365 STRONG

OWN THE DAY

BRANDON LILLY

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BEFORE YOU PURSUE ANY PHYSICAL FITNESS PROGRAM, ESPECIALLY ONE AS INTENSE AS POWERLIFTING

PLEASE CONSULT A DOCTOR.

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FROM THE AUTHOR.

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CAN YOU IMAGINE WHAT I WOULD DO IF I COULD DO ALL I CAN?

— SUN TZU

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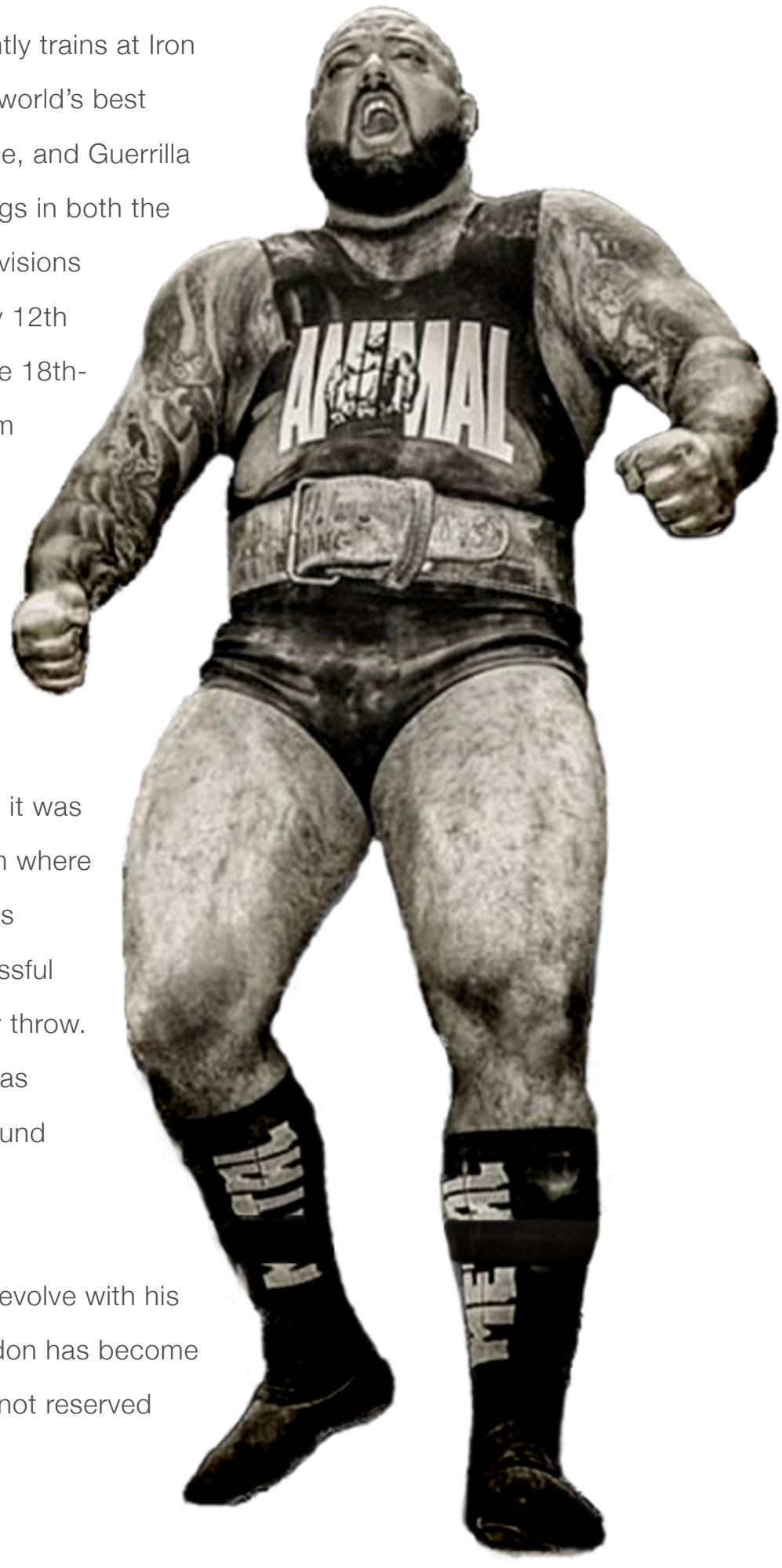
01 ABOUT THE AUTHOR

Brandon Lilly is the creator of The Cube Method. He currently trains at Iron Mafia in Mount Vernon, KY and has trained at some of the world's best powerlifting gyms, including Westside Barbell, Lexen Xtreme, and Guerrilla Squad Barbell. As of this writing, Brandon holds top rankings in both the 308 lbs. and Super Heavy Weight Raw with Knee Wraps divisions with 2105 lbs. (308) and 2237 lbs. (SHW, which is currently 12th all-time regardless of weight class). Brandon also claims the 18th-highest multi-ply total for a SHW with 2612 lbs., making him arguably on of the most successful crossover powerlifters. Brandon's best raw lifts are 843 lbs. in the squat, 579 lbs. in the bench, and 815 lbs. in the deadlift. His best multi-ply lifts are a 1008 lbs. squat and an 832 lbs. bench.



Surprisingly, Brandon's background in athletics began with basketball and soccer. Earning honors on the soccer pitch, it was his quest for a scholarship that lead him to the weight room where he began his strength journey. After high school, he took his talents to Berea College in Berea, KY and became a successful track and field athlete in both the shot put and the hammer throw. Coached by Hall of Fame coach Mike Johnson, Brandon was encouraged to pursue weight training and this is how he found powerlifting.

Since creating The Cube Method, Brandon has watched it evolve with his own training and that of his teammates and trainees. Brandon has become an icon of sorts within the powerlifting community as he is not reserved with his beliefs or his dedication to results.

02 365STRONG

We all need a “moment.” We should be living for it, but the sad reality is that so many people don’t even know it exists. What is this “moment?” It is the instant in which you realize nearly everything you have been told to believe is complete, useless bullshit. Life is not money in your bank account, having a bigger house than your neighbor, or owning a luxury SUV. Life is realizing that you are the one in control. You have absolute freedom to do -and become- exactly what you choose. When this happens, you realize that the commercials selling you fancy products mean nothing, and things like honor, family, friends, sunrise, and sunset have immeasurable value. In this moment, you will be set afire with a courage you have only read about in books and nothing will stop you. How can anything stop you when you are equipped with the knowledge that you are stronger than anyone could ever imagine? Ayn Rand said in her famous and foretelling novel *Atlas Shrugged*, “The question isn’t who is going to let me, it’s who is going to stop me.” I believe in this so fiercely that I have it tattooed above my heart. Every day that passes, I realize that this is true and become stronger and more focused as a result. Now it’s your turn.

