

TRANS FORM



TRANSFORMATION
GUIDE

12 WEEKS

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Transform Your Body In 12 Weeks

I created Transform for men who are struggling to see the changes they want to see. Guys that feel overwhelmed with the information overload and want a concise method that works every time. Men who want to get in their best ever shape right now and feel healthy, fit and confident for the best years of their lives.

Most people focus on the wrong things when they are looking to change their body, they waste a huge amount of time and energy and don't get any closer to the goal.

The truth is getting in great shape is a lot simpler than most people think, and you can fit it all in around your family, work and personal commitments.

Now you can drop fat and build muscle without spending hours in the gym every day or starving yourself with fad diets.

I believe we all have amazing untapped potential. I genuinely think that with the right support and guidance, each and every one of us can achieve truly amazing things. To provide a positive message, I first look at myself. Leading by example is an inherent part of who I am and you'll see that on every page. Everything I say comes from personal experience, through things I've learned on my own journey. I want to take all of that to inspire you to achieve greatness on yours.

Like any industry, the health and fitness one is in a constant state of flux. New techniques, new research and new thinking happens all the time. I'm all for adapting to the future, but I also want to merge that with tried and tested techniques. I believe in an ever-evolving world of health and fitness. I also believe my innovative products and techniques will become industry leading, without sacrificing customer focus.

LET'S BEGIN

Who am I?

I've been a personal trainer for over a decade, but it's fair to say that fitness is in my DNA: my father and grandfather developed fitness testing equipment for British Cycling in the 1980s at the beginning of British Cycling's development towards dominating the sport.

As a child, my life, like many other children around the world, was full of sports and adventure. In my teenage years, I played for a Premiership football academy, but an injury with my growing limbs cut my burgeoning footballing career short. After trying other sports, I found cycling, and I loved it.

Fuelled by my mum's unwavering support and endless encouragement, I was soon winning national medals in junior cycling. Whatever the weather, she drove me up and down the UK, and even into Europe, to compete with other budding cyclists. She gave me the freedom to push myself and I gave it everything I had.

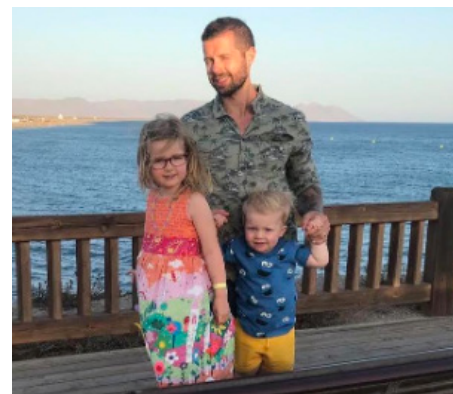
As much as I loved football and cycling, I soon realised that a job in sports engineering or physical performance were what I wanted to do. Even as a teenager, it was all I cared about. The sports themselves were great, but I became fascinated by the science behind the human body, how far it could be pushed and what it took to get it there. I wanted to know what made it 'tick', before I moved on to what made it 'tock'.

By the time I was 17, studying at college and deciding what to do next, a friend of mine told me he'd recently become a personal trainer, and that it might be a good match for me. It would allow me to work at something I loved, whilst still being able to get my own training in when I could. It

sounded like the best of both worlds.

Before this conversation, I had never even heard of a 'personal trainer'. This was 2005 and personal training wasn't anywhere near as common as it is now. Successful trainers were few and far between, which made it a great time to be starting out. I walked out the doors of my college at 18 with a head full of ideas, my chest proudly puffed out and the full PT qualification under my belt. I spent the next couple of years building up my confidence and experience, including experimenting with martial arts in Thailand (another story altogether). When I eventually came home, I began working at a private PT studio. One of my clients worked at Pinewood Film Studios in Buckinghamshire. He could tell I was ambitious and we'd talk about opening my own space. He kindly put me in touch with Pinewood's property department. Luckily they had a tiny space available on site, but as I had an even smaller budget, it was the perfect match!

Given that my gym was on the Pinewood Studios lot, it wasn't long before I started training people who were working on the films being made there. Not big name actors at this point, but everyone and anyone from



the cast and crew who worked on the film sets often came by to exercise. Over time, my reputation began to grow. I was training one of the crew on *Snow White and the Huntsman*, who put my name forward to the powers that be and soon I was training a couple of the stars of that movie. I have always been so motivated that I rarely gave myself much time to reflect on where I was, or what I was doing, until one day when I was working on *Les Misérables*. At one point, we had almost the whole cast of the film in the gym. Big cast. Small studio! It was a very surreal experience for me at the time, I remember taking a step back and looking around at all these actors in my gym and thinking to myself, 'is this real?'. That was the beginning of my journey with many famous actors that continues to date. I've



worked on some fantastic movies including Assassin's Creed, Life, Prisoners, Pan, Eddie the Eagle, X-Men and The Wolverine.

That last film led me to another one of those 'is this real?' moments. I found myself sat on a private jet flying around the world for The Wolverine press tour. I hadn't even flown Premium Economy before! But I couldn't get too overwhelmed. The work I do with actors to this day might sound glamorous, and it clearly has its perks, but that's only a small part of it. The real work is done in the gym and the kitchen; early mornings, late nights, long days, hard work, the right food and complementary training plans.

Fast forward to today and the work I've done and continue to do with actors means I often get called the 'Hollywood trainer'. It sounds great, but the truth is I do more work in Buckinghamshire car parks than I do in Tinsel Town!

None of the people I work with would come back if I didn't know my stuff or failed to deliver on what I say I can. Thankfully I do know, so they do come back, time and time again. People often think celebrities have it easy with their chefs, stylists and Hollywood budgets, but the truth is, they're people like you and me. We all have challenges we have to overcome if we want to succeed.

One of my key strengths is fully understanding that nutrition and training are the winning combination and having the experience to control them. A lot of good trainers don't understand nutrition. They're great with the exercise side of things, but ignore the basic fuel that drives change. To me, this makes them less th

I may be best known for my film work, which isn't surprising seeing as the bodies I have transformed have been on the big screen for millions of people to see. For me though, it's all those people you've never heard of, and that you don't know, that are following my plans and getting extraordinary results that make my job so satisfying.

They're not as easy to see, but have improved so many more lives over a much longer running time.

We all have the ability to work hard and be consistent within us, and now with this book you have a plan of action that will work specifically for you! Maybe my next greatest achievement is working with you and helping you achieve your personal best.



*What can you
achieve in
12 weeks?*



Jack came to me struggling with results, motivation and confidence. Like so many men who I work with he trained hard and didn't see results, his body just wasn't changing in the way he wanted it to.

1) You need to find your 'turning point'

Perhaps it's next year. Or maybe it's right here, right now that you retake control. But there needs to be a moment you say, f*ck it. This is it. I'm changing today.

"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."

This can happen to anyone. One day you're no longer 20 and your abs have gone. The next thing you've got a gut. If you want serious results, you need that explosive moment, to step-up and dare to change.

2) Understand your goals or you'll fail

The desire is one thing. But without a plan it's all just a pipe-dream. And don't let anyone else tell you what you want. Be honest with yourself. Some people are embarrassed to say what they really want and that's one reason you can end up failing.

Jack's goals were honest. And 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," says Jack. "I wanted to look amazing."

Never be ashamed of honesty. Write it down. Use pictures of celebs as

motivation. 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.

3) Use the mirror as your ally

Body shaming is a shameful business. And it's one I'm not interested in. I don't think anyone NEEDS to look like anything or anyone else. But if you want to change, then the mirror can help.

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."

It's a powerful motivator. Some clients find keeping a photo of themselves near the mirror helps spur them on. Take a photo at day one. Then each week you'll 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.

4) Tailor it all to YOUR body

Too often do you find generic plans online that purportedly work for everyone. It's no wonder so many people get nowhere with their training.

Everybody is different. No one's schedule is the same. That's why, even though you get access to the exact moves, reps/sets and principles I use for people like Hugh Jackman, I tailor every single online programme to your unique physiology and lifestyle. It takes a lot of time (helluva lot, if I'm honest) but it's why my online clients get such great results. Results like Jack's.

"I was out of breath walking up the stairs at the start. I could barely do 10 press-ups. Maybe 5 pull-ups," he says. We worked around this lack of fitness and made sure that the early stages built up his conditioning while preparing his muscles for rapid growth. This stage is important if you want staggering results at the end.

5) Train for strength, or go home

The reason Jackman looked so dangerous as Wolverine? It's because by the end of our time together, he was dangerous. Jack hasn't come out of this

a kitten, either.

"I can now do 100 press-ups. 40 pull-ups compared to 5 at the start. 100 sit-ups compared to 10," he says. "And I can run up the stairs of my townhouse easily."

A big part of my programmes is focusing on developing real strength. It's not as horrible as it sounds. In fact, it's enjoyable. And it's these moves - focusing on big compound lifts like deadlifts, squats, chin-ups and so on before doing isolation moves - that also starts the muscle building process faster, and takes it into the stratosphere when the strength gains come.

6) Be honest with yourself

No one is a saint. I'm sure as hell not one. One reason people fail when they embark on a transformation journey is guilt. But beating yourself up about slipping up will help nothing.

"Stopping myself eating what I wanted, instead of eating what I should, was by far the hardest thing for me," says Jack.

It's hard for everyone. It's of course important to clean up your diet, to focus on eating the right macros and to implement lean muscle building diet technique. But honesty is important. If you think you're going to have something filthy on Friday because it's movie night with your partner, then so be it. Denial will only make you resent the programme. And that's where your mind sabotages your body, just make sure you account for the extra calories, or accept that progress might be slower.

