the key aspect isn't meal frequency, but hitting your daily calorie requirements and macro targets.

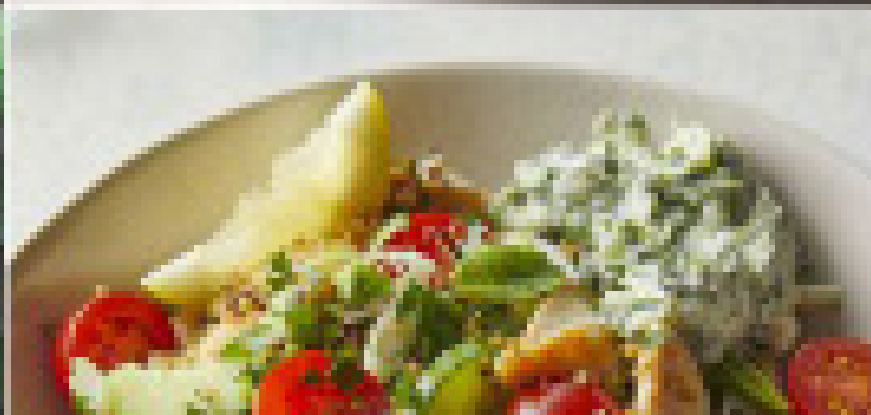
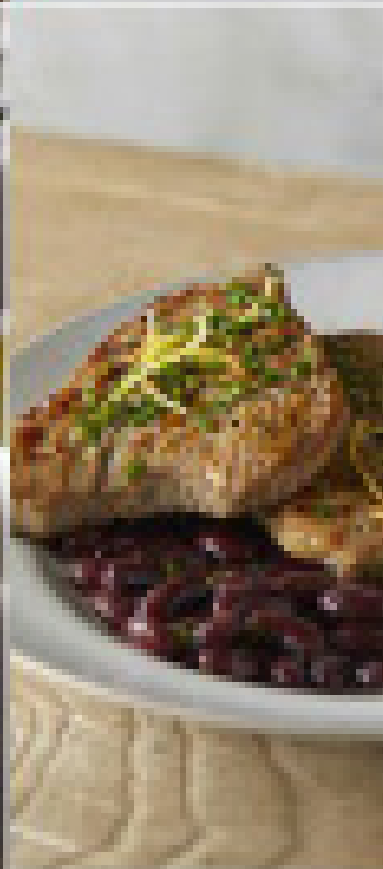
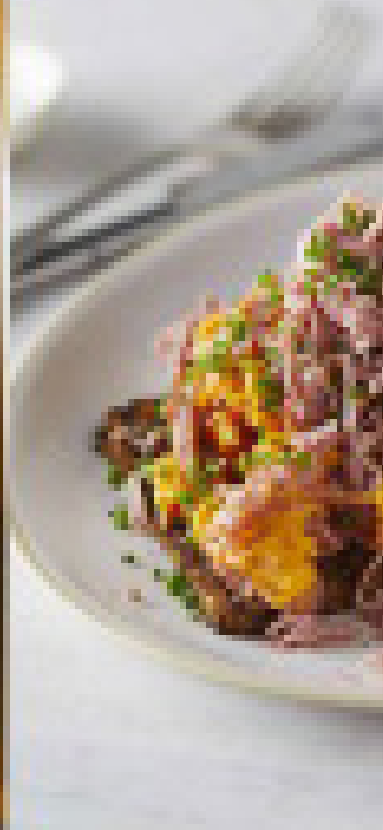
Myths like 'eating late at night will make you fat' or 'eating more meals will affect your metabolism' are just wrong. They sound like they make sense, so people believe them, but nobody measures their metabolism based on a 10-hour period when you're asleep. Your body doesn't switch off at night, calories are being consumed, and they much fewer when you are sat on your ass watching Netflix... Your metabolism is judged over 24, 48 hours, or even longer. You need to measure your net balance over a longer period of time, not the time you've been asleep.

Our bodies are in a constant flux; going from an anabolic to a catabolic state. Because of that, it doesn't really matter when you eat or how much you eat, it's the net balance over a period of time that's important. It's whether you're in a calorie surplus or calorie deficit that is going to affect your goals. Deficit will mean you lose weight, surplus will mean you gain weight. It's that simple.

This isn't just my opinion. More and more research is being done on meal frequency and almost all of them come up with the same conclusion that it has very little or no effect on metabolism. The same goes for the myth that you need to eat a constant supply of protein to keep building muscle. Again, studies show that protein synthesis is not related to an absolute increase in plasma amino levels that you would expect to see when eating meals more frequently.

When it comes to nutrients, people will tell you many other similar-sounding stories. They'll tell you to 'take a fast-digesting protein after your workout' or that 'you need to consume casein protein before you go to sleep' or even to 'avoid carbs at night'. Whilst the myths may change, the facts don't.

The fact is, as I said at the beginning, it's really quite simple. If you're looking to improve your body composition you have to focus on calories, meal frequency and nutrient timing have little to no relevance. Instead focus yourself on hitting your macronutrient targets and calorie requirements (based on your own goals) and you will achieve exactly what you're looking for.