Life is not

money in your bank account, having a bigger house than your neighbor, or owning a luxury SUV.

Life is

realizing that you are the one in control. You have absolute freedom to do - and become - exactly what you choose.

03 WHY YOU NEED THIS BOOK

When I was writing *The Cube Method*, I was so fired up about saving the powerlifting world. I remember believing that people would hear the truth -not just the truth as I see it, but the actual truth- and run towards it. Some people have done that, but I think I may have created a divide. That was never my purpose. My purpose was to unify people around one focus: strength.

To me, buying a smaller bench shirt that fits tighter in order to yield a bigger bench press does not make you stronger. It means you learned to use a smaller, tighter bench shirt. People misunderstand this, and they need to stop wasting their money. Last year, I didn't touch my gear for ten months -not even to try it on- and I trained like a raw lifter. At the end of the ten months, I put the gear on at the 2013 XPC Arnold where I totaled 2612 lbs., which was was an 82 lb. PR for me. I'll take 82 lb. PRs every ten months if I can. Even better, I didn't have to live in that awful-ass gear every training session. This book is set up to help you become stronger. Not just as a powerlifter, but in whatever sport you choose. I use the principles and philosophies of The Cube Method tohelp show you how. You are not going to be using BOSU balls, bullshit machines, and pointless equipment. The majority of your work will be with a barbell, dumbbells, or bodyweight. You will be lifting weights, sprinting, and jumping. These are the things that make great athletes. Only when you become great might you need some refinement with specialized equipment. Remember, build your temple first, then polish it.

MY PURPOSE WAS TO UNIFY PEOPLE AROUND ONE FOCUS:

STRENGTH.

04 STOP WANTING— START NEEDING

It's a funny world we live in. We have so many choices in life. Cable TV has 150 channels and we can get one model of car in thirty different colors with seven different interior options. Have you ever stood behind anyone ordering at Starbucks? This personalization effect makes us believe we are special, and that we should be pampered at all times. Fuck that! When we have a multitude of choices, one of the choices becomes "not doing anything." We allow the option of failure to creep in; we allow the belief that things are too difficult to become a permanent part of our mindset. I say remove that bullshit and get uncomfortable.

FOR ME IT'S LIKE THIS

1. I will never miss a scheduled gym date. I may make arrangements to change the time, but I will never take a day off.

2. Once I am in contest mode I will eat my meals as planned, I will take my supplements on schedule, and I will not do anything that will hinder my gym progress.

3. I will train within my goals, and I will follow my training plan exactly as it is laid out. If the time is right and the opportunity presents itself, I may try for a small PR, but the only PRs I care for are on the platform.

Those are three notes I keep in my journal to keep me grounded and focused. I have not allowed failure to become an option. If I allowed that, even if it was "just one cheat meal," then I set the precedent that it is ok to waiver from my goals. I don't work like that. I set goals and they are ironclad. This is a common trait amongst the successful people I know: They don't backtrack for instant gratification. They understand the value of sacrifice. Set goals that you need to hit so that you can set new goals. Stop ***wanting*** everything. Children have the mindset of want. "I want this, I want that." How much harder would you work if you ***needed*** to set a new squat PR? You may not ever feel that this is truly a need, but I make it a need. I approach it as if my life depends on it, and my hard work reflects that. Start doing that and see what kind of results come your way.

05 WHAT IS THE 365STRONG MENTALITY?

I believe that as “athletes” we have bought into the idea that we have to peak for everything. I believe we all have a base, which I call “365 Strength.” This is a set of numbers that you could hit any day of the year, whether you’re hungry, tired, overtrained, etc. These numbers are what I monitor. I believe that if I can constantly increase my 365 Strength, then I am a better lifter for it. I have a couple of examples of 365 Strength -plus sheer stupid pride- that should help illustrate what I’m saying:

1. I have pulled 815 lbs. to near lockout without any warm up (plates fell off before I could complete the lift).

2. I deadlifted in the Animal Cage and competed the next day with less than 24 hours rest.

3. I benched 525 no warm up on a bet, and walked out, and squatted 610 lbs. in a pair of swimming trunks, a tank top, and flip flops because someone said I couldn’t do it.

I focus on squat, bench, deadlift, overhead press, and pull ups. I believe that any day of the week, I can be ready to perform at a high level at a moment's notice. I would say that I could work up to a 675 lbs. raw no-belt squat, a 700 lbs. squat with a belt, and a 765 lbs. squat with belt and knee wraps. I can bench 500 lbs. at 308, and 525 at SHW, overhead press 300 lbs., and incline press 120 lbs. dumbbells for 25 reps. I can pull 750 no-belt or belted at any time. Those numbers mean a lot to me and I have worked my ass off to be able to achieve them. I'm not bragging, I'm just stating what I have done and replicated. I have pulled 750, 760, and 777 lbs. in three straight days. I have also benched 500 lbs. in six consecutive days.

One of my favorite lifters -and a man I believe is the best powerlifter on the planet right now- Andrey Malanichev, has done even more to prove this point. On a trip to Australia, he did the following:

- On October 16th, 2011, in the Muscle Pit Wild West Shoot Out meet in Perth, Western Australia, he totalled 2277 lbs.
- On October 22, 2011, in Hobart, Tasmania, he totaled 2,359 lbs.
- On October 24, 2011, in Melbourne, Australia, he squatted 881 lbs. for a set of two.
- On October 26, 2011, in Sydney, Australia, he pulled 881 lbs.

The idea that you ever have to sacrifice strength is ludicrous. Do I believe you can see improvements via peaking? Of course; but that doesn't exclude you from being strong all the time. The more time I spend away from the training styles and research in America, the more I see a mentality and belief that anything is possible. There is no limit.

When I think of myself and my identity in this sport, I classify myself as a powerlifter, but in reality I would rather be classified as an all-around strength athlete. We have gotten so separated by our little titles that we have lost sight of a lot of important things, including just being plain strong. "I'm a powerlifter, I'm a strongman, I'm a bodybuilder, I'm a weightlifter, I'm an arm wrestler." Do we all not have a love for strength? Do we all not devote insane amounts of time to our efforts? If we spent more time learning from one another and less time bashing other sports, I think we might realize how much better we can become.