7) Watch less TV

Enough said.

8) Garner public support

Many of my clients already have a huge

Planning your 12 weeks

Your Turn

motivator: they're going to be playing an action hero in a summer blockbuster movie. No one wants to be the weedy guy in lycra, after all. And as yet that's never happened. Motivation is key.

One tried, tested and even science-backed motivator is to be public with what you're doing. Social media is a great tool during body transformations. Post to your Facebook that you're starting a workout programme and what you hope to achieve. Put yourself out there.

You could even go a step further. When you start seeing results, post an update selfie. "Everyone who knew me before has been amazed at the results," says Jack.

And that's why Jack's self confidence in the mirror has grown as much as his biceps.



The aim of this training plan is a simple one, to help you get the best possible results in 12 weeks.

Want more muscle?

Feel stronger and more focussed from the first session with carefully structured training that will see you boost your lifts, build more muscle and break plateaus.

Eat exactly what you need when you need it for muscle gain with calculated calories and optimise your macros for muscle gain so you will start to see gains right from the start.

Want to drop fat?

Drop fat from the moment you start with a simple formula for success. Calorie deficit + optimised macros + structured weight training = fat loss and muscle maintenance

Balance your energy intake and expenditure with training and nutrition correctly partnered and you will guarantee yourself progress.

Want to stay motivated?

When you see amazing progress it's hard not to stay motivated. Stop wasting time with a trial and error approach and stop losing motivation. Work hard on the right areas without burning out and get the support you need to build positive habits and live your best life.

Goals

To set up your plan for 12 weeks you first need to plan your goals

Do you want to lose fat?

Do you want to build muscle?

Do you want to try and do both?

To plan your goals you need to ask yourself some questions and provide some honest answers

Are you happy with your current level of body fat?

To lose weight, you have to be on a calorie deficit. However, I would not recommend just trying to cut back on the calories and hoping for the best.

If you want to lose some fat, the very first thing you should do is set your goals and make a plan. If you don't know what you're aiming for and you don't know how to get there, you're unlikely to get anywhere.



To get you started, here's three questions you need to ask yourself:

How much weight do you want to lose?
How fast do you want to lose weight?
Do you want to lose fat, or lose weight?

How much weight do you want to lose?

The answer to this question depends very much on you. With enough effort, anyone can get to almost whatever weight they want. However, I recommend setting a healthy target.

If you've no idea where to start, I suggest first working out your BMI. It's crude, but it's a useful tool to get you started. This is how you calculate your BMI:

Take your weight in kg, and divide it by your height in metres squared. So, for instance, if you weight 79.5kg and you're 1.7m tall, your BMI is $79.5 / (1.7 \times 1.7) = 27.5$.

Next set a target BMI. Below I have some suggested targets based on your current BMI:

Under 18.5: You're officially underweight. I do not recommend losing weight.

18.5-22: You have a healthy weight. If you still really want to lose weight, don't set a target BMI of less than 18.5 as this can have negative health consequences.

22-24.9: You have a healthy weight. If you want to lose weight, try aiming for a BMI of 22, which is the middle of the healthy weight category.

25-29.9: This puts you in the overweight category. I would suggest ini-

tially aiming for a BMI of 24.9 to get you to a healthy weight, then see if you can push it down to 22 at a later date.

30-39.9: This range puts you in the obese category. For your health and wellbeing, I thoroughly recommend setting an initial target BMI of 27, which is the middle of the overweight category, a much more healthy place to be. From there, you can aim to get yourself to a BMI of 24.9, a healthy weight.

To calculate your target weight based on your target BMI, multiply it by your height squared. So, for instance, if your target BMI is 24.9 and you are 1.7m tall, your target weight is $24.9 \times 1.7 \times 1.7 = 72\text{kg}$.

How fast do you want to lose weight?

The answer to this for most people is: as fast as possible. However, to achieve your goals, a diet and training plan needs to be realistic and sustainable. It is much better to lose half a kg every 2 weeks for 6 months, than 1kg every week for a few weeks then crash out of the diet because you're too hungry, tired or grumpy.

From a fat loss point of view the amount of fat you aim to drop will



be dependent on your goals and how much fat you have to lose.

If you have a lot of fat to lose then 2+lb a week is a fine.

If you have moderate amounts of fat to lose then 1lb a week is a good bet
If you have low levels of fat to lose then 0.5lb is a good target.

To calculate your calories you can use my online tool.

[GET YOURS HERE](#)



Once you've set your target weight and decided on your target weight loss rate, you should plan your meals to make sure you hit that calorie deficit every day. The occasional missed day is fine, but try not to overindulge if you've already overdone it a bit. An extra 1000 calories in a day can undo the best part of a week's good dieting.

I suggest keeping a food diary. It sounds onerous, but I assure you this makes it much easier to work out where the calories are coming from. Don't cheat yourself: write down everything. Cappuccinos, little snacks, they all add up.

Be aware that everyone's weight fluctuates a bit up and down over the course of the week. Don't expect to see any consistent changes on the scales for at least 2 weeks of dieting. Be patient, don't quit. Consistency is key.

If after a few weeks, you really aren't seeing a change on the scales, it means you are not on a calorie deficit, or if you are, it's a really small deficit. This will be because you are either overestimating calories burned, or underestimating calories eaten. Try cutting the calories by an extra 100-200 calories per day, and give it another couple of weeks.

Do you want to lose weight, or lose fat?

So far, I've only been talking about weight loss. However, weight loss and fat loss are not the same thing. If you want to just lose fat, you need to be on a calorie deficit and

you need to give your muscles an incentive to stick around. This means exercise.

If you're just hoping to maintain your muscle tone, you should incorporate 1 or 2 workout sessions a week at least, and focus on resistance training exercises. Work your arm, core and leg muscles in these sessions, and your calorie deficit will strip away your fat but leave behind the muscle, meaning your body definition will improve as you lose weight.

Try not to reward workouts with extra eating. A short workout burns surprisingly few calories and it's all too easy to overcompensate for a workout. Instead, try drinking lots of water or very weak cordial, and if you must snack, try some very low calorie foods such as carrot, zero fat yoghurt such as skyr, or salads (without the dressing).

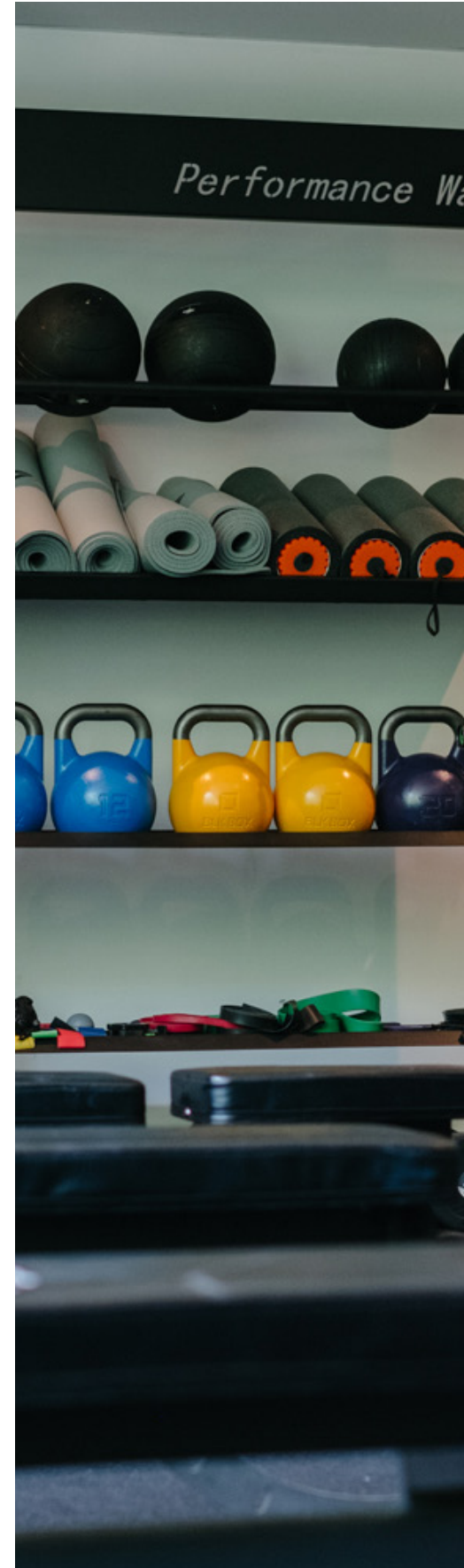
Do you want to build muscle?

If you are happy with your current body fat levels and want to build muscle then this section is for you.

Even if your goal is fat loss it is well worth reading this as the best practice for muscle gain is also the best practice for muscle maintenance and the best chance of body recomposition.

The three mistakes that people make when trying to build muscle

Not training hard enough
Not training smart enough
Eating TOO many calories





Lack of intensity

In order to make gains in the gym you have to push yourself hard. No one is going to argue with that. But how hard do you need to push yourself? And do you need to push yourself to muscular failure in your session?

Why does intensity matter?

Your intensity during exercise is a measure of how much effort you're putting in compared to maximum effort. If you're lifting weights, maximum intensity is the maximum weight you can lift in a given exercise. If you can bench press 100kg, and you're currently bench pressing 60kg, you're at 60% intensity.

A study from a couple of years ago put some men on a high volume low intensity (70%) workout, and the other half on low volume high intensity (90%) workout. The high intensity group improved their 1 rep max by an average of 15% compared to 7% for the low intensity group.