Carb Food Day

Breakfast - Scrambled eggs and salmon

Ingredients:

3 eggs
80ml oat milk
2 tsp. butter
2 slices rye bread
80g smoked salmon
½ spring onion

Instructions:

- Whisk the eggs with the oat milk
- Scramble the eggs on a medium heat in the butter until cooked to your preferred consistency
- Toast the rye bread
- Serve the scrambled eggs over the toast with the smoked salmon and finely chopped spring onion



Lunch – Sweet potato with spicy chicken

Ingredients:

190g sweet potato
150g chicken pieces
2 tbsp. coconut oil
1 tsp. hot curry powder
50g Skyr (high protein) yoghurt
Handful fresh parsley
Handful fresh spinach

Instructions:

- Microwave the sweet potato for 5-7 minutes depending on the size
- In the meantime, fry the chicken pieces in the coconut oil and hot curry powder until the chicken is fully cooked through
- Take off the heat and stir in the yoghurt and fresh parsley until mixed well with the coconut oil
- Serve the chicken over the sweet potato and have with a side of fresh spinach



These are sample, in order for a food plan to be effective it has to be custom, sign up for your personalised goals focussed macros and recipies.

Dinner - Chicken & cashew stir fry

Ingredients:

1/2 red onion
2 tsp. coconut oil
½ clove garlic
1 chilli
130g chicken breast
½ red pepper
50g green beans
2 tbsp. soy sauce
35g cashew nuts
1 tsp. fresh ginger
Handful fresh basil



Instructions:

- Slice the onion and fry in the coconut oil in a pan on a medium heat until the onions begin to soften
- Add the chopped garlic, chilli and chicken breast and fry for a further 5 minutes
- Slice the pepper and green beans, add to the pan with the soy sauce and fry for 5 minutes
- Add the cashew nuts and continue to fry for 2 minutes
- Lastly grate the ginger and stir through, heating for only 1 additional minute before serving with fresh basil

SNACK

Ingredients:

1 apple
2 ½ tsp. almond butter

Instructions:

- Slice the apple and spread with almond butter



Low Carb Food Day

Breakfast - Breakfast scramble with avocado

Ingredients:

195g Avocado
4 Large Eggs
30g Chicken
1 Slice Onion
30g Spinach
20g Cheddar
1.5 tsp. Coconut oil
Optional fresh chilli and herbs

Instructions:

- Dice onion and fry with coconut oil until soft add whisked eggs,cheese and spinach then scramble.
- Top with cooked chicken and avocado
- Add chilli and herbs as desired. salmon and finely chopped spring onion



Lunch – Chicken Satay

Ingredients:

100g Long stem broccoli
145g Avocado
120g Chicken
40g Peanut butter
150ml Coconut milk
Squeeze of lime
Dried Chili
Ginger

Instructions:

- Heat the peanut butter and coconut milk until liquid- add chili, lime and sprinkle of ginger
- Grill chicken and boil broccoli
- Serve with sliced avocado



These are sample, in order for a food plan to be effective it has to be custom, sign up for your personalised goals focussed macros and recipies.

Dinner - Steak and roast vegetables

Ingredients:

150g asparagus
250g tomatoes on the vine
2 tbsp. coconut oil
1 tbsp. Worcestershire sauce
Handful of fresh rosemary (or tbsp. dried)
200g beef steak



Instructions:

- Steam the asparagus (or boil) for 5 minutes, until the stems are slightly soft
- In the oven, roast the tomatoes and asparagus for 30 minutes in 1 tbsp. coconut oil, 1 tbsp. Worcestershire sauce and rosemary
- When the vegetables are almost ready, fry the steak in 1 tbsp. coconut oil for a few minutes each side, depending on how well done you like it

SNACK

Ingredients:

½ courgette
1 mushrooms
1 tsp. butter
1 eggs



Instructions:

- Finely chop the courgette and mushrooms and heat in a frying pan in butter for a few minutes until soft
- Whisk the eggs together in a bowl
- Pour the fried veg mix into the bowl and mix with the eggs
- Pour the mix into a muffin tray and bake at 180°C for 15 minutes
- Tip – To save on time, egg muffins can be made in bulk and stored in the fridge in tupperware boxes

Hormones

Before we go too far, let's talk about insulin and why it's important to getting superhuman abs. Insulin is an anabolic hormone that many people believe only causes fat storage, but it also increases muscle growth.

Insulin sensitivity in your muscles is key for you to build more muscle and get lean. There are a number of factors that can improve your own insulin sensitivity; exercise, diet and certain supplements (which we'll talk about later).

Curbing Insulin

Far too often insulin gets a raw deal, but it's just a hormone that the body makes in response to the food we eat. It either helps us by storing the energy we get from food in our muscle cells or in our fat cells. Obviously one of them is good for us, the other bad.

When you're training, the more muscle you have, the more insulin sensitive that muscle becomes. In other words, the greater your capacity to store muscle glycogen. Ideally, you'll start to store more of what you eat as muscle while you get leaner, i.e. reducing the amount of body fat. It might sound too good to be true, but by changing your insulin sensitivity you can change your body composition.

Here are three ways you can control insulin.

Control Insulin with Food

Insulin regulates our metabolism and is released in the greatest amounts when we eat. No surprise there. This occurs for our benefit, but depends on what, where and even how we eat.

Too many people believe that avoiding carbs all together is the key to getting lean, but that isn't so. Avoiding carbs means that muscle glycogen synthesis becomes more difficult. If you play almost any sport or love lifting weights this is going to hamper, not improve, your performance.