Allow me to give you a scenario that takes lifting out of the equation. Hopefully this will show you how absolutely ridiculous we have become in our way of thinking and how we have allowed weakness to creep in and take hold in our minds. Here goes. Imagine that you are walking down an alley with a loved one. Maybe it's a grandparent, brother, sister, child, friend, spouse, whatever, you get the point.

NOW IMAGINE THIS PERSON IS ATTACKED. DO YOU?

A) Calmly explain to the attacker that you are currently a little rusty, need some time to go back to the gym, take some martial arts classes, and drop a few pounds?

B) Do you do your damnedest and start giving the attacker every ounce of your worth to defend your loved one?

For me the answer is simple.

I'm going to try my best to defend my loved ones. I always want to be ready for the unexpected. I want to be a guy who is well-rounded. I want to be ready for anything, any challenge, at any time. Does this mean I will always win? Most certainly not, but it's better than being unprepared.

If you follow a few steps you can rid yourself of this weakness and start progressing towards being a badass 365 days a year. Stop limiting your potential and short-changing yourself of the gift of a life. For too long in strength sports, naysayers have tried to say that you can't succeed in more than one discipline. "Hey Brandon, if you deadlift in the Animal Cage you won't be able to lift the next day in the XPC!" Says who? A scientist? What the fuck have they ever done on the platform? I can give you a list of names from powerlifting, weightlifting, and bodybuilding who say it's possible. Do you think Mikhail Koklyaev, one the greatest and most well-rounded strength athletes, gives a shit what those people think? Do you think that Stan Efferding, at sub-10% body fat with an IFBB Pro Card, believed that he'd never set a powerlifting world record because he was a pro bodybuilder? He totaled 2303 lbs. at 275 lbs. Do you think Bill Kazmaier was worried that his time as a powerlifter was jeopardizing his future as the most legendary American strongman, and possibly the most famous strongman in the world? These men, along with Shane Hamman, Matt Kroczaleski, Shawn Frankl, Chad Smith, Benedikt Magnusson, and a few others all decided to believe differently. They pushed the envelope in multiple disciplines, and have inspired me to be the best I can be.

So, how does one become 365Strong? In my journey, these steps are what I have found to work best for me and allowed me to be dominant in a few things, great at some, good at others, but mostly to be well-rounded. There have been a few times when I have focused too much on powerlifting and I lost a lot of base strength. I think a lot of this was an over-commitment to powerlifting gear. Notice that I said over-commitment; I think you can achieve 365 Strength in gear, as long as you accept that sometimes the gear has to come off.

With that said, here is my plan to be a big, strong, jacked, fast, and powerful badass on demand:

1) TRAIN LIKE A STRONGMAN, DIET LIKE BODYBUILDER, MOBILIZE LIKE A WEIGHTLIFTER, AND THINK LIKE A POWERLIFTER.

Strongmen need to be brutally strong, but they also have to be able to move with big weights. So train lifts in which you aren't stationary. Do walking lunges, farmer's walks, and stone/weight carries. Don't like hours of cardio? Pick up a weight and start walking with it. You'll thank me.

Bodybuilders typically put the most emphasis on diet and understanding which foods are important and why. Tremendous research has been done on the power of various foods and how beneficial proper nutrition can be. Bodybuilders set the example for the rest of us as far as

when nutrition is concerned. Follow their lead and eat a balance of proteins, carbs, and fats that will allow you to perform optimally as well as look and feel strong. I used to buy into the idea that bigger was better at any cost, but look at the high-level powerlifters of today- they look like bodybuilders! Guys like Dan Green, Eric Lilliebridge, Mark Bell, and Stan Efferding make you wonder if you really got stronger, or if you just fattened your way to better leverages. Don't get pissy, and don't be a pussy. I believed in being a fatty for a long time, too. You can change.

Weightlifters put their bodies through rigorous training filled with explosive, joint-slamming lifts. They allow their bodies to prepare for this because they are dedicated to mobility work. This is a must for all of us, or before long you will end up bound by your own muscularity and unable to utilize the physique you worked so hard to build. Stretch for preventative measures and for quality of life.

Thinking like a powerlifter is important because for a powerlifter it is all about one big number. Many times in life and in competition, you will have to bring it all. It's going to be either a successful 100% effort, or failure. That is why in the back of your mind you need to unleash the inner powerlifter. Some days when it's a designated light day, I'll go in and just say "to hell with it" and max out. Why? To see if I can? To see if I PR? No, for me it is to see that my strength is high no matter if I didn't sleep well, if I maxed out

earlier in the week, I haven't eaten enough, or whatever. Being able to bring it any day, any time is 365Strong. Life doesn't cut you any breaks, so never plan for any. Make training harder than any competition you will ever face.

2) KEEP THE MAIN MOVEMENT HARD, AND HEAVY, THEN SCALE BACK, AND HAMMER THE REPS ON ACCESSORY WORK.