This isn't a unique finding. Many studies have shown that high intensity (over 70%) low volume workouts improve strength the quickest. If your muscles get stronger but you don't adjust your workout, your results will plateau. If you want to keep seeing improvement, you have to keep upping the intensity. This is known as progression,

and is essential if you want to keep getting fitter and stronger.

Resting

Training at high intensity doesn't mean skipping the rest between sets. Actually the evidence shows that taking a longer rest between sets, such as 3 minutes instead of 1 minute, leads to increased strength and muscle mass.

Training to failure

When you lift weights, you activate what is known as motor units in your muscles. As the workout goes on, you get more fatigued, so more motor units need to be activated. The more motor units you activate, the larger the benefit. Therefore, it seems reasonable to suppose that if you exercise up to the point where you physically cannot complete the set, you'll be activating the most motor units and therefore get stronger, faster. At least that's the theory.

It's hard to prove the theory, but there have been studies in the past to compare whether exercising to failure is better than being able to finish every set.

Experienced Lifters

One study from 2005 tested elite athletes. They found that if they trained to power increased by around 10%, while power only increased by 6% in the group which trained without pushing themselves to failure. This finding isn't alone: experienced people should push themselves to failure for maximum results.

Additionally, the way you push yourself to failure can have an impact. A study from 2015 pushed some weight trained individuals to failure at low intensity high reps, while another group increased the weight to push themselves to failure at lower reps. The group that achieved failure by increasing intensity showed greater gains in muscle strength. This means that if you plan to push yourself to failure, you should be doing it by increasing the weights you lift, rather than just adding rep after rep until you fail.

New Lifters

The studies above focused on elite or experienced lifters. There have also been studies comparing the benefits of training to failure for inexperienced lifters. The results of these studies have shown that the training to failure offers marginal to no benefit for new or detrained lifters. As training to failure carries a greater risk of injury, if you're new to training, you're better off training hard, but not to failure. Training to failure in your training program

If you do push yourself to failure as part of your training program, I would not recommend doing it every session.

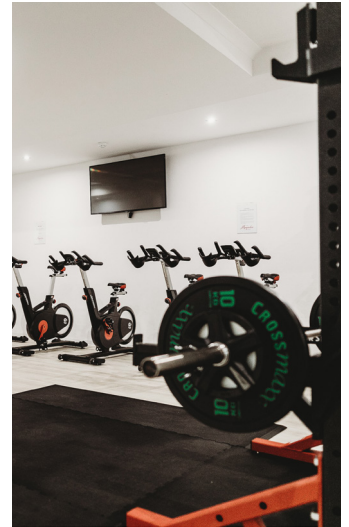
Although high intensity training to failure can improve strength and



muscle size, and can be a good way to push yourself out of a training plateau, it also carries with it a greater risk of overtraining and overuse injuries.

Intensity is really important. To improve strength fastest, make sure you're training mostly at high intensities. If you're new to lifting, you don't need to reach failure, but if you're experienced you probably do on occasion. However, if you push yourself to failure too often, you risk injury which may prevent progress. If you are planning on increasing the intensity of your workout, be careful. Proper technique, supervision and good coaching have all been shown to reduce the chance of injury. If you're new to lifting, or feel like you have room to improve, consider hiring a local fitness instructor to show you the correct form. It's also really important to be consistent.

There's no point going so hard you start resenting your workouts and giving up. Find a balance between intensity and consistency which works for you, and you will achieve your health and fitness goals.



Lack of progression

Progression, or Progressive Overload, is often overlooked, but is absolutely necessary if you want to continue to get stronger and fitter over time.

What is Progressive Overload?

To introduce this topic, let me tell you a story about a famous Greek, Milo of Croton.

Milo was a Greek wrestler who won the Olympics 6 times in a career spanning many decades. He's known for a number of great feats of strength, but one for which he is most commonly remembered is his ability to carry a fully grown bull on his shoulders.

He is said to have achieved this by lifting the bull when it was a young calf, and continuing to lift it every day until it was fully grown. This way he became stronger and stronger as the bull became heavier and heavier.

While this story may or may not be entirely true (he is also said to have eaten the entire bull in one sitting afterwards), it tells a story which is the essence of progressive overload: if you want to become stronger and stronger, you have to continue to push yourself harder and harder, increase your workout load, or your progress will stagnate.

How can you use Progressive Overload?

To make sure you continue to progress, first of all you need to regularly measure and keep track of your performance.

If you don't measure your performance, you won't know if your progress is slowing. There's two ways you can measure your performance, either by measuring the maximum weight you can lift, or the number of reps you can do of a certain weight. Use whichever you prefer, but if you use the second method you'll have to periodically increase the weight you're testing yourself with as you get stronger.

As you get stronger, you should increase the load of your workouts to give your body a reason to continue to get stronger. There's a few ways you can increase your total load:

Increase the weight you're lifting

Increase the number of sets

Increase the number of reps

Here's some examples to get you started:

Find a weight you can lift 12 times, then aim for 4 sets of 10 reps at this weight. Your first session might look something like this:

Set 1: 10 reps

Set 2: 10 reps

Set 3: 8 reps

Set 4: 7 reps

When you achieve your 4 sets of 10 reps for two consecutive sessions, increase the weight and repeat the cycle. Alternatively, find your 1 rep maximum and attempt to lift 5 sets of 5 reps at 80% of this weight. For example, if you bench press 80kg, you should aim for 5 sets of 5 reps of 64kg. On your first session, you might only achieve 3 or 4 reps on the last sets.

As you get stronger, this should become easier. Once you've achieved 5 sets of 5 reps for 2 workouts in a row, you could try increasing the number of sets, to 6 sets of 5 reps, or increasing the number of reps, to 5 sets of 6 reps. Once this becomes easy, find your new 1 rep maximum and go back to 5 sets or 5 reps at 80% of this new weight. You don't just have to increase the weight you lift or the number of times you lift it to up the intensity. You can slow down your movements to increase the time your muscles are under tension. This makes the exercises harder. If you are lifting the same weight as before but at a slower tempo, you will be increasing the load on your muscles. Try these techniques to increase the load as you get stronger and you will see much better results than if you let your exercise regime stagnate.

Not resting enough

Where is my rest muscle and how do I train it?

Resting your muscles the right amount can be just as important as training your muscles.

When you exercise your muscles, you are damaging your muscles in a small but significant way.

When you rest, you give your body a chance to recover and rebuild your muscles stronger and better than before. Without resting, you deny your body the opportunity to repair your muscles, undoing all your good work.

When you workout you also deplete your muscle glycogen stores. By giving your muscles a chance to recover, you are giving them a chance to replenish these energy stores. Without rest, the quality of your next workout will be reduced.

If you're trying to gain muscle, more workouts means more incentive for your muscles to grow, but too many workouts and you can become fatigued, risk damage and limit results.

How many days a week should you workout for maximum results?

An study by a team from the US and Australia carried out a study in an attempt to figure out just how many workouts a week is best for muscle growth. They compared as many published studies as they could find and came to a couple of key conclusions.

They concluded that the longer you work out, the better your results, up to about 4 times a week. Beyond 4 times a week, they saw no advantage to training more.

Most of the studies they compared dealt with new or only moderately experienced lifters. Some very experienced lifters may benefit from longer or more frequent workouts. On the other hand, if you are a newbie, you should only be working out 2-3 days per week.

It's also important to not always work the same muscles in the same way each time you hit the gym. You should vary the muscles you target in your workouts. This has been shown to lead to significantly larger gains than doing the same workout every day.

The number of rest days you should take also depends on the the duration and intensity of your workouts. If your workouts are long, hard, and high intensity, stick to no more than 3 a week for the best results. If you're short on time and your workouts are squeezed into a half hour lunch break, you might want to consider exercising more days of the week to maximise the benefit. A study published early in 2018 showed that 6 half length workouts led to the same muscle gains as 3 full length workouts.

As well as taking rest days, you should also take adequate rest between sets for best results. A study carried out in 2016 compared the effect of 1 minute breaks to 3 minute breaks between sets. They found that taking a 3 minute break led to great strength increases and greater muscle growth than 1 minute breaks. This study also kept the sets and reps the same between groups. If you rest longer between sets, you'll be able to lift heavier weights or do more reps, allowing you to make even bigger gains.

If you want to get stronger, work hard, but don't forget to rest too.



Getting sets and reps right

Muscle building is a complex issue with rep ranges being one of the most highly discussed and disputed topics. The basic rule of reps is:

Heavy weight and low reps for strength;
Moderate weight and moderate reps for increasing size;
Low weight and high reps for endurance.

It's important to stress that there isn't a one size fits all approach to reps. Individuals often have different goals: some may be looking to build strength while minimising weight gain, some may be hoping to improve muscle stamina, while others may just want to look good.

Also, everyone is different. Some people respond much better to low reps, others to high reps. With that said, let's look at the science of muscle building to bring you the best plan for building muscle. There are two main types of muscle growth or hypertrophy: contractile and noncontractile.

Contractile hypertrophy is the growth of sarcomeres, a component of muscles. In general, the more you have, the stronger you are. This kind of growth is also known as myofibrillar hypertrophy and sarcomeric hypertrophy. Non-contractile hypertrophy, or sarcoplasmic hypertrophy, is the growth of non-functional parts of muscles. It is often thought of as being only of benefit to increase muscle size, but there is some evidence that an increase in sarcoplasm can lead to a growth in functional muscle growth.