Carbohydrates are a fast-acting bioenergetic fuel source, so you should consume the majority of your carbs around the time of your workout. This ensures you get them when you need them and can use them when you need to.

To help control your insulin sensitivity you should try to eat enough fibre, but not around the time you're working out. An increase in fibre has been shown to lower your blood glucose levels which can contribute to increasing your total body insulin sensitivity.

I talked a little earlier about control insulin with your food by how you eat. It might have sounded a little odd, but actually by eating slower you can become more insulin resistant.

There is a link between those who eat quickly and obesity. It's believed that speed eating makes it more difficult for your hormones that suppress appetite to take effect. This, ultimately, affects insulin's ability to do its job.

Control Insulin with Exercise

If you're wanting to raise insulin sensitivity in your muscle cells, exercise is the best way to do that. A single workout has been shown to increase insulin sensitivity for at least 16 hours afterwards.

Insulin sensitivity is significantly improved with both strength training and conditioning in a relatively short amount of time. Research has found that insulin sensitivity and the uptake of glucose in the muscle increased with resistance training.

As you train, your muscles use up the glycogen so you burn more calories. When you eat, you replace the glycogen used so you've got energy for your next workout.

There are some great glycogen-depleting exercises you can add to your normal strength training including:

- Timed kettle bell swings, snatches and clean & jerks.
- Timed sets – 60 second sets or 90 second sets
- Supersets.
- Circuit training.
- AMRAP (As Many Reps As Possible) bodyweight exercises.

When it comes to conditioning, both long, slow cardio exercises and fast, intense exercises all help to improve your insulin sensitivity in a relatively short space of time. One study showed that insulin sensitivity increase significantly after just two weeks of high intensity exercises.

Similarly, research has found that aerobic exercise has also been shown to improve insulin sensitivity, particularly in the Zone 2 Cardio range; 65-75% of VO2 max). This occurred through the activation of the AMPK (AMP Activated Protein Kinase), an enzyme involved in glucose and lipid metabolism.

I would recommend trying intervals with the following exercise for a insulin-boosting workout. Go for 5 sets of 30 second intervals a few times a week into your program. Go for:

- Hill sprints.
- Prowler pushes.
- Jump rope.
- Rowing ergometer.
- Battling ropes



Leptin

Leptin is produced by every fat cell in your body. Ironically, the word 'leptin' comes from the Greek work for 'thin'.

Before you start to blame leptin for being overweight, you should know that the amount of leptin released from the fat cells depends on how much fat there actually is. More fat = more leptin.

Leptin effectively controls your metabolism, hunger and energy expenditure. Having a leptin system that is in balance improves your mental health with better memory, your mood will be enhanced and you will feel sharp.

Leptin is controlled, for the most part, by the hypothalamus in the brain. The hypothalamus is comprised of an elaborate system of leptin receptors (although there are other receptors around the body). When leptin levels rise, leptin attaches to those leptin receptors and your brain sends a signal that you are 'full'. Because of this signal, your metabolic rate will increase.

When leptin levels decrease, the brain thinks you are no longer full. Consequently, your brain gets the message that you're hungry, so your metabolic rate decreases.

In our quest for superhuman abs, all this means is that you need your leptin levels to be in balance. The longer your body is in a calorie deficit, the lower your leptin levels and metabolic rate become. If your metabolism slows, it will be extremely hard to lose that last bit of fat to show off those abs.

The other side of the coin is that leptin can also work against you. If you constantly eat excessively, i.e. above the levels that your body needs to maintain itself, then you can become leptin resistant. When this happens your body struggles to distinguish that your body fat levels are too high as your leptin receptors are desensitised. If this happens regularly, then your body develops a tendency to stay fat, rather than getting lean.

Leptin resistance can also occur due to a poor diet and a lack of sleep. Another reason why a good night's sleep is important to getting superhuman abs.



So now we know why leptin is important, how do we keep it in balance? There are a number of ways we can do that, so let's take a look at some of them.

- Stay Lean.
- Easier said than done I know but avoid going on large bulks or going too far over your target weight.
- When your metabolism slows (or you've been in deficit too long) include a cheat meal or re-feed day.
- Bodybuilders who are preparing for a show periodically have a re-feed day; a day consisting of a 20-50% increase in calories above maintenance.
- A rule of thumb (we're all different remember) is to increase carbs by 100-150% above normal levels. Keep protein about 1g/lb of bodyweight and keep fat intake as low as possible. This will jumpstart your metabolism and help normalise leptin levels.
- Don't go overboard on carbs.
- Large amounts of carbs will result in spikes in your insulin levels which raise leptin levels. Avoid foods that are high in sugar or include high fructose corn syrup. Also stay clear of foods that are high on the GI scale.
- Sleep.
- Studies show that those with poor sleep habits have around 15% lower leptin levels. It's worth noting that leptin levels generally rise whilst we're asleep.
- High intensity exercise in short bursts.
- By performing high-intensity exercises (especially H.I.T.T.), you will stimulate large secretions of the human growth hormone. This boosts fat-burning mechanisms, but also helps to regulate your leptin levels.



Cortisol - Why It Matters

When it comes to health and fitness, it's easy to concentrate on the areas you can see. Whilst things like the exercise you do, the food you eat and the sleep you have are fairly easy to manage, they're areas of your life you can easily control. There are, however, other aspects that are just as important that often get overlooked because they're not quite as obvious. One of those is cortisol, but what is it and why does it matter? Let's take a look.