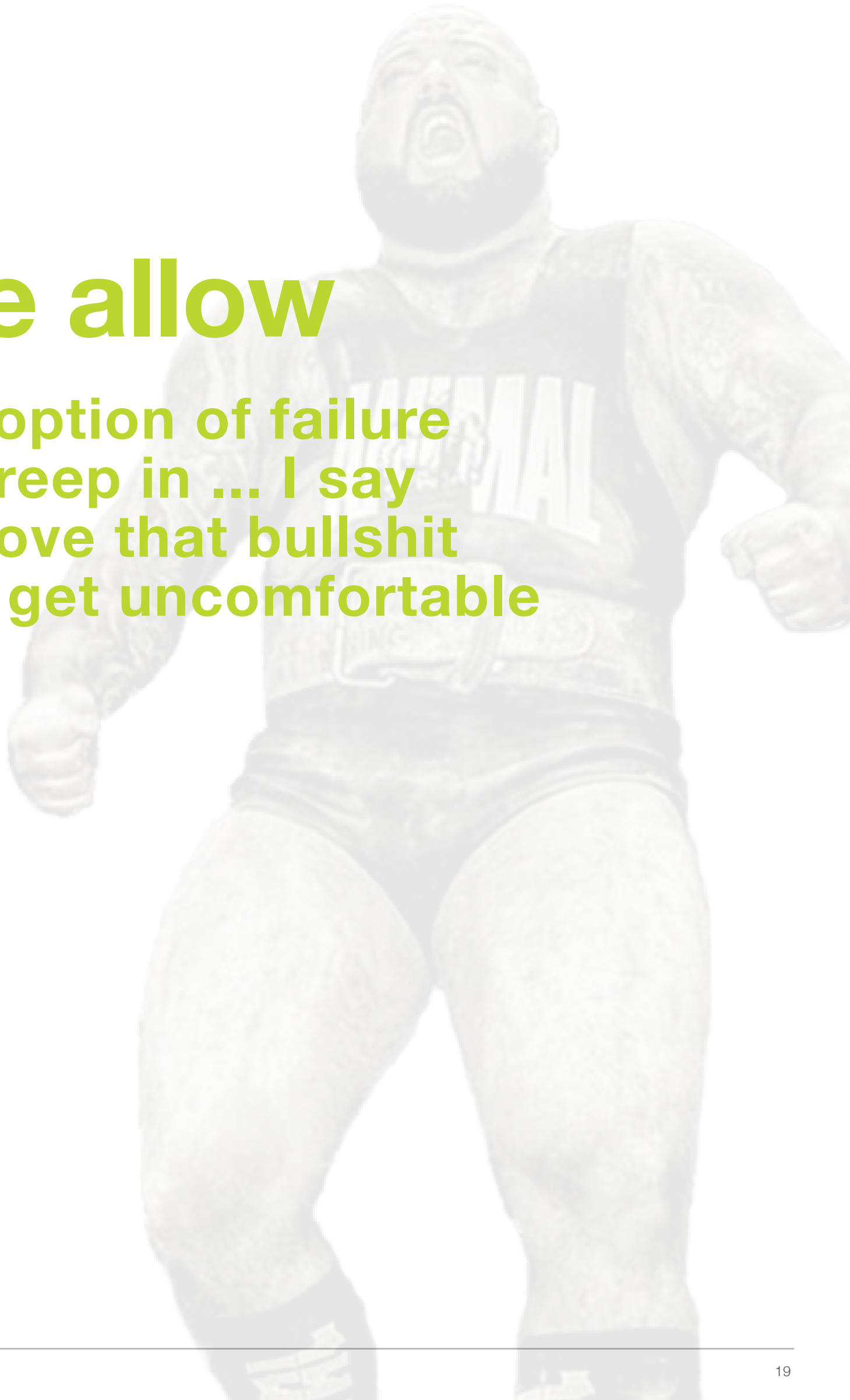
This is the basic philosophy that I built The Cube Method around. I have shared this idea with my teammates at Lexen, Berea Barbell, and Iron Mafia. Since that time, I have seen some amazing improvements not only in their lifts, but in their physiques as well. Make the gym fun again. Push each other on weight, or reps, and then when you start to fail, use rest-pause sets or sets where you do as many reps as possible. Try throwing in a set where your only goal is time. At Lexen, we used to do bench press for two minutes, just to see how many reps we could get without stopping. Talk about brutal! These types of challenges amongst teammates -and within yourself- will keep you motivated and having fun, while instilling the drive to compete. Competition starts with others, but it is nurtured within yourself. If you go to the gym every day ready to do battle you will raise the intensity by default.

3) NEVER BUILD WALLS AROUND YOUR PROGRESS.

What the hell am I talking about? I use The Cube Method and I believe in it wholeheartedly, but if I found a new way of doing things that proved to be better for me, why the hell would I keep training with The Cube? If you only ate cold mashed potatoes with your dinner every night you might think they are good, but if somebody gave you piping-hot mashed potatoes or introduced you to a microwave, my assumption is that you would most likely treat yourself to hot mashed potatoes from now on. Training is the same. I will never understand this blue-blood, dyed-in-the-wool stance for any training idea. I trained the Westside Method for close to ten years and had great results, but I believe that the numbers I've put on the platform would indicate that -for me- The Cube works better. For me. You need to find this shit out for yourself, too. I believe in science, and Louie Simmons has loads of it to back up his methods. I respect the hell out of the thirty-plus years he's given to the sport, but the only man who truly holds the key to my total is me. You can use The Cube, 5/3/1, Westside, Juggernaut, Lift-Run-Bang, Starting Strength, Sheiko, Smolov, or any other program, but if it's not working, you need to be willing to adapt.

We allow

the option of failure to creep in ... I say remove that bullshit and get uncomfortable



As you gain training experience, you'll learn what works. You might even take parts of one, pieces of another, and create a hybrid. Just find what works best for you. If you don't use my method, that doesn't mean you don't like me, it just means you made a decision to chase your progress in a different way. Just be sure to give any program ample time to work, and don't be a program-jumper. You should dedicate at least six months to a program before you change.

4) LOSE HOPE, GAIN STRENGTH.

I probably have more goals than any human alive today. Don't believe me? I literally set the goal of "wake up tomorrow," and more importantly to "wake up tomorrow better than today." I have goals for everything I do. I believe that as each day passes I should be better than before. Set training goals for yourself. Make them daily, weekly, monthly, quarterly, yearly, 5-year, 10-year, etc. Have a clear map in your mind, and I guarantee you that your body will follow.

This is the best advice I ever received about goal setting: A professor of mine told me the best way to achieve anything is to lose hope. Hope is the expectation that God/Muhammad/The Universe will somehow magically intervene and fix your issues. He went on to explain that when you stop expecting things to happen, you start making things happen. I hear guys say all the time "I want to squat such-and-such," but when asked how they plan to do it, they lack an answer. I will tell you right now that I have a goal of benching 600 lbs. in a raw competition. I intend to do this by continuously strengthening my shoulders, working my triceps in multiple positions (pause press, floor press, boards), increasing my overhead press strength, and improving my rep work on incline dumbbell press. Outside the gym, I have ideas about improving my nutrition to stay as big, strong, and healthy as possible. I even go so far as planning to improve my sleep. A goal without a plan is like a map without roads. Clearly plan for your future, and start upon your path.

I hope that after reading this you are able to make some sense of things and realize that if you limit yourself to one way of thinking -whether it is a specific discipline, training method, or idea- you are limiting your ability to be the best. Always be willing to receive new ideas. Never stop believing in yourself, and always push to be better in some area. I credit Mark Bell for the quote, "Strength is never a weakness." To expand on that, I believe you need to admit where you are weak so you can ultimately become strong. Raise your game and dedicate to be being a badass 365 days a year. Years become decades and decades become a lifetime. Live stronger than you ever knew you could.