With that in mind, let's look at various rep ranges, and see what effect they have.
As heavy as you can go - 1-3 Reps

In this rep range, you are working on Neural Efficiency, as well as some contractile hypertrophy (strength gain). An increase in Neural Efficiency increases the percentage of motor units that can be activated at any given time. This has very little impact on size gains but can increase strength considerably. The strength increases will allow you to lift more weight for other rep ranges. But the risk to reward at this particular rep range is very high, as it is very easy to damage muscles and joints.

Due to the demands of this type of rep range you require a long rest period to recover. I would recommend 3-4 minutes.

The 1-3 rep range is a very effective way for increasing strength, but is best used only if you are an experienced lifter with very good technique.

Heavy 3-5 Reps

This rep range has been shown to lead to significant contractile hypertrophy, or improvements in muscle strength and size of sarcomeres.

The strength increases at this range will also allow you to lift more weight for other rep ranges. But just like the previous range, the risk of injury is moderately high.

The 3-5 rep range is likely the best option for increasing and maintaining strength.



Lack of intensity

What's the best training split to build more muscle?

Training schedules are a hotly disputed subject with countless suggestions for how you can plan your week for training. The “bro” split has gained a lot of popularity in recent years.

The “bro” split involves working out 3-6 times per week, and performing exercises which isolate muscle groups so that each muscle group is worked really hard, but just once a week.

The logic behind this approach is that by isolating muscle groups, they can be targeted more effectively and more intensely, which should stimulate more muscle growth. Some people have had success with this approach, but what does the science tell us?

A large analysis, comparing 10 previously published studies which investigated muscle training frequency, was published in 2016[1]. The authors, led by Brad Schoenfeld of the City University of New York, found that training a muscle group twice per week was more effective than once, and that training three times per week might be better than twice, but it's hard to tell.

It's important to stress that this is for volume equated workouts. What this means is they were comparing, for example, 2 half hour sessions per week, to 1 one hour session per week. If your workouts are all 45 minutes long, adding more workouts in a week will increase the weekly volume, which will improve muscle growth and performance (so long as you don't overdo it).



Heavy weight - 5-10 Reps

In this rep range we have muscle growth from the addition and growth of muscle cells, or contractile hypertrophy, but also increase in sarcoplasm, or non-contractile hypertrophy. Therefore, this rep range will result in growth as well as strength gains.

Sarcoplasmic hypertrophy is not optimum for increase in strength, but it does increase muscle size.

This is therefore the ideal range if you are training to gain volume, such as a bodybuilder.

Moderate weight - 10-15 Reps

As you up the reps and drop the weight, you increase non-contractile hypertrophy and reduced contractile hypertrophy. On the flip side, muscle endurance improves in this range to a limited degree. This is the ideal range if you are looking to build muscle volume and endurance.

Light weight - more than 15 Reps

Strength gains are minimal compared to other rep ranges, but muscle endurance improves significantly, so this may be a useful range for some, such as rock climbers.

How many sets should I be doing?

How many sets you do depends on your goals and how much time you have.

With each successive set, you load the muscles further, allowing for greater adaptive gains. However, returns are diminishing as you get tired. The optimum balance between increased load and fatigue varies from person to person, but the total volume, or number of reps, you should aim for is 20-40: 20 for beginners, 40 for more experienced weight lifters.

So, for example, if you are new to working out and are trying to gain volume in sets of 10 reps, you should consider starting out with 2 sets, resulting in a total of 20 reps. However, if you are moderately experienced and are trying to gain both strength and muscle size, so have settled on lifting weights in sets of 6 reps, you should be doing 5 sets to hit 30 reps in total.

This should only be considered a rough guide. The closer you are to your 1 rep maximum in your workout, the fewer total reps you should be doing. So if you are doing reps of 3 lifts at 90% of your 1RM, you might want to stick to 3 or 4 sets to avoid excessive fatigue. Conversely, if you're training for endurance and doing sets of 15-20 reps, you might want to do at least a couple of sets to increase the volume.

If you find that your results plateau, but you are unable to increase the weight significantly, you should add an extra set to your workout to increase your load.

The importance of volume

All this being said, picking the right rep range can be counterproductive if it results in a large drop in volume. By volume I mean the number of repetitions you do of an exercise during a workout. So 4 sets of 3 reps is the same volume as 2 sets of 6 reps.

Studies have shown that volume equivalent training with different rep numbers per set are just as effective. So 4 sets of 10 reps is equivalent to 5 sets of 8 reps, as they both represent 40 reps in total. You can use this to your advantage if you're struggling to meet your reps. If you can't quite manage 4 sets of 10 reps, try 5 sets of 8 and you should achieve the same results.

However, if you drop the number of reps because you increased the weight you're lifting, you have increased the intensity of each rep. Therefore, you can reduce the volume while still maintaining a high adaptive pressure on your muscles.

The importance of variation

If you consistently train in the same rep and set range, and perform the same exercises, your results will likely hit a plateau. Variation is incredibly important as it forces your body to adapt.

Therefore, don't stick with the same rep and set numbers for all your workouts. Try dropping the reps and increasing the weight, or try increasing the number of reps while dropping the number of sets. You can also vary your rest period between sets.

What's the best training split to build more muscle?

Training schedules are a hotly disputed subject with countless suggestions for how you can plan your week for training.

The “bro” split has gained a lot of popularity in recent years.

The “bro” split involves working out 3-6 times per week, and performing exercises which isolate muscle groups so that each muscle group is worked really hard, but just once a week.

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The result of this study seems to show that the “bro” split is unlikely to be the most effective way to train your muscles. That is why I recommend that you train each muscle group at least

twice a week if you want to see the best results. If you are training muscles twice per week you need to be selective with the movements and rep/set schemes that you choose.

If your goal is to build muscle size, you should consider lower weight, higher rep sets. If you're trying to build muscle strength, larger weight lower reps are a better choice.

However, I would recommend not focusing purely on muscle size or muscle strength in all your workouts. If you work on just muscle size, your muscle strength can start to hold you back, and vice versa. That is why I recommend varying the numbers of reps and sets throughout the week, as this variation helps prevent your body from plateauing.

This form of rep/set variation is known as daily undulated periodisation. I'll talk about this more in a future article of periodisation, but for now the take home message is that variation in your workouts is very important.

Training with enough frequency

Training schedules



Another way of varying your workouts is making subtle changes to your exercises. Try varying the angle you perform your exercises at, or altering the width of your grip on a bar,

changing your stance, or swapping a barbell for dumbbells. These subtle changes go a long way in helping prevent performance stagnation.

How often should you work out per week?

This is highly individual, and depends on how much time you can spare and what your goals are. As I've said, I recommend training each muscle group at least twice a week for the best results. With this in mind, here are some suggestions for a weekly routine:

2 or 3 days per week

If you perform compound movements that work out all your muscle groups on your workout days, two or three days on can be more than adequate for most people.

Monday: Whole Body
Tuesday: Day off
Wednesday: Day off OR Whole Body
Thursday: Day off
Friday: Whole Body
Saturday: Day off
Sunday: Day Off

Of course you can pick whichever days of the week work for you, so long as you have a rest day after each full body workout.

3 days per week

A nice three day routine can also be a total body plus a lower and upper focus session. This gives you the opportunity for a muscle training frequency of twice per week and good session focus.

Monday: Whole Body
Tuesday: Day off
Wednesday: Upper body
Thursday: Day off
Friday: Lower body
Saturday: Day off
Sunday: Day Off

Of course you can pick whichever days of the week work for you, so long as you have a rest day after each workout.



4 or 5 days per week

If you have more days to train, an alternative is to split your workout, alternating working your upper body and lower body, but not training the same muscle group two days in a row:

Monday: Lower Body

Tuesday: Upper Body

Wednesday: Day Off

Thursday: Lower Body

Friday: Upper Body

Saturday: Day off OR Workout isolating your weaker muscle groups

Sunday: Day off

This approach allows you to target muscle groups more precisely and can allow you to complete your workouts in a shorter space of time.

When you perform your workouts, try to do push and pull exercises with antagonistic muscle groups. For example combine lat pull downs with shoulder presses, and combine bent over rows with chest presses. For more on this, check out my previous article on exercise selection.

In summary

The best split for you will come down to available time, ability to perform movements, recovery and motivation. For most people I this the sweet spot for success is 3-4 weights sessions per week. Motivation remains high with this level of training, and improvement can be dramatic. It allows for suitable recovery between sessions. It also suits most people's schedules and most people I work with don't want or have the time to train 5+ times a week especially when it isn't essential for progress.





Not eating enough or maybe eating too much.

Muscle gain comes from two places: the gym and the kitchen.

If you are trying to build muscle and you haven't considered your diet then it's time you did. There are a number of things you need to consider when planning your diet if you're trying to build muscle. They're pretty straightforward too: there's no need to obsess over every detail or spend money on expensive supplements unless you're a professional athlete or weightlifter.

Calories

Muscles require an incentive to grow, which you give them through resistance training. But they also require large volumes of fuel in the form of calories.

If you want to build muscle without putting on fat, it is important to get the balance of calories in your diet right. Too many and you'll be building muscle and excess fat, too few and your body will not have the surplus energy required to develop muscle, and may even start to break down your muscles for fuel.

To truly maximise muscle growth, if you are working out hard and regularly, you should be eating around 40-50 calories per kg of body weight. This works out to 3200-4000 calories if you weigh 80kg, which is around 1000 calories more than the calories required to maintain weight, more or less depending on how much you exercise. If your workouts are not intense or regular, the calorie surplus should be less.

Be careful not to overdo it though. Muscle gain is normally associated with some fat gain, which is why many bodybuilders go through cycles of muscle growth and fat cutting. If you find you're putting on too much fat, cut the calories back a bit. As long as you're keeping up your training, this shouldn't affect your muscle growth significantly. It's also much easier to avoid putting fat on by dropping your caloric intake, than getting rid of it once it's there.