Cortisol is often referred to as the 'stress hormone' because of the way it influences or modulates the changes the body goes through when under stressful conditions, commonly known as the 'fight or flight' response.

When we are under pressure, cortisol is produced in the adrenal glands and secretion of it is controlled by the adrenal and pituitary glands and by the hypothalamus. This means that the flow of glucose to your tissues and bloodstream is increased to give you the short-term energy boost the body thinks you need. There are many cortisol receptors in your body and, as such, it can affect a wide range of your bodily functions. This can include your blood sugar levels, anti-inflammatory actions, blood pressure and your fat, protein and carbohydrate metabolism, which helps to maintain your blood glucose levels.

If those biological stress controls aren't enough, when it comes to exercise and training, cortisol can also impact on your gym sessions. If you're not making the progress you think you should be making, cortisol might be part of the problem.

There's no getting away from the fact that living in this modern world can be stressful. When we have to balance our home life, work, family, friends, money and a million other things we have to deal with, finding time for yourself to exercise is hard enough, but it's even harder to leave all those other things behind and focus purely on your training.

With all these stressors, cortisol will build up and that can affect the progress you're working so hard to achieve. It's important to say that cortisol in itself isn't a cause for concern, but it's when it reaches excessive levels that problems can occur.

Excessive levels of cortisol can mean that our utilisation of glucose is reduced, our immunity suffers, increases in abdominal fat, reduced muscle mass and even osteoporosis. If training and exercise are a key part of your life, then you will see from these implications why it's important to control the level of cortisol you have in your system, and the good news is that you can do that. If you're reading this, you're probably half-way there already.

As with many of life's problems, you can help yourself by undertaking regular exercise and eating a healthy, balanced and nutritional diet. When you exercise, you release our old friends, endorphins. Proving your nutritional needs are met, the endorphins will offset any cortisol in your system through carbohydrates, combined with some post-workout protein, will help to replenish your glucose and nitrate levels. Cortisol will be brought back to 'normal' levels much sooner this way.

Because of cortisol's links to stress, trying to maintain a lifestyle that is free from it entirely might be a bit of a stretch for most of us, but learning to relax more and getting more quality sleep will go a long way to helping. If you are sleep-deprived, then cortisol levels are higher because your body is in an almost constant state of alertness. By getting a good night's sleep of at least 8 hours, will bring levels down and also help to repair and replenish your muscles, tissue and organs.

To keep your cortisol levels in check probably means doing what you're doing already; eating well, exercising often and sleeping better. If you're going through a particular difficult period, then any of these things can be affected. Try not to let them get to you and remember what keeps you well and do that as often as you can.

Instant Cortisol (Save Breathing Technique)

- Sit comfortably with your back straight. Put one hand on your chest and the other on your stomach.
- Breathe in through your nose. The hand on your stomach should rise. The hand on your chest should move very little.
- Exhale through your mouth, pushing out as much air as you can while contracting your abdominal muscles. The hand on your stomach should move in as you exhale, but your other hand should move very little.
- Continue to breathe in through your nose and out through your mouth. Try to inhale enough so that your lower abdomen rises and falls. Count slowly as you exhale.
- Continue for 5-10min and feel the stress melt away

Put Your Feet Up

We're not talking having a lazy time and letting all your efforts go to waste, but a great quick way to improve your overall health. This is a brilliant 5 minute drill for reducing cortisol, boosting digestion and reducing anxiety. In yoga or meditative circles it is known as Viparita Karani, or the more suitable 'Legs Up The Wall' pose!

- Lie on the floor near a wall and practice deep, steady breathing.
- Exhale and swing your legs up onto the wall so that your heels and sitting bones are supported against it. Looking from the side, you'd look like a 'L'.
- If you have any discomfort in your lower back, adjust your body slightly back from the wall so that your sitting bones are not touching it.
- Rest your head on the mat or floor, keeping your spine straight, and bend your knees a little so your kneecaps won't lock. Keep your arms stretched out to the side.
- Once in the position, close your eyes for anywhere between 5 and 15 minutes.

It might be a new exercise to you, but I guarantee you'll feel great after doing it.



Supplements to Boost Hormone Function

Chromium

Chromium plays an important role in the regulation of insulin action and its effects on carbs, protein and lipid metabolism. It's an essential mineral for enhancing insulin activity.

Interestingly, studies have shown that those with Type 2 diabetes have lower blood levels of chromium than those without.

Cinnamon

Cinnamon is quite a divisive spice. My American friends seem to like it on pretty much anything. They love it! Cinnamon can dramatically reduce insulin resistance which helps this important hormone to do its work.

Cinnamon can also lower your blood sugar levels. Maybe the Americans are on to something!

Acetyl L-Carnitine

Boost leptin! Leptin is quite possibly the most important hormone you may have never heard of. Basically, if your leptin levels are not in balance, then you'll never acquire the leanness of which you are more than capable. Not only may you never get as lean as you want, but your energy levels, mental acuity and performance may suffer as well.

Supplement your diet with taurine or Acetyl L-Carnitine (ALCAR) to help alleviate or prevent leptin resistance. Other antioxidants may help with leptin resistance as well.

Rhodiola Rosea

Rhodiola Rosea, for those who don't know, is an adaptogenic plant that has been shown to improve resistance to stress.