06 WHAT IS THE CUBE METHOD?

The Cube Method grew out of my absolute frustration with my training, myself, and the sport of powerlifting. I was tired of spending hours upon hours in the gym -time that compromised friendships and personal relationships- and not seeing the results I expected, or the results that others experienced. I trained the same way for 11 years, and while I had some success, it was a roller coaster and I can never really remember a time when I could say that I loved my training. Sure, I would have some great days and hit PRs along the way, but I hated the gym most of the time. While I would be strong as a bull throughout my cycle, my full strength was never displayed at meets. What was the problem?

THE ANSWER WAS SIMPLE. I HAD STOPPED LIFTING THE WAY I WANTED TO.

I stopped doing what I believed in and started following what others said or did just because they were stronger than I was. I stopped listening to my intuition and what my body was telling me. I was stuck, pigeonholed in a method that left me spinning my wheels. I wanted to quit the sport.

That was until Danny Dague (owner of Lexen Xtreme in Grove City, OH) pulled me aside in the gym and said, “Lilly, you don’t look like you are having fun anymore. You look like you hate the gym. Just simplify. Go back to what got you to the gym in the first place.”

Just like that, something inside of me was awakened. Danny’s words inspired me to look back over my training logs (I have kept a detailed training journal since my very first workout) and what I found was that I was actually much stronger raw before I ever moved to Columbus, OH. My multi-ply numbers had gone up, but my physique had become soft and pudgy. I was carrying around a lot of size, but none of it was actually new muscle that could move weight; It was fat for leverage.

So, I decided to go back to my roots. Like most guys, I began with a bodybuilding routine, so that was where I began when I started over.

I found four things that I needed:

1) Piece number one of the puzzle was prioritizing muscle hypertrophy.

2) Piece two was rep work. My time in Ohio was spent chasing the ever-important 1-rep max, and I rarely did reps over a triple. I had gotten damn strong doing sets of 6, 8, 10, and 15 before, so I decided to get back to that.

3) Piece three was heavy training. I had to come up with a systematic approach to training heavy without going backwards, and also find a way to lift the heaviest weight possible on meet day.

4) The final piece was explosive power. I noticed that when I had trained with just a barbell I was damn strong, and very fast. I had been using bands a lot and chains even more, and I had slowed down. I know that those tools can work, but I had never utilized them properly and I wanted to start over with just a bar, then add in the extra tools as I saw fit.

The Cube Method is somewhat of a throwback and I appreciate it every time I hear it referred to as “old school.” The reason The Cube works is because it is very basic, but is also flexible enough to apply to all levels of experience. The “secret” is the rotation of the lifts and the waves involved.

Within this method, you will notice a variety of rep ranges, exercises, and an intense focus on understanding that a training cycle is supposed to build you up and prepare you for one day: the day of your meet. Meet day will become something sacred to you. It should, as it is the only place your lifts count. In an age of immediate social media networking anyone can become what I like to call a “YouTube Superhero.” These are guys who PR every workout and somehow never produce at meets. With The Cube, you may be the guy who showcases solid training in your videos or logs, but nothing over the top, and then has a stunning meet full of PRs. Your biggest lifts only matter on the platform on meet day. If you need an ego boost every time you walk in the gym, then this method is not for you. This type of training will kick your ass and humble you. Along the way, you will feel the reps and sets are getting easier and easier, and when you walk under the bar for your opening squat and destroy it, then you’ll understand that meet day is king!

07 HOW HAS THE CUBE METHOD EVOLVED?

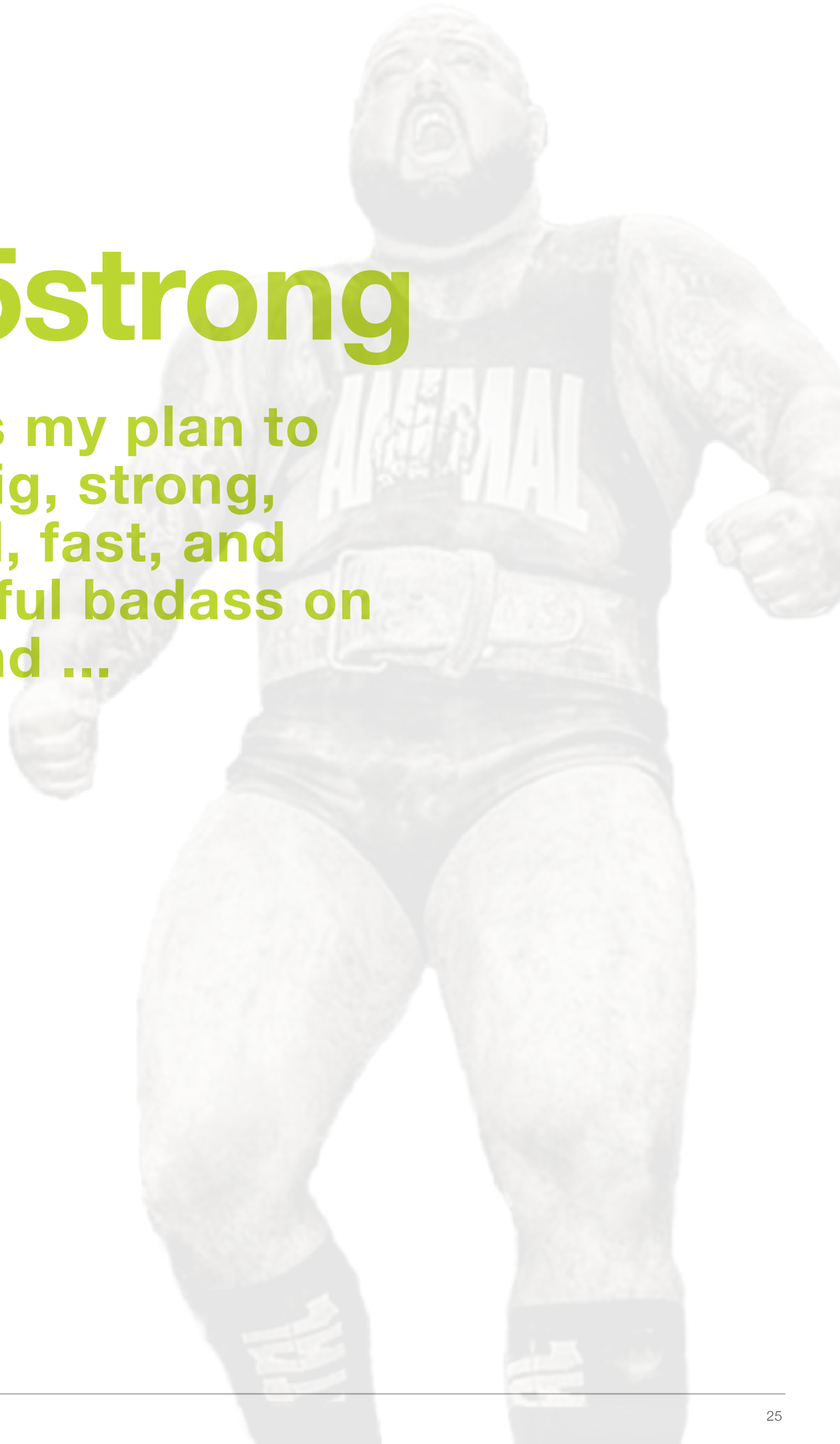
The evolution of The Cube Method is ongoing. Maybe it's because I refuse to believe that we can never do better, maybe it's because I believe we must always push for more. One of the main "flaws" with the original Cube is that I tailored the book and its templates to my needs. I didn't make it clear enough that readers needed to take ownership of their training and modify the lifts to their weaknesses. For example, early on, I kept hearing from others that their strength off the chest decreased, but their lockout improved. Since I am extremely strong off my chest and lacking at lockout, it made sense to me that others might not see similar results from following my exact template, so I had to modify some things for people as we went along.