If you're just trying to get lean and gain a bit of muscle, or you already have a bit of excess fat you want to lose, you're better off aiming for a mild calorie surplus on training days, and consuming maintenance or slight deficit calories on rest days. Your muscle growth may be slower, but you're less likely to put on fat in the process, improving body definition faster.

Protein

In order to grow muscles, your body requires building blocks of amino acids, which are found in protein. Without a sufficient supply of protein, muscle growth will be sluggish or non-existent.

Research has shown that at least 1.5-2g of protein per kg of bodyweight is required to maximize muscle growth. With even up to 3.5g per KG being effective.

Macro Balance

The balance of the other macronutrients in your diet, fat and carbohydrates, has an impact on muscle growth and performance. When you exercise, you burn calories. If your body doesn't have enough readily available energy, protein synthesis is much slower. A lack of energy also makes for tiring and sub-par workouts. For these reasons, I recommend getting a good amount of your body's favourite form of energy on workout days: carbohydrates. Don't overdo it though - excess carbs will be stored as fat if you do.

On non-workout days, I would recommend easing off the carbs, as diets high in carbohydrates, especially sugars, result in insulin spiking which has a negative effect on your body's ability to process calories, as well as a host of other negative health outcomes. This means that you'll be picking up the slack with fat.

Fat has had a bit of a bad reputation over the years, but it really is an excellent source of slow burn fuel, and provides you with essential fatty acids and fat-soluble vitamins to keep you fit and healthy. I'd recommend a diet relatively high in protein and fat compared to carbohydrates for muscle building, especially on rest days.

Timing

There used to be a lot of focus over timing in workouts. People used to think that you had a narrow window in which to consume copious amounts of protein just after a workout, in order to gain maximum benefit.

We now know this isn't the case. A large study published back in 2013 finally showed that timing really doesn't matter so long as you eat within a couple of hours either side of working out.

If you're a really serious athlete and want to maximise gains, there are some advantages to having a protein and carb shake mid-workout, but the benefits are pretty marginal.

Outro

If you want to build and maintain muscle, the work starts in the kitchen. Get the calorie balance right: enough fuel to maintain muscle but not so much your body puts on excessive fat. Take in enough protein to give your body the building blocks it needs, and give yourself enough energy on workout days, while easing off on rest days. Also, make sure you're well hydrated, especially on exercise days.



Muscle Gain

At what rate should you aim to gain?

Most men can gain 0.25kg/0.5lb of lean muscle per week when they start lifting. That’s about 1kg/2lb of muscle per month or 12kg/24lb in a year. This assumes you are training hard, training smart and providing adequate calories and protein . Muscle gains slow down after the first year.

Consistent Training	Weekly Muscle Gain	Monthly Muscle Gain	Yearly Muscle Gain
1 year	0.25kg / 0.5lb	1kg / 2lb	12kg / 24lb
2 years	0.12kg / 0.25lb	0.5kg / 1lb	6kg / 12lb
3 years	too small to track	0.25kg / 0.5lb	3kg / 6lb

Your body-weight can increase by more than 1kg/2lb per month when you start lifting. Your muscles store glycogen to fuel your workouts. Glycogen binds to water which causes water retention and a fuller look. This water weight increases your body-weight. But it’s not pure muscle tissue.



Do you want body recomposition?

Is it possible to lose fat and build muscle?

Yes, but it's not as simple as you might think.

In order to lose weight, you need to be on a calorie deficit. In other words, you need to burn off more calories than you eat. When you do this, your body raids its energy stores: it breaks down your fat AND your muscles.

In order to build muscle, you need to exercise your muscles, which causes microtears in the muscle fibres. When you rest, and eat enough protein, your body will synthesise muscle proteins, repairing and rebuilding your muscles bigger than before.

But if you're on a calorie deficit, the rate of this rebuild slows down. This makes it harder to gain muscle.

So what should you do?

If you're new to lifting weights, the good news is that your body will find it much easier to build muscle than if you have been doing it for years.

If you have never worked out regularly, and if you're not too skinny, it is likely that with the right diet and workout plan you will be able to gain muscle so fast that muscle building can outpace the rate of slowdown that comes with a calorie deficit.

A study carried out by the United States Sport Academy took a group of overweight sedentary adults and gave them a range of cardio and resistance based training. On average, they lost over 7kg of fat and gained 4kg of muscle [1]. This is a truly impressive result, but is only possible for individuals who currently have low muscle and high body fat.

However, once you get experienced, you will find it steadily harder and harder to gain muscle mass. Combined with a large

calorie deficit, it may become impossible to keep gaining muscle.

This is why I say: Focus on one goal

When the majority of people try to focus on both muscle gain and fat loss they end up achieving neither.

Calories are too high for fat loss and training isn't good enough for muscle gain.

If you focus on losing fat gradually with the right training and macros your chance of building muscle goes up and you will still drop fat!

If you have high levels of body fat but want to maximise muscle building potential

Spend the entire 12 (if not longer) weeks on a moderate calorie deficit. Keep working out to maintain muscle. You may well build some muscles here. But if you don't you will at the very least have maintained well!

If you have relatively low levels of body fat

Spend 6-8 weeks in a mild deficit. Keep working out to maintain muscle. You may well build some muscles here. But if you don't you will at the very least have maintained well!

Then spend 6-8 weeks on a mild calorie surplus with intense workouts. You should gain muscle mass but not fat.

If you keep cycling your training in this way, you should steadily lose fat and build muscle. If you find you quickly lose fat and build muscle, I recommend cycling quickly, alternating about every 8 weeks. If you find it takes a bit longer, lengthen the cycles a bit, and stick to each phase for around 12 weeks, or even longer.

When you're losing fat:

Make sure you are only on a mild calorie deficit, ideally around 10-20% less than maintenance calories. Too much and you'll lose muscle and find yourself fatigued.

Eat plenty of protein. Many studies have shown when trying to lose weight, a high protein (30-40%) low carb (<20%) diet will increase fat loss relative to muscle loss. For example, in 2002 a group of healthy men change their diet from 48% carbs to 8% carbs. On average they lost almost 4kg of fat over 6 weeks, but gained 1kg of muscle. You should also workout regularly to stimulate muscle synthesis. You may not be gaining muscle in a calorie deficit, but you don't want to be losing your hard earned muscle. Working out will maintain your existing muscle, keep you fit and healthy, help you sleep properly, and keep your hormone levels in check.

When you're building muscle:

Make sure you're only on a mild calorie surplus so your body doesn't put on fat. Eat plenty of protein, and boost your intake of carbohydrates on workout days to improve performance and prevent protein breakdown.

Make your workouts count. Focus on heavy weight, low rep exercises, which exercise multiple muscle groups, such as barbell squat or bench press. Keep up the progressive overload. If you start finding your workouts too easy, up the weights to keep building muscle.

What if I want to lose fat more quickly?

The greater the calorie deficit the greater the weight loss, but I would not recommend dropping more than 20% below maintenance calories. This is because:

If you starve your body, you will lose muscle regardless of how much you workout

A large calorie deficit is hard to maintain. It's easy to cave in and snack. Starving yourself makes you miserable. Keeping fit should be, and can be fun.

Phases of training

Phases of training help you make more progress, enjoy your training more and create fresh challenges.

Training phases or periodisation is the planning or organisation of a training regime to reach peak performance at exactly the right time, for an event, competition or other purpose. It's called periodisation because it includes cycling or dividing parts of a training programme into periods of time. This could apply to any form of exercise, but today I'm going to talk about periodisation for muscle gain.

If you aren't trying to hit your peak at a particular time, you can still learn from the techniques used in periodisation. This is because periodisation is all about not focusing on one thing all year. If you work on just muscle size, your muscle strength can start to hold you back, and vice versa. That is why I recommend varying the numbers of reps and sets, as this variation helps prevent your body from plateauing. There are two main types of periodisation: linear periodisation and daily undulated periodisation.

Linear periodisation (or traditional periodisation), in resistance training, is the steady change from high-volume, low-intensity training, to low-volume, high-intensity training. The purpose of this training structure is to start out building endurance and by growing muscles, laying the foundations, then follow this by building strength in the muscles, and finish by developing pure power.

For instance, you may spend 4 weeks lifting 5 sets of 10 reps at about 70% of your 1 rep maximum (1RM). Then a further 4 weeks of 4 sets of 7 reps at 75% of 1RM. Then 4 weeks of 3 sets of 4 reps at 90% of 1RM. In this plan, the total number of reps is steadily dropping, while the weight being lifted is steadily increasing.



This technique has been used for years in the bodybuilding world, but isn't just for bodybuilders or competition athletes. By following a cycles of the linear periodisation plan, and by continually adjusting the weights based on your increasing 1 rep max as you get stronger, gains can be significantly greater over time than by following the same workouts every day.

Daily undulated periodisation is a training regime where reps and weights are varied on a daily basis, with some sessions in the week being high rep, low weight, and some sessions being low rep, high weight.

This method of constant change in workouts keeps workouts more interesting, and has been proven to have a greater benefit than keeping workouts constant.

A study from 2018 compared the effect of periodization, daily undulated periodization and non-periodization on strength and muscle size. They found that all groups got stronger and larger muscles in the first 6 weeks of training. However, from 6 to 12 weeks in the training programme, only those on the periodization programmes continued to develop their muscles. This demonstrates the importance of periodisation for continued muscle development.



Which form of periodisation should you do?