It is believed that it works by interacting with the body's adrenal glands to reduce cortisol production. At the same time, it enhances stress-resistance proteins and also up regulating stress-sensor proteins that reduce the production of cortisol. The end result is that you're have more capacity to cope with whatever is stressing you out.

Glutamine

For those of us who partake in prolonged intense exercise, those training sessions have been shown not only to reduce plasma glutamine, but to also increase cortisol levels. By supplementing with glutamine you can maintain the nitrogen balance in the muscles by sparing amino acids which are needed to maintain muscle building.

In turn, this helps to reduce cortisol levels from rising by keeping muscle catabolism or breakdown at bay.

Glutamine can stimulate your growth hormone levels which also reduce cortisol response. If you want to supplement it, I'd recommend a daily dose of 5g taken post-workout or just before sleep.

Ashwagandha

This is one you might not have come across before, but ashwagandha is an Indian herb known for its powerful antioxidant and adaptogen that has some amazing stress relieving properties.

It has been shown to help improve energy levels, enhance your performance and aid your recovery after training. It is also known for reducing cortisol production and reducing free radicals involved in some cognitive neural disorders.





“sleep is often overlooked
when it comes to results in
the gym”

Sleep. Your Secret Weapon

Like I've said many times before, sleep is often overlooked when it comes to results in the gym. It's vital for your recovery but can also play an important part in getting those superhuman abs. Here's why.

Impaired Glucose Control

Have you ever had a craving for carbs following a poor night's sleep? That wouldn't be a coincidence. Studies in America have shown that sleep deprivation is responsible for changes in your hormonal release and metabolism, more specifically, an increase in hunger pangs and appetite.

When we're tired, our bodies perceive this lethargy as a lack of energy, so kick-starts our need to eat something.

Studies have also shown that restriction in sleep patterns can decrease glucose and our old friend, insulin sensitivity. These are two of the most critical factors in the development or prevention of diabetes. They also regulate the satiety you feel when you have eaten.

Increased Daytime Cortisol Levels

If you find sleep difficult to come by, the first consequence is often an increase in daytime cortisol levels. We've already talked about cortisol earlier in this book, but if you've skipped that bit, cortisol is a hormone released to break down body tissue. In times of stress, cortisol levels will rise in response to the body's 'fight or flight' mechanism.

When you're dieting, your body is already in a 'stressed' state because you're taking in less calories than it would normally need. In this state, you're at risk of muscle mass loss because cortisol begins to break down the body's tissue.

Sleep Supplements

I've already mentioned how important sleep becomes when you're training. I certainly wouldn't recommend any form of sleeping tablets, but if you struggle to get to sleep it could be that you're lacking in magnesium.

Magnesium is a mineral found in many foods, albeit at a low level. It's a component of more than 325 enzymes in the body. It plays a vital role in your hydration, muscle relaxation and energy production. It also crucially helps with the deactivation of adrenaline.

Whilst having sufficient magnesium in your body may not guarantee you'll get a good, deep sleep, but having insufficient magnesium does guarantee that you won't.

Tips for a Good Night's Sleep

Here are some of my best tips to make sure you make the most of your resting time.

Before bedtime, try this exercise...

- Sit comfortably with your back straight.
- Put one hand on your chest and the other on your stomach.
- Breathe in through your nose.
- The hand on your stomach should rise. The hand on your chest should move very little.
- Exhale through your mouth, pushing out as much air as you can while contracting your abdominal muscles.
- The hand on your stomach should move in as you exhale, but your other hand should move very little.
- Continue to breathe in through your nose and out through your mouth.
- Try to inhale enough so that your lower abdomen rises and falls.
- Count slowly as you exhale.
- Continue for 5-10 minutes and feel the stress melt away.

Once in bed:

- Sleep in the dark by making your room as dark as possible. Cover up any LEDs on gadgets and turn your phone face down.
- If you can, turn off your phone completely.
- Switch off the laptop or tablet an hour before bed.
- Relax.
- Use the same drill as mentioned

Weight Training for Fat Loss

Weight sessions should be short and intense. The purpose of these sessions are to maintain muscle, not destroy it. As you are in a calorie deficit, building muscle is not the concern here, you are looking to stimulate the muscles enough so you don't lose them.

Sessions should be frequent. Higher frequency training here will work well for muscle maintenance due to ensure a consistently elevated metabolic rate; a high and constant surge of EPOC (Excess Post-exercise Oxygen Consumption) and the resultant boost in the rate of energy expenditure that accompanies those things.

Without knowing you, your body type and your goals I can't write you a custom plan.

What I can provide is an awesome set of resistance and circuit sessions which will help you with your six pack quest.

How

50 Club - Total Body

You pick a weight you can lift 12 times for the first set.

You take it in turns to reach 50 reps in as many sets as it takes.

Your rest is while your partner works, and absolutely no more!! (or 35 second if you are training by yourself)

A few simple rules

You do your maximum number of reps on each set.

If you reach more than 12 on the first set, it only counts as 12 and you have to increase the weight. If you don't reach 12 make slightly lighter of the next set.

The weight should never be decreased (apart from if set one doesn't reach 12) even if towards the end you are down to threes and fours.