Now, the main focus of the workouts -rather than rotating the main lift- will always be to focus on the competition lift and then delve into training your weaknesses. This makes the most sense because we want to be fresh with our main movement and perfect the technique. Remember, technique is your doorway to all progress. Without perfect technique, you won't move the max weight you're capable of. Always choose better technique over adding five more lbs. Too many people have been ingrained with the mentality that they need to constantly chase PRs. I also added in strongman-type movements to the program. I believe this is something that all powerlifters need. Many lifters are sorry, out of shape fatasses. Since cardio is blasphemy to so many lifters, I decided to add in walks with weights. This serves a dual purpose of not only improving conditioning, but but also strengthening the core, legs, and back.

We live in a day and age of instant gratification, but the lifters who can fight this urge and save their best for when it counts are the lifters who end up doing the best. It is crucial to improve your base level strength and learn to dominate when it counts.

365strong

here is my plan to be a big, strong, jacked, fast, and powerful badass on demand ...



08 CUBE — 365STRONG

On the Cube-365STRONG you will train three or four days per week. I prefer four. It is a 10 week cycle. The reason I prefer four days is because each training week will expose weaknesses. I use the fourth day of each week to go in and attack those weak areas. This fourth workout is never extremely difficult, but you will find that just by doing a few extra sets for your weak areas each week, your overall strength can improve greatly.

My waves are three weeks for squat, bench, and deadlift and they are modeled like this:

- Week 1: Heavy Day, Explosive Day, Rep Day, Body Day
- Week 2: Explosive Day, Rep Day, Heavy Day, Body Day
- Week 3: Rep Day, Heavy Day, Explosive Day, Body Day
- Week 4: Recycle the wave and repeat.

I call it “Cube Training” because when it’s mapped out it looks like a cube. I never lift heavy on two lifts within a week. If I deadlift heavy, my bench is explosive and my squat is for repetitions. As the weeks rotate, the work days are rotated as well. In the original Cube, each day utilized a variation of a competition movement, but now it goes much deeper and works the lifter much harder and with varying intensities.

09 SUB-MAXIMAL TRAINING FOR MAXIMUM OUTPUT

While in Australia, I had the privilege of attending a seminar by Boris Sheiko on the subject of his methods. During his talk he said, “The majority of work my athletes do is between 68-72% of maximal output.” Who else employs a similar ratio? Louie Simmons of Westside Barbell edges his numbers just slightly higher, roughly 70-75% of maximal training. These two coaches are arguably some of the best on the planet, as they’ve trained champions.

I performed my first Cube cycle almost entirely by feel. Heavy days meant I worked up to a double or triple, rep days were for sets of eight, and explosive days were simply done at a speed I felt was necessary for improvement. In that cycle, my average intensity was 71.7%, relative to my maxes. In my meet at the end of that cycle, I totaled 2105 lbs. at 308 lbs. Again, that was my first raw competition since my early 20s. I am not saying that I am some kind of training mastermind, but twelve years of training and competing has given me a lot of time under the bar and has yielded results that have mirrored what other great coaches have proven to be true. So with that in mind, realize that when you train sub-maximally, you are allowing the muscles to be stimulated for growth and strength, but also allowing them to recover. Remember, we powerlifters are priming ourselves for flat-out top end strength. Being off by 1% can be a bad day, so imagine being off by 5%! That is why we must train to recover as well as possible and understand that if we recover a little better each time and push our limits a little further, then we will adapt. We will become bigger, stronger, and more powerful than we ever imagined. That is how we become 365Strong!

HERE'S THE SETUP

WEEK-	1	2	3[1]	4	5	6[2]	7	8	9[3]	10
Deads-	1	2	3	1	2	3	1	2	3	x
Bench-	2	3	1	2	3	1	2	3	1	x
Squat-	3	1	2	3	1	2	3	1	2	x

Key — [1]= End of Wave 1, [2]= End of Wave 2, [3]= End of Wave 3, x= Meet Week

Sundays are when I do my weakness/bodybuilding day. Every Sunday I always do military press, bicep curls, and calf raises. Afterwards, I pick three or four weak areas and I choose one exercise for each. I vary my sets and reps depending on feel. If I am feeling beat up, I will do more sets (no more than 5 per movement, but never less than 3) with more reps (never more than 20, but never less than 6). If I feel fresh I might do fewer sets with heavier weight for fewer reps.

10 HOW TO DETERMINE A 1-REP MAX: REP MAXES

How do you figure out your 5-rep max in relation to your 3-rep max? How do you know which one is better? Is your new 6-rep max better than your 2-rep max? The formula below is a very basic -and widely accepted- way to figure it out. It will allow you to gauge where you are in training and see how your training has progressed without having to take a true 1RM. This formula is not 100% accurate, but it is good enough to allow you to evaluate your progress. Obviously the biggest indicator of progress will be a meet or mock meet at the end of the cycle, but this formula can guide you along the way. Here it is:

WEIGHT X REPS X 0.0333 + WEIGHT = ESTIMATED 1RM

The only constant in this formula is 0.0333. All the other numbers will be determined by what you do in the gym.