As gains are greater with periodisation, you should definitely incorporate some form of periodisation into your workouts. But which is better?

A study published in the Journal of Sports Medicine in 2017 compared every study the authors could find comparing linear and undulated periodisation. Although some individual studies have shown benefits of one method over the other, when they combined the results they found that there was virtually no difference between the two techniques.

This means that the choice really is up to you. However, unless your aim is to be at your maximum strength for an event or a particular time of year, I would recommend undulated periodisation.

This is because if you're feeling tired or sore one day, you can go for whichever workout you find easiest. You can also plan to do your low rep high weight days when you have less time, as these are quicker workouts. It also means you don't have day after day of high weight workouts for a few weeks, which may reduce the chance of injury. Undulating periodisation is also just more interesting, as your workouts will be constantly varying.

The training included in this ebook can provide BOTH linear periodisation as well as daily undulating periodisation.

Client Spotlight - Meet Evan



What was the main driving force for you to take action and sign up for?

I was tired of failing. I didn't like the way I looked. I was constantly exhausted and I wanted to be a better example for my family. These desires happened to align with a transformation contest that was being held by Bodybuilding.com. The contest gave me a deadline and something else to work towards. It gave another reason why I should change and created a venue where I was held accountable and supported by more people than myself.

Tell us about your health and fitness before taking the first step towards the Beyond Plan.

I used to be really fit. My typical day involved at least one gym session a day, 2 hours of competitive sports and an active job as a personal trainer and waiter. During this stage of my life, I would consume a pizza, breadsticks and a two liter of Pepsi every day with experiencing the negative consequences of weight gain. Unfortunately as my activity levels changed over the years, my eating habits didn't. I put on 40+ pounds of fat without noticing it until I saw a picture of myself and thought... What happened?

I was unmotivated and had low energy.

Why did you specifically choose to train with David and teamkingsbury?

I was amazed at the progress Hugh Jackman made in becoming the Wolverine and I researched a lot to find out who his trainer was. When I did, I knew I wanted to train with him. I'm in Utah and David is in the UK but luckily the innovations of technology gave me access to a guy who makes real life superheroes. It really was a no brainer for the price.

What positive surprises did you find during your programme?

The biggest surprise to me was how little I actually had to train and how good the food recipes were. I started craving healthy meals and I didn't overtrain unnecessarily and burn myself out.

During the transformation stage where was the point when you could really start to feel and see the changes?

After week 6. I noticed little changes here and there before then, but I distinctly remember the sixth week as a turning point where David helped dial my program in even more. The weight began to fly off.

What was it that kept you motivated and focused throughout the process?

Results and a clear goal. It was about 6 weeks before I really started to see progress that I personally felt was significant. But when I did and people noticed, I was hooked. I pushed harder and harder. It's hard because those first 5 weeks took grit and a whole of faith because I didn't see instant results. My goal/my why is what got me through those first 5 weeks.

What did family and friends notice about you during your transformation?

It really opened their eyes. Sometimes you see these transformations and you instantly think... that's fake. But they lived it and it was really inspiring to them. Many have since undergone their own transformations and it's amazing to see.

Thinking back to when you finished your programme and hit your goal how were you feeling at that moment in time?

I remember thinking... Is this really me? I would stand relaxed in front of the mirror staring at my six pack and say to myself... "This is crazy." It wasn't really a vanity thing. It was pride in a job well done.

"The biggest surprise to me was how little I actually had to train and how good the food recipes were. I started craving healthy meals and I didn't overtrain unnecessarily and burn myself out."

What was the most interesting or surprising thing you felt about the programme?

How important nutrition is. As a foodie with a large appetite... Abs are made in the kitchen. That was a tough pill to swallow because when I was younger... experience told me otherwise. Circumstances change and so does your body.

Where will your journey take you now?

I want to make this a lifestyle that is easy to maintain while helping others learn how to do the same.

What would you say to anyone that's thinking about signing up to Beyond but is still sitting on the fence?

6 weeks from now, you will wish you had.

How likely are you to recommend it to a friend and why?

I recommend David to everyone because quite simply he's the best. Amazing meal plans and great workouts. There is no better online training out there. His results speak for themselves.

Think back to your journey, whats the biggest breakthrough moment?

The first day I woke up and saw the separating line in my lower abs... It was an amazing feeling.



How fast did you start seeing changes in your appearance?

I saw some minor results after about 2-3 weeks and it was the biggest challenge I faced. Results take time and it's hard to change your body. Those first few weeks you are literally operating on faith that all the hard work will pay off. It got discouraging sometimes but I kept reminding myself of the reason why I was committing change. I trusted the process and eventually I had some small breakthroughs that helped me overcome the doubt.

Please could you sum up the whole journey in a few words for us?

Trust the process. Be 100% and go all in. If your going 100% it makes it easy to know what's working and what's not. Push through the first 6 weeks with grit. You don't always need to be motivated but you can be disciplined. Results will come. Nutrition was the game changer for me.

Every plan provided can and will support goals in both muscle gain and fat loss. The key difference being a matter of calories.

If you are new to training or haven't done much heavy training before then the starter plans is where you should start. The starter plans will keep you making progress if you apply the overload principles for at least 6-8 weeks. I would then suggest moving onto the build and burn routine for an introduction to some heavy lifts.

If you have a lot of training experiences then feel free to cycle between the strength and build and burn plans, you can also use the starter plan as outright hypertrophy plan. As ultimately this plan will be very effective for you for muscle gain with the right intensity.



Cardio

What about cardio?

Cardio burn calories. Isn't burning calories good for fat loss?

If you do a cardio workout you will burn slightly more calories than you burn when doing no cardio.

If your BMR is 2000 calories (BMR = calories burned to function whilst resting) then you burn on average 166 calories an hour throughout the day. You will actually be burning slightly more than this because you burn more when you are awake than when asleep, sleeping you burn around 15% less.

If you go for a 30 min run and burn 400 calories you burned approximately 200 calories more than you would have burned at rest.

Which is the equivalent to

Mixed Nuts - 33 grams
(a small handful of nuts is 30-50g)

Avocado - 125 grams
(average avocado is 170g)

Snickers Chocolate Bar - 41 grams
(snickers is 48g)

"Hang on, but my fitness tracker tells me I burn 1000 calories in an hour..."

Fitness tracker apps and gadgets are notoriously unreliable, and commonly overestimate the number of calories burned considerably, often by around 50%.

This will hopefully illustrate that trying to outburn your intake isn't easy.

I always encourage people to train for things like - improved health, strength, fitness, muscle gain or maintenance, better movement, enjoyment and then manage calorie intake for fat loss.

Two types of cardio I would recommend for body composition training support.

Interval Training

This is where you alternate between incredibly high intensity, almost flat out exercise for 30-60 seconds, followed by moderate/long rest periods. A workout may only last 10-20 minutes, but this form of exercise boosts burns calories while still preserving muscle mass. This can be done on an exercise bike, rowing machine, or running - whichever you prefer.

A great example session would be

30sec max effort
4min easy
4 rounds

Low Intensity Steady State (LISS)

As the name suggests, this type of cardio is a low effort level exercise. You should still be able to hold a conversation (just) and workouts should last at least 30 minutes. The purpose of this exercise is to maintain a level of exertion known as the Fat Burning Zone. It's great because it has low impact on appetite and supports active recovery from your weight training.

Aim for 60-70% of maximum heart rate
 $220 - \text{age} = \text{Maximum heart rate}$

How much?

The amount of cardio leads very nicely onto the next phase of this book. Calories. The more cardio you do the more calories you will burn, effectively allowing you to eat more and still lose weight.

When choosing the type of cardio you do focus on the types you enjoy and can sustain. Don't overdo it. A couple of hours a week will support body composition goals well, with an increase if you also have fitness related goals.





Calories

To lose weight you need to create a calorie deficit. Everything else is interesting, but nothing breaks the rule of calories in versus calories out.

The single easiest thing you can do to push yourself into a calorie deficit is to reduce the number of calories you consume. You can do this by eating less food (which can be really hard) or eating healthier, less calorie dense, less processed food (which I think is easier, but it really depends on you).

The second easiest thing you can do is move around more. I'm not talking about all-out exercise. I'm talking about taking the stairs instead of the lift, walking to the shops instead of driving, taking a 5 minute break from your work every hour for a little leg stretch, or using your lunch break to have a quick lunch followed by a walk, rather than spending it sitting in the canteen.

The third easiest thing you can do is to exercise more. Adding a bit of low or high intensity exercise to your weekly routine will help encourage your body to burn off some of its fat reserves, but only if you don't eat more to compensate for the exercise. If you start eating cake because you're 'earned it' you will not lose fat.

The best thing you can do is a little bit of all three. Now you have looked at the training and read up about cardio it's worth looking at calories again /

www.davidkingsbury.co.uk/calorie-counter

Macros

What are macros?

Macronutrients, or macros for short, are the fuel in your food which your body needs to keep itself going, required by the body in large quantities. When people in the fitness world talk about macros, they are usually just talking about our three sources of energy: fat, protein and carbohydrates. I'll go through each of these macros, explain what they're for, and what you can do to get more or less in your diet.

Carbohydrates

Carbs get a bit of a bad rep in the fitness world, but as far as your body is concerned, carbs are the fastest and easiest form of fuel available.

There's two types of carbs: complex carbs and sugars.

Sugars are carbs which your body finds it really easy to utilise. They're like kindling: quick to burn but they don't last long. As such they're a great form of fuel if you're exercising hard. However, eat too much and your body converts the excess to fat. Complex carbs are the carbs found in grains, pasta and pulses. These are like the logs for the fire. Slower to burn with a steadier release of energy. When you're exercising, mixing up your carbs is a great way to keep yourself fueled for longer. If carbs are such a great fuel for my body, why do they get such a bad rep?