When

3 times per week on nonconsecutive days

50 Club Sessions

50 Club 1

1. Back Squat
2. Leg Press
3. Dumbbell bench press
4. Bodyweight rows
5. Push ups
6. Lat pull down

50 Club 2

1. Barbell bench press
2. Bent over row
3. Dips
4. Incline Dumbbell Curls
5. Tricep Push Downs
6. Cable Curls

50 Club 3

1. Trap Bar Deadlifts
2. Barbell Glute Bridge
3. Barbell Shoulder press
4. Cable Rows
5. Arnold Press
6. Rear Delt Fly



Cardio for Fat loss

Weight sessions should be the focus when it comes to training but cardio plays an important role.

Aerobic activities gets a lot of negative press which I don't believe it they deserve. Like anything they are a fantastic tool if used right!

- Strengthens muscles that are involved in respiration, which assists lung function.
- Increases the total amount of red blood cells in the body, which will enable greater oxygen facilitation around the body.
- Strengthening of the heart, which will improve resting heart and pumping effectiveness.
- Lowering stress and tension, and will boost mental well-being.
- Increasing circulation through all areas of the body.
- Increase self-esteem.

Lower-to-moderate intensity aerobic activity (50-75 percent of MHR) will:

- Typically deliver less impact on the joints, making this ideal for the unfit/obese.
- Burn fat directly (as opposed to total calories) which can be done for a longer duration.
- Is useful as active recovery from more intensive training systems.

Higher intensity aerobic activity (70-85 percent of MHR) will:

- Will burn higher total calories and therefore total fat as a result.
- Will raise the metabolic rate (during and after training) to a greater degree that will lower intensity aerobics.
- Offers many fitness benefits such as improved endurance, strength, and athletic performance.
- Will help with the prevention of osteoporosis.

Example low intensity sessions

How

45-60min Power Walk

45-60min Cycle

45-60min Swim

When

1-5 times per week depending on available time

Example high intensity sessions

How

Bike/Rower Tabata – 20 sec hard 10 sec easy 8 rounds.

Bike/Rower Russian Steps – 15 hard, 15 easy, 30 hard, 30 easy, 45 hard, 45 easy, 60 hard, 60 easy, 45 hard, 45 easy, 30 hard, 30 easy, 15 hard, 15 easy

Treadmill Sprints 20 second sprint 60 sec walk. Repeat 15 times.

*you can combine the high and low intensity sessions. Start high and end low.

When

1-5 times per week depending on time



ASSAULT FITNESS

AIRB
CLASS

AB Training Template

Follow each phase for 2-4 weeks depending on progress

Phase 1

- Swiss ball roll outs 4 x 8
- 60 second rest between sets.
- Hanging knee raises 4 x 12.
- 60sec rest between sets.
- Cable twists 4 x 12.
- 60 second rest between sets.

Phase 2

- Ab wheel roll outs 4 x 8
- 60 second rest between sets
- Hanging leg raises 4 x 12
- 60 second rest between sets
- Barbell Russian twists 4 x 12
- 60 second rest between sets

Phase 3

- Barbell roll outs 4 x 8
- 60 second rest between sets
- Single leg dragon flag 4 x 6 each side
- 60 second rest between sets
- Windscreen wipers 4 x 12
- 60 second rest between sets



Setting Goals

I, _____, commit to taking charge of my health and fitness and completing my training plan for 5 days in a row starting _____

Reaching my fitness goals is really important to me because

If I finish 5 consecutive days of my training plan I will reward myself with

If I do not complete 5 days of the plan, I will promise to

I will do the following things to ensure I make progress and stick to my training plan every day

What are the major obstacles that would stop you completing your training and healthy eating?

Write two actions for each of these obstacles

**“the Key to growth is to learn to
make promises and to keep them”
Stephen R. Covey**

Real People. Real Results.

Find Your 'Turning Point'

We all have a turning point. That point in our lives when we decide to finally make the change we've long thought about. For some people it's tomorrow, or next Monday. Perhaps it's next year. Whenever it is, there has to be a moment you finally say "f*ck it. This is it. I'm changing today!".

The thing is, the only real time to do it has already arrived. It needs to be now. Not later today, but right here, right now. Why not make this moment your turning point? The time that you retake control of your life.

"For me, it was when I saw a picture of myself on the beach on holiday" says Jack. "I was shocked at how much fat I had put on without realising."

Jack isn't alone in feeling this way. This realisation can happen to anyone. One day you no longer have the body you had at 20 and your 6-pack has become a crate. You look down and you've got a gut, where there wasn't one before.

If you want serious results, you need that serious turning point moment. You need to step-up and dare to change, just like Jack did.

Understand Your Goals or You Will Fail

The desire to change is one thing. It's an admirable starting point, but without a plan it's all just a pipe dream. Don't let anyone else tell you what you want. Only you know the answer to what that is, but be honest with yourself.

Some people are embarrassed to say what they really want and that's one reason they can end up failing. There's nothing wrong or egotistical about wanting to change for the better.

Jack's goals were honest. Together, it was the strongest possible place for us to start, so that's what we set out to achieve. "I wanted to reduce my body fat percentage but also increase lean muscle, effectively losing as little weight as possible" Jack told me during our initial discussions. "I wanted to look amazing."

Never be ashamed of honesty. Write it down. Use pictures of celebrities as motivation, if that's what works for you. If there's one thing I've learned from taking thousands of men through online training, it's that knowing your goals is essential to reaching them.

Use the Mirror as your Ally

Body shaming is a shameful business. I'm not interested in it at all. I don't believe that anyone NEEDS to look a particular way or look like anyone else, but if you want to change, then the mirror can help you.