Let's compare an 8-rep max and a 3-rep max as an example:

500 x 8 x 0.0333 + 500 = 633.2

575 x 3 x 0.0333 + 575 = 632.44

As you can see, the lifter's projected 1RM from both sets is nearly the same. This would indicate that the lifter had not progressed. Let's see what a fourth rep would yield:

575 x 4 x 0.0333 + 575 = 651.6

The extra rep makes a significant difference in this case, so make sure you choose weights that will be a true indicator of your strength level. Say that the lifter in this example would have missed 575 for a fifth rep, but achieved 570 for five reps.

570 x 5 x 0.0333 + 570 = 664.9

This is a 13 lb. increase from the 4RM with 575, and will give a better expression of an estimated 1RM. Be smart with your weights.

Note: I absolutely hate percentages. In theory, they are a great idea for helping people understand that training can be universal. But it's important not to become obsessed with percentages! You are not bound by any book or method. If something feels light, add weight. If something feels heavy, take weight off. Try new things! The percentages I give are a "one size fits all" model. Most people who try these percentages will find success, but that does not mean you will. Take some responsibility and think for yourself.

PUSH YOURSELF. LEARN WHAT YOUR BODY NEEDS. YOU ARE NOT A ROBOT.

You are not going to be using BOSU balls, bullshit machines, and pointless equipment...

remember

build your temple first, then polish it.

11 HOW THE WAVES WORK FOR MAIN MOVEMENTS

This is the new set and rep scheme that is utilized in the new Cube Boss program. Each lift in the cycle will have 3 heavy days, 3 rep days, and 3 explosive days:

- Heavy Day 1: 80% x 2 reps x 5 sets
- Heavy Day 2: 85% x 2 reps x 3 sets
- Heavy Day 3: 90% x 2 reps, 92.5% x 1 rep, 95 x 1 rep, 80% x AMRAP (As Many Reps as Possible)

- Rep Day 1: 70% x 8-12reps x 2-3 sets
- Rep Day 2: 80% x 4-8 reps x 2-3 sets
- Rep Day 3: 85% x 2 reps x 2 sets

- Explosive Day 1: 65% x 3 reps x 8 sets
- Explosive Day 2: 70% x 2 reps x 6 sets
- Explosive Day 3: 75% x 2 reps x 5 sets

A typical Sunday (bodybuilding day for weaknesses) might look like this (remember, the first three movements are always there, the rest are rotated according to what I feel my weaknesses are at the time):

- Military press: 3 x 10
- Bicep curls w/EZ curl bar: 4 x 15
- Calf raises: 4 x 15
- Leg curls: 5 x 20
- Lat pulldowns: 4 x 12
- Pec flies w/dumbbells: 3 x 12
- Abs (abs are done every training day)

Choose one strongman movement to do every training day:

- Heavy dumbbell carries for time or distance
- Barbell walks for time or distance
- Yoke walks
- Stone loads for time or reps
- Log press (usually done in place of military press)

Base all training percentages off of 95% of meet PRs in the squat, bench, and deadlift. If you have never established these PRs in a meet, calculate your 95% off of good technical lifts that would pass in competition. In each of the main lifts (squat, bench, and deadlift), I lay

out a format that I feel best challenges the lifter, not only as a powerlifter, but on an athletic level as well. At 330 lbs., I still maintain a heightened sense of athleticism and energy, especially at meets when other lifters are fatiguing.

Squat

On squat days, we don't rotate main movements. The competition squat is the main movement, always. This is because the squat is subjective. Unlike the bench where you touch your chest and then lock the weight out, or in the deadlift where you pick the weight up, there is no determining point of "depth" other than opinion, so we train the squat with no box -to depth- every single time. If you can't get to depth, I'd say you are wrong. Take depth seriously. This is the basic standard by which powerlifters judge each other. I can name every single lifter I compete against who squats properly, and I can name the guys who squat a mile high. Earn the respect of yourself and the lifters you compete against. We all have the ability to squat to depth, and sometimes it takes an ego check to drop the weight a little bit in order to learn and build up those muscles. Full squats are done every squat day whether it is a heavy, explosive, or rep day. There is no exception to this rule unless you are injured. A box is a great way to rehab the squat, but I encourage you to only use it if necessary.

I follow up my competition stance with either Olympic stance squats or front squats. I feel that these movements are a must for powerlifters because they both require quad strength as well as glute recruitment, both of which benefit not only the squat, but also the deadlift. I do these movements as deep as possible, never trying to stop until I bottom out.

I use pause squats as my last squatting movement. These have really helped me build power out of the hole as well as stability during the descent. I used to be all over the place, but by dropping with a purpose and holding this position I learned to balance and stabilize. It's a simple way to learn the correct positioning: If I am too far forward or too far backwards, I fall.

TRAIN LIKE A STRONGMAN, DIET LIKE A BODYBUILDER, MOBILIZE LIKE A WEIGHTLIFTER, AND THINK LIKE A POWERLIFTER

Bench

I used to rotate floor press, 2-board press, and full bench press. This was working well for me, but didn't always work the best for my trainees. So I had to step back and look at the bench for what it is: a movement that is highly-dependent on each individual's strengths, weaknesses, and leverages. Therefore, we always begin a bench session with the competition bench press. No other lift

is more important. Next, I like close grip bench because my competition bench relies heavily on my triceps, and like the added power. The other favorite of mine is the paused bench press. I like to have the lifter pause for a one-count at their weak point, and then press to lockout. For me, this is about an inch or two off my chest. You may also want to include ultra-wide bench presses, board presses, etc. It's entirely up to you to determine what you need. Find your weakness and improve it.

Deadlift

This is one of the harder lifts for people to grasp. Often, their technique is terrible, yet they continue to try to improve their numbers while using this terrible form. This will not work. You have to become just as obsessed with your technique as you are with adding five lbs. to your total. In the 365Strong split, we utilize three variations of the deadlift every deadlift day, just like we do with the squat and bench. We pull from the floor, a block, and a deficit. We keep the intensity high, and instead of relying on accessory movements to improve our lifts, we rely on variations of the main lift. There is no better way to get stronger.

Note: This next section is for athletes and lifters who are overweight and trying to improve their conditioning.

Sprints

Sprints require a lot from the body and are extremely taxing. When incorporating sprints into training, we must understand the role of sprints for various athletes. For a running back in football, a 15-yard spring might be of the most value. A soccer player may yield more success from sprints ranging from 60-150 yards. Other athletes -such as CrossFitters- may require 300 yard sprints. It is up to the coach -or the athlete- to refine this based on individual circumstances, but I will lay out general guidelines that I follow.