For a start, carbs, especially sugars, are really tasty and not very filling. It's therefore really easy to eat too many and put on weight. Also, a number of studies have shown that on identical calorie intakes, people with a higher carb content in their diet tend to lose weight less quickly. This effect should not be overstated though. As a rule, calories are king, and the amount of carbs in your diet is secondary.

100g of carbs contains about 400 calories. Grains like rice contain about 30g of carbs per 100g, so 100g of rice contains about 120 calories.

Fat

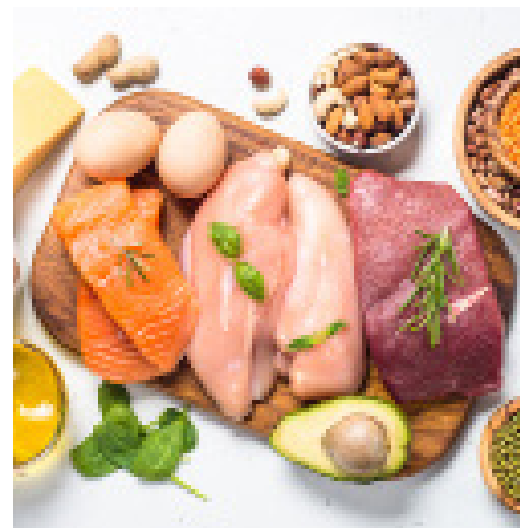
Probably the least appealing sounding of the macros, but in moderation there's nothing wrong with getting a bit of fat in your diet.

Fat is even slower burning than complex carbs. It's the last thing your body will choose to burn, which is why it can be so hard to lose it from your belly. However, your fat reserves are what keep you warm in the cold, and what can keep you moving for days on end if you were ever to get lost somewhere without food. Fats also help you absorb certain vitamins and there's evidence that getting enough fat in your diet can boost your immune system and improve brain function.

Fat can be found in meats, fish, nuts and seeds, oils, egg yolks, cream and avocados, which is why avocados taste so good. Fats come in three main flavours: saturated, unsaturated and trans-fats. Saturated fats tend to be solid at room temperature (such as coconut oil, butter and fatty meats) while unsaturated fats tend to be liquid at room temperature (like the oils in avocado, nuts and olives). Trans-fats (with some exceptions) are artificial fats made to last longer. These are found in heavily processed foods like cookies and doughnuts, and are commonly used for deep fat frying. Research has shown that people with more saturated fats in their diet tend to have a higher risk of heart disease, so most health bodies recommend the unsaturated (liquid) fats, especially those found in fish and nuts, over saturated (solid) fats.

Just to complicate things, there are different types of saturated fats. The catchily named Medium Chain Glycerides (MCTs) found in coconut oil and dairy products have a number of health benefits, including aiding weight loss, increased energy and improved memory. This does not mean you should eat buckets of coconut oil; it's still very calorific; but it's probably not as bad as the fats in fatty meats.

Trans-fats on the other hand should be avoided like the plague. There's a wealth of research showing how awful these fats



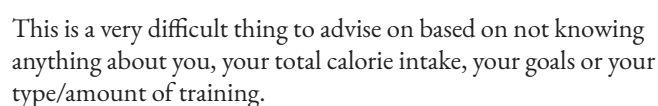
are for your health and there's been talk of banning them outright in the UK for years (they were banned in the US this year). 100g of fat (whatever the flavour) contains about 900 calories. This makes fat far and away the most calorie dense of the macros, and explains why 100g of raw nuts contains more calories than 100g of pure sugar (600 calories compared to 400 calories).

Protein

Last but not least, protein. Protein is made of amino acids, which are required almost everywhere in your body. If you don't eat enough of these, your body will start to break down muscle in your body to create its own.

The big sources of protein are meats. Low fat meat such as chicken and turkey are especially good sources of protein as they contain very little fat and almost zero carbs. However, there's plenty of veggie sources of protein too, such as dairy products, Quorn, certain grains and pulses like lentils and chickpeas, and soy or soy products such as tofu, tempeh and edamame beans. If you want to know more about veggie sources of protein, check out my blog post on the subject.

The UK recommended minimum intake of protein is about 10% of calories from protein, but this is the bare minimum to



Meals

Not sure what to eat, when to eat and how much to eat?

I've crunched the numbers for you.

Now you can balance your energy correctly with a personal approach to your meals, to ensure you'll see results right from the start.

Easy to follow Never let a diet fail you again, most diets don't work because they are unsustainable, boring and too extreme.

Now you can eat simple food you love everyday and see your best ever results. Proven techniques No expensive supplements, pseudo-science or fitness myths. These are calculated and proven recipes that will keep you motivated and on track with amazing results. The plan you have selected should be based on the calculation you have done as part of yesterday's challenge



The meals are calculated to achieve those calories with a suitable macro breakdown for your goals. Nutrition Not sure what to eat, when to eat and how much to eat? I've crunched the numbers for you. Now you can balance your energy correctly with a personal approach to your meals, to ensure you'll see results right from the start. Easy to follow Never let a diet fail you again, most diets don't work because they are unsustainable, boring and too extreme. Now you can eat simple food you love everyday and see your best ever results. Proven techniques No expensive supplements, pseudo-science or fitness myths. These are calculated and proven recipes that will keep you motivated and on track with amazing results.

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Healthy foods are not fat loss foods To be healthy, you should primarily eat healthy foods. However, healthy foods are not fat loss foods. There really is no such thing as fat loss foods. If you want to lose weight, you have to be on a calorie deficit, and you can do this with any foods. However, it is easiest to do this with low calorie healthy foods such as green vegetables, berries and low fat meat and white fish, as you can

fill up on these foods without consuming many calories.

Some of the healthiest foods you can eat are actually quite high in calories, such as nuts, seeds, fruit, eggs and oily fish. This does not mean you should avoid these foods, as they contain many essential vitamins and minerals your body requires to stay healthy. However, such foods (like any other) should be eaten within your calorie needs for fat loss. The macro balance of your foods is also important for body composition, high protein intake with balanced carbs and fats within your calorie needs will support positive changes in body composition when partnered with the right kind of training. We provide nutritional support, guidelines and meal plans to every member to help them reach their goals regardless of their available time or commitment levels.

If you're on a calorie deficit, you will lose weight. If you are not losing weight it means you are not in a calorie deficit. If you think you've been in a calorie deficit for some time and aren't losing weight, there could be a number of reasons for this. Tracking calories in is really hard. Even expert nutritionists have been shown to get this wrong. It's also really easy to forget foods or drinks throughout the day. If you're tracking calories, try to be honest and careful with measurements, especially when measuring fatty or sugary foods. Working out how many calories you burn is also not very simple. Few people record how much time they spend on their feet compared to sitting down, but this has a much bigger impact on calorie expenditure than how many hours a week you exercise. Fitness tracker apps and gadgets are also notoriously unreliable, and normally overestimate calories burned. If you're not losing weight, try moving more and eating less calorie dense foods for maximum impact. Also, set sensible goals. Trying to lose more than 1% of your body weight per week is unrealistic for most people. Whatever you do, be patient. Changes in your body can be slow, but slow and steady progress adds up to big improvements with consistency. Why am I not losing weight?

Muscle gain comes from two places: the gym and the kitchen. If you are trying to build muscle and you haven't considered your diet then it's time you did. There are a number of things you need to consider when planning your diet if you're trying to build muscle. They're pretty straightforward too: there's no need to obsess over every detail or spend money on expensive supplements unless you're a professional athlete or weightlifter. Calories Muscles require an incentive to grow, which you give them through resistance training. But they also require large volumes of fuel in the form of calories. If you want to build muscle without putting on fat, it is important to get the balance of calories in your diet right. Too many and you'll be building muscle and excess fat, too few and your body will not have the surplus energy required to develop muscle, and may even start to break down your muscles for fuel. If you find you're putting on too much fat, cut the calories back a bit. As long as you're keeping up your training, this shouldn't affect your muscle growth significantly. It's also much easier to avoid putting fat on by dropping your caloric intake, than getting rid of it once it's there. If you're just trying to get lean and gain a bit of muscle, or you already have a bit of excess fat you want to lose, you're better off aiming for a mild calorie deficit. Your muscle growth will be limited, but you will likely end up looking better and improving body composition.



Food Timing

Consuming the right nutrients is incredibly important for meeting your health and fitness goals. Not eating the right balance of nutrients can lead to fat gain, muscle loss and reduced athletic performance.

But how about the timing of nutrients? Should you eat your key performance nutrients before or after exercise, and how long before or after? And how much should you eat at a time?

Nutrient timing has been a hot topic for a number of years. The general consensus used to be:

Eat high carb performance meals post-workout.

Eat low carb meals the rest of the time.

This was based on a solid theory. Protein prevents muscle breakdown, and carbohydrates replenish your glycogen stores, which are depleted during workouts. Getting a good dose of carbs and protein after a workout should help you recover more quickly, and boost muscle synthesis right when your body is working its hardest to rebuild your muscles.

However, this was based on some limited science.

Firstly, they didn't consider final outcomes. What I mean by this, is things you actually are aiming for, such as improved performance, fat loss, or muscle gain. The studies instead were primarily concerned with protein synthesis rates and glycogen replenishment rates. It's a nice theory that these will lead to improved performance and body composition, but there's no guarantee they do.

Secondly, they were short studies. What's most important, is what happens in the long term.