If, like Jack, you're catching glimpses of your reflection and what you see gets you down, use that as a sign that exercise could be beneficial to you. "I used to see myself as overweight. 30. Depressed. Not happy with how I looked. I needed to do something."

The mirror can be a powerful motivator. Some of my clients find keeping a photo of themselves near the mirror helps spur them on. Take a photo at day one, then another every week. You'll soon notice yourself looking a little bit different to when you started. "I now have to double take as I get used to my six-pack," says Jack.



Be A Part of It!

For all the talk of celebrities and movie stars, the work I do isn't an exclusive club only available to the rich and famous.

I want to give everyone I work with the same treatment and #TeamKingsbury allows me to do just that.

I consider myself to be incredibly lucky to do what I do and can earn a living at it. I say 'lucky' but it didn't happen by magic, nothing ever does.

It took hard work and dedication. Sure, the celebrity training side of things is what gets the headlines, but that's not all I am and it's not all I do.

I get just as much pleasure and satisfaction working with people who might not be movie idols, but have all the determination, motivation and drive to be a star in their own right.

Whatever you want to achieve, whether it's losing weight, bulking up and staying fit, I can help you with it. If you've got what it takes to succeed, I can help you get there.



Take on the Transform 12 Week Challenge!

Do you want to shift Stubborn Belly Fat in 12 weeks?

Join my 12 week supported program, with optimised training guides and calculated meal plans for men who want to lose stubborn belly fat and build definition in 12 weeks.

Be in your best shape for the best years of your life.

If you want to drop stubborn belly fat, build muscle and rapidly increase definition then this is for you.

It works for people who are experienced or new to training. Whether you have 8kg to lose or 80kg or you want to build lean muscle then this training and nutrition program will ensure you get amazing results that last.

Learn what to eat, when to eat and how much to eat

The no guesswork approach to correct, goals focussed nutrition optimised to drop stubborn belly fat fast.

Get the best training split for your goals and available time

Stop training badly, getting a scientific approach to exercise designed to optimize your progress every week.

The best exercises and diets tactics to drop belly fat

Get my 8 week step by step system for dropping fat, building muscle and creating positive habits that will last a lifetime.

What you get

30 Minute Strategy Call

Learn exactly what makes the difference between success and failure when it comes to results, get tactics you can apply, get help goal setting and see how I can help you moving forwards.

12 Week Training Plans

Structured, progressive plans for all ability levels and time restrictions. If you run through the motions, don't track your sessions or are still training muscles once a week you will see a huge and instant difference.

Dumbbell, Full Gym and Home Workouts

No matter the equipment you have you can make progress, ultimately the kit you use is less important than crucial elements the plans deliver – correct reps, sets, rest, tempo, muscle training frequency and volume.

Cardio and circuit training guides

Firstly cardio is not an essential element of this plan, you can achieve amazing results without running or doing hours of cardio. This plan will show you how to utilise cardio without the negative effects to muscle mass, appetite and enjoyment.

I created this program to help men take their confidence back and feel proud of their body, perhaps for the first time.

None of us are getting any younger and chances are you've tried and struggled before or don't know where to start.

If you can't shift stubborn fat, don't feel confident or feel embarrassed when the shirt comes off then it's time to take control.

Get started!

What is online training?

Online fitness comes in all shapes and sizes, with varying levels of customisation, support and durations.

My training plans consist of custom training and food plans that last 12 weeks. The calories and macros adapt over the plan to ensure constant progress. Likewise the training changes to break plateaus and deliver impressive results. These elements paired with support and weekly check-ins mean motivation and accountability are always on point.

If you have ever bought online fitness products before then a huge kudos to you. Online training is the smart choice. It's the future.

If you however haven't had success in the past, then perhaps you just haven't found the best product for you.

Why work with me?

I get results, my results are not exclusive to Hollywood actors, some of the best transformations I have ever achieved are with online customers.

I care about you achieving your results, every single person I work with I care about, I want them to win, I am willing them to succeed with all my strength. For me it's not stats and figures it's names and individual results.

I don't know how many of you have looked at working with a trainer or a nutritionist. But if you have you might have been put off by the costs.

"Getting fit seems so expensive"

The truth is though you cannot put a value on your health.

But being fit, healthy and achieving your fitness goals does not have to be expensive. With the development of my online training platform I am able to offer a better result to my online clients and a much better price than working with a trainer and nutritionist in person.

Everyone is different and deserves to be treated that way. I look at every aspect of your lifestyle, body type and goals to create something unique to you.

If you are looking to take the guess work out of your training and getting started on a training plan that will deliver consistent and impressive results then take a look at the key features.



UNRIVALLED PLANS

I will personally create a custom plan to suit your needs. Your goals, lifestyle and ability are all considered when I design your bespoke training regime.



PROVEN DIET PLANS

Your results are driven by your nutrition. When you are looking for serious results every detail has to be considered. Good food doesn't have to be boring, my custom menu deliver serious results and flavours to hit your exact macros and calories.



ACCOUNT & TRACKING

Every member of teamkingsbury receives full support from me. Also as a team we all support each other. Join the community to be inspired and to motivate others to reach their goals



KNOWLEDGE BASE

Unlock your very own log-in page to track stats and monitor progress. Full FAQs to support your journey. Plus I personally review your progress each week.



VIDEO LIBRARY

There's an extensive exercise video database to support every session. Weekly review sheet to be submitted through the site for me to review.



LOYALTY SCHEME

Take advantage of some great offers on plan extensions and retreats coming summer 2017. Plus exciting offers for online supplement stores to save you cash.

The weight loss principle



“David’s guidance changed my life, he put the belief into me that I could achieve anything”

“Before I started I didn’t know how many calories I was eating. It now seems so obvious to me that to achieve results you have to calculate your calories”

Phil was referred to me by a friend of his Garabed, who had achieved amazing results on my plan. After our first conversation I could see exactly what we would need to do to make sure he got the results he wanted.

The focus was his calories and macros. The most important element of any plan is the nutrition, making sure it is effective and also easy to follow and stick to.

A food plan and therefor a transformation simply won’t work unless the recipes are accurate and easy to follow consistently.

The fuel you put in determines the outcome of your results. Before you can take a step forwards you need to learn where you are now. In order to make progress with body composition you HAVE to eat for your goals. Over fuel and the excess calories will be stored as fat, under fuel and risk sabotaging your results.

Are you unsure of how many calories you need and what your macro breakdown should be? I bet you don’t want to spend months of trial and error trying to figure this out. I know I don’t want to be adding up my calories all day and figuring out the macros of every meal, drink and snack that I have.

If you don’t know what to eat, then let me guide you.

Every plan I create comes with custom recipes tailored to you. Simply prepare the meals on the plan to take the guess work out of your nutrition and your results.

“David’s guidance changed my life, he put the belief into me that I could achieve anything”

Chris Pixley

"I have been involved in fitness my whole life, the work David put in behind the scenes on my calories and macros made my results possible"

I put a huge amount of work into my food plans. There is nothing left to chance or luck.

Have you ever considered that due to your age, height, weight, goals, activity levels and body fat percentage your demand for different macros varies?

Also that overtime these demands may vary depending on progress and goals. The body isn't fixed, it's always moving, working and changing. Your nutrition need to adapt as you do.

I work through every detail of my customers information to calculate and create a menu that delivers exactly the calories and macros to hit their targets quickly and efficiently

If you want a food plan that delivers results week after week month after month then I have the plan for you.

The results I achieve with Hollywoods biggest stars and my online customers are down to my meticulous approach to nutrition, and delivering a menu that can be followed easily and consistently

"Working with David has improved my results and taken the pressure off me worrying about my food. I can enjoy it all much more now knowing he has it covered"



Dave Heilman



"Up until last fall, I was an average Joe. I was overweight, out of shape, rarely exercised and ate whenever and whatever I wanted. My energy levels were low and my body wasn't doing what I wanted it to"

The number of chemical processes going on in your body every second are staggering. If your body's hormones are not firing on all cylinders then results will be slow. I look at ways of making your body as efficient and as effective as possible.

If you struggle to lose weight, have low energy levels, don't sleep well or have low sex drive your hormones and body composition could be responsible.

Clever nutrition planning, exercise prescription and supplementation can help all of the above problems. To become the very best version of yourself follow my structured plan to maximise your results.

"The food, training and supplements varied over the different phases which benefited me personally, as variety is the spice of life. Currently David is helping me work towards building lean muscle. With proper nutrition, exercise, David and teamskingbury on my side, I will continue chasing my goals one step at a time"

"If you struggle to lose weight, have low energy levels, don't sleep well or have low sex drive your hormones and body composition could be responsible."

Weight training, cardio, 50 club

"I have never made progress so consistently before"

Everyone knows the importance of goal focussed nutrition on achieving results. But if you don't train effectively those body composition goals are going to be a pipe dream.

Not everyone can perform the same movements in the gym, nor do they need to. Different people require different loading parameters, deload frequency, varying volume and intensity.

What everyone does need is a system for effective progressive overload that is custom to them and therefore is as individual and safe to them as possible.

Are you unsure of what rep ranges you need, what the best exercises for you are and how you should split your training to deliver results? If so then having an experienced trainer create a bespoke plan will be the best option. What value would you put on a plan on that you knew was the best possible solution to your fitness needs?

"I have immensely enjoyed working with David over the past 12 weeks. His professionalism and personal touch have made working through his training and nutrition programs a real joy. Without David's guidance and support I know I would not have achieved the amazing results I have. He is a true craftsman and I consider myself lucky to have had the opportunity to work with him. I look forward to working with David as I continue on my fitness journey and could not rate David's service's to anyone more highly!

Jay Culhane



Ab training



“If you want bullet proof abs then focus on your ab training for the right reasons.”

“I never expected these results in only a year of training, my abs definition has even surprised me”

Zacharius's results came as no surprise to me. The effort he has put in at every stage of the plan will always equal incredible results if on the right path.

Training the abs isn't about dropping body fat, it's much more about helping to power the fat burning machine that is your body. Your core is responsible for supporting the power as you deliver it.

A weak core mean less total weight can be lifted

A core with poor muscular endurance means less reps

These combined equal less volume and increased risk of injury.

If you want bullet proof abs then focus on your ab training for the right reasons.

“At first when I reflected upon 2016 I had a lot of negative vibes. But then I took the time to realize that I had actually accomplished a lot! 2016 was the year where I found myself again. Sounds lame and corny but it's true! 2016 is just my start! 2017 is where the beginning takes place ready to move forward in my life! I have goals and I'm gonna achieve them well, now I have to get to the gym”