So, what have we learned in recent years?

Well, studies have shown that if you don't consume carbs after working out, but instead just eat carbs throughout the day, you will replenish glycogen stores in about 24 hours. If you consume carbs right after workout, glycogen replacement will be faster.

This means that if you exercise more than once a day, consuming carbs right after exercise is beneficial.

But if you exercise hard no more than once a day, it doesn't matter much when you eat.



Nutrient timing for muscle growth

For years the prevailing wisdom was that you had to drink a protein shake as soon as you finished a workout to get maximum benefit.

However, a growing amount of evidence suggests that this simply isn't the case.

A large analysis carried out in 2013 went looking for all studies conducted to date which were investigating just how important timing was for muscle hypertrophy and strength improvements. They found that, on average, there was no relationship.

However, there is a time when the old advice of eating a big pile of carbs and protein right after a workout does apply. In a massive review of all the evidence, published in the Journal of the International Society of Sports Nutrition, the authors came to the conclusion that if you haven't eaten for 3-4 hours before working out, your body enters a catabolic where muscle synthesis is reduced. In these circumstances, a large protein shake after a workout is an excellent idea to push your body into an anabolic or muscle building state.

When should you eat your daily calories?

There is little evidence that there is any difference between someone who eats 2500 calorie in 3 meals, compared to someone who eats 2500 calories in 4 or 5 meals.

There have been studies that have shown that eating more meals a day tends to correlate with obesity. However, this is simply because people who eat more meals tend to eat more food in general. If you eat the same number of calories spread out over more meals, it makes no difference.

Another common belief is that eating just before going to bed can lead to gaining body fat.

This idea has stuck around as it seems to be true that people who eat more in the evening are in general less healthy. However, people that eat late tend to eat more food overall, and eat less healthily. When total calorie consumption and food quality is accounted for, the evening effect disappears.

Eating regular meals does help stave off hunger and prevent you from making poor food choices. One study showed that skipping breakfast meant that participants were more hungry during the day, so snacked on unhealthy food and ended up eating more calories.

If you find yourself snacking on sweets and unhealthy snacks throughout the day, consider eating regular meals of wholesome, non-calorie dense foods, like green vegetables instead.

There is another option for when to eat your daily calories. This is a technique known as intermittent fasting.

There are two types of intermittent fasting:

Either confine all your eating to an 8 hour window each day

Or skip eating entirely for two 24 hour periods each week.

Intermittent fasting has been shown to result in an improvement in body composition for many people.

The reasons why this works is a little unclear at present, as not much research has been done on the topic. Generally IF aids fat loss simply because it reduces the time available to eat and therefore may help to reduce calorie intake overall.

The normal eating windows people follow also generally cut off prior to the times of day people do their damage. If your eating window closes at 6pm then you can't go mad on the late night snacks.

It has been shown that restricting your eating to a window of 8 hours a day has significant positive effects on some health-related hormones, which may aid body composition.

It is also likely that restricting you eating to a short window simply means you eat fewer calories.

When should you eat for improved athletic performance?

If you're looking to get that extra boost of energy during a workout or a race, is it best to eat just before exercising, or several hours before?

You would expect there to be the ideal time before exercise to get your calories. But surprisingly, studies have shown that for exercise lasting less than an hour, so long as you eat adequate calories at some point during the day, it doesn't seem to matter much when you eat them.

However, where timing does become important when preparing for a workout or race of longer than 90 minutes. If you're planning on running or cycling at a moderate to high intensity for more than an hour and a half, carb loading can improve performance and push back the onset of fatigue.

Over the course of 90 minutes, your body can simply run out of energy. Carb loading is where you consume an elevated level of carbohydrates in the days approaching an event, to increase your energy stores. This has been shown to improve performance.

To get the maximum benefit, you need to eat carbohydrates with a low glycemic index such as pasta and grains in the days running up to the event, then switch to faster burning carbs such as sugars in the hours before the race.



To summarise meal timing

Nutrient timing is important for some people, especially athletes, people who exercise multiple times a day or for over 2 hours at a time. For these people, getting a decent amount of calories in the form of carbs and protein can improve performance and aid recovery.

If you've just done a hard workout, you don't have to have a massive meal right away, unless you haven't eaten for 3-4 hours prior to working out. If this is the case, try to eat something as soon as possible, as this will help muscle synthesis. If you're trying to lose fat, consider trying intermittent fasting. It doesn't work for everyone, but it has been revolutionary for others.

For most people, nutrient timing is not a significantly important issue. It's much more important to pay attention to what you eat, and how much you eat, rather than when you eat.

Summary

Thank you for purchasing Transform and making it to the end! I hope you have found the information useful and feel you will be able to implement it into your training and life to achieve the goals you want to.

My aim has been to support and guide you in a way that provides all the reasoning and insight but also a practical and concise method you can apply right away.

I welcome all and any feedback on how I can improve my offering as well as any questions or requests on how I can help you.

The rules of results

Getting in shape with the right plan makes results simple. If you follow the steps in this book you will smash your goals. To make the process simple I have outlined the key areas for you to focus on a daily and weekly basis.

People often say results don't happen overnight. I disagree, I believe small changes everyday add up to big results.

Where to focus

Calculate your calories based on your goals and activity levels

Optimise your macros to include sufficient protein

Train with intensity

Structure your sessions to maximise your lifts, muscle training frequency and recovery

Stay consistent

Daily checklist

To maximise your results here is a daily checklist. Some of the questions might seem

Morning - Write down your goals

What do you want to achieve?

What do you need to do to achieve them?

What is your daily calorie target?

Do you have training planned today? If so what it is?

The next step is an evening review to go over how you have got on today. Every day is a huge opportunity to progress so make sure you setting aside 5 minutes a day for these tasks.

Evening - Review

Has your day taken you closer to your goals or further from them?

Did you hit your daily calorie target?

Did you train effectively (if you had training)?

What can you do tomorrow to improve your progress?

3 secret success strategies

We are almost done but I wanted to share some extra info with you first to help build the most important part of this whole journey.

I call them the 3 secret success strategies and they aren't technical or scientific, yet they are as important if not more important.

The aim of these techniques is to boost your motivation and keep you on track.



Enjoyment

If you don't enjoy your training and diet and cannot see yourself being able to still be doing it in 3, 5 or 10 years you need to rethink. Exercise doesn't have to be a battle and you can fit in with your lifestyle rather than fit your lifestyle around it. Don't train more than you can sustain, choose exercises, routines and goals that challenge you but keep you coming back for more!

Support

You might have heard it said that you are the sum of the 5 people you spend the most time with. While this quote, from entrepreneur Jim Rohn, is a bit of a simplification, the point is true: if you spend time with healthy people, you're likely to become healthy yourself; if you spend time with lazy people, you're likely to become lazy.

This idea is backed up with some pretty solid data. A study of over 12,000 people in the US over 32 years, showed that if you have a close friend who is overweight, your chance of becoming overweight almost triples. This effect stretches far beyond just your closest 5 friends. An overweight friend, but not a close friend, increases your chance of being overweight by almost 60%. If a friend of a friend becomes overweight, you have a 20% increased chance of gaining weight.

This shows that if you live in a community of unhealthy overweight people, overweight becomes the norm, rather than the exception, so you are much more likely to become unhealthy yourself.

However, it works both ways, if you live in a fit and healthy community, and make fit and healthy friends, you are much more likely to become fit and healthy yourself.

Of course, you don't have to make new friends to improve the health and fitness of your friends. Become a trendsetter, work on getting fit and healthy yourself, and you have a positive influence on your friends.

If you convince a close friend or partner to start a fitness programme with you, studies have shown that you both are much more likely to stick at it. One study compared 32 married couples starting a fitness programme together with 30 individuals starting without their partner. Of the 32 who started with their partner, only 2 (1 in 15) dropped out compared with 13 dropouts (almost half) for the group who started alone.

If you want to make new friends with an interest in their health and fitness, a great place to start is by joining some group classes at your local gym.

Your family also have a huge influence on you and your behaviour. Many studies have shown that the most successful interventions for improving health and fitness are located in the home. If you have a family, leading by example, and getting fitter and healthier together is a great place to start.

Being part of a community of like minded people will keep you motivated, on track, competitive and successful.

As part of my coaching I have a private facebook group of customers past and present who help to motivate and inspire each other to succeed. I do facebook live videos, Q&A's, Challenges, weigh-ins and goal setting.

The side of health and fitness is more valuable than most people realise, after all with the best plan in the world is useless if you don't have the motivation to stick to it.

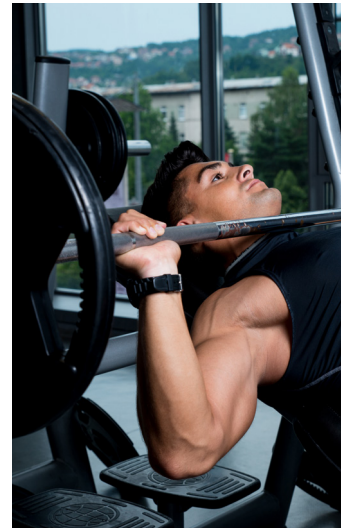


Motivation

The support and enjoyment side of things obviously provides motivation in abundance, but there a couple of other factors you need to consider.

Firstly, results. If you work hard and don't see results then you will likely give up. This book is here to prevent that happening

Next up, confidence. Confidence in you are doing everything right, confidence in your choices and confidence in your ability. Any doubt at this stage and consistency will fall off, results will slow and the yo-yo of progress continues. If in doubt, get help.



Lastly, good luck. I know you've got this.

David