Jumps

Jumps are a way to gauge explosiveness in a less-taxing way than all-out sprinting. A jump is arguably the single best way to test explosive/fast-twitch fibers because an increase in the jump will always indicate an improvement in speed-strength and outright speed. I prefer athletes to warm up with jumps and to do a modified cool-down with jumps after squatting and deadlifting. I myself have employed box jumps, having reached a maximum height of 51” at 316 lbs. I have since realized that, as a powerlifter, I am not necessarily as worried about the max height I can box jump. As such, as I use the box jump for some conditioning. I employ the box when I feel I am getting a bit out of shape, and will do jumps as low as 24” for time, or up to 36” for reps. All in all, it is an easy and beneficial way to improve yourself. I will also lay out how to employ jumps for athletes.

12 THE POWER LIFTS BY DESCRIPTION

Squat

Squats are the first lift in a powerlifting meet, and are typically what separates the men from the boys. Powerlifting is full of bench-only lifters, push/pull lifters, but only full-power lifters get the squat. It is my opinion you are not a powerlifter unless you compete in all three lifts. Doing bench-only makes you a bench specialist, doing push/pull leaves you as a push/puller. We are all lifters and we all work hard, but what I am getting at is that the squat is a very difficult lift to master and it can be very humbing. Nothing in the sport is more shocking than the feeling of massive weight strapped across your shoulders as you descend.

I do not want people box squatting unless an injury necessitates it! Box squats are a wonderful tool when used correctly, and I can tell you I have had the best coaches in the world and only ever felt that I squatted a few singles correctly off of a box. Too many people sit too far back, their knees come in, their back rounds, and so on. If you free squat, you learn to squat. Would you swing a baseball bat to learn to shoot a basketball? No? Then don't box squat to learn to squat. At meets, I watch guys that box squat and laugh because they look like hula hoop dancers. They look amazing until about two inches above parallel -when the box would come into play- and then their hips start swimming and their knees dance around. Not an image of strength. If you want strong hips and explosive power, squat deep and free squat. Its simple. Here are things I try to focus on when I squat:

- Plant your feet. They should be flat on the ground and about shoulder-width apart. Get below the bar and bend your knees slightly. Distribute your weight equally between both feet.
- Point your feet slightly outward, not straight ahead.
- Don't stand with your feet much further than shoulder-width apart. That will bring your adductors (inner thighs) into the movement, which can cause stress to the medial collateral ligament, abnormal cartilage

loading, and improper patellar tracking. Likewise, keeping your feet too close together (close stance) can place a great deal of strain on your knees.

- Never let your knees extend beyond your toes, as this will increase the likelihood of damage to the patellar tendon and ligaments in the knee.
- Position of the bar: Place the bar over your trapezius muscle -not over your neck- and across the back of your shoulders. Grasp the bar with your hands at a spot that is comfortable, usually about six inches (15cm) from your shoulders.
- Lift (unrack) the barbell from the rack and take a step back if the rack will interfere with the squat.
- Look straight ahead. Do not look up. Keeping your back straight, bend at your knees and hips as if you were going to sit back in a chair. Keep your heels on the floor. To ensure full range of motion, make sure that your quads are parallel to the ground at the bottom of the lift.
- Keep your lower back in a near neutral position.
- Tense your entire body when you perform the squat. Let your body assist you in managing the weight.
- Lower yourself in a controlled manner. Slowly lower yourself down and back so that your upper legs are nearly parallel with the floor.
- Keep the weight distributed across your feet, not on your toes.
- From the bottom position, push up off your heels and lift the weight while maintaining good, proper, and safe form.
- Your back should stay between upright and a 45-degree angle to ensure safe execution.

Bench Press

If there has ever been a lift associated with strength, it's the bench press. "How much you bench?" is bro language for "I don't really lift weights, I just want to converse as if I do." Despite its mass appeal, the bench press is a very technical lift and one that takes a great deal of time to master. Here is how to perform the bench press:

- Begin by lying flat on the bench with your body in a natural and relaxed position. Make sure that you are not holding your shoulders in an awkward position. Be sure to have a natural spinal curve. You do not want to have your lower back completely flat on the bench, but you do not want to force it to extend too much either. Instead, opt for a comfortable and natural position. You should have your feet flat on the ground and your shoulders touching the bench.
- Choose a proper bench that fits your shoulder width. A too-narrow bench is unstable and a too-wide bench prevents the upper arm from moving properly.
- Put your arms straight out to either side of you and then bend your elbows, bringing your hands up to grab the bar. This is where you should position your hands. You can make your grip sightly wider to increase the utilization of the pectoral muscles, or you can bring your grip in slightly to increase your triceps involvement.
- Begin with just the bar weight. Lift the bar off the

rack and position it directly above the middle of your chest. Inhale as you lower the weight, gently touching your chest with the bar. Do not bounce the bar off your chest, as this can cause serious injury. Begin to exhale as you push the bar up. Extend your arms to just under full extension. Repeat this for eight repetitions as a warm up set.

- Practice extra caution if tall. Tall lifters with wide grips should use care not to crush their hands when racking the bar. Weight benches were made for someone around six feet tall, not 6'8". Tall lifters should not use an extra wide grip. An extra wide grip also strains the wrist with excessive radial flexion. Close and wide grips can make the wrist more prone to injury.
- Avoid using the thumbless grip. If the bar slips out of your hands, it would be disastrous. When being spotted by spotters or by a spotting device, the thumbless grip is not as dangerous, but still requires excellent spotting. The thumbless grip is easier on the wrist and conducts power to the bar more directly. Use chalk with both grips.
- Be sure to have a spotter to help you whenever you lift a heavy weight. A good liftoff is easier on the shoulders and can prevent you from dropping a loaded barbell on yourself as you prepare to press.

I HAVE ALWAYS BEEN TOLD THAT DEADLIFTS ARE THE PUREST TEST OF STRENGTH, AND I COULDN'T AGREE MORE.

Deadlift

Whether you pull conventional (feet close together) or sumo (wide foot placement), you had better be ready to give it your all as soon as you grab the bar. Here is how to deadlift:

- Place the barbell on the ground and add weight to it according to your strength and fitness level. If it is your first time performing the deadlift, make sure to keep this in mind instead of stacking up the plates. It is always easy to add weight later. Perfect your form before you test your physical limits with this lift.
- Step up to the bar so that your feet are approximately shoulder width apart under the bar pointing forward or slightly outward. Looking from the top down, the bar should be over the balls of your feet.
- Squat down and grasp the bar. Your hands should be slightly more than shoulder width apart and be outside of your legs. Although you can use any grip you are comfortable with, an alternate grip is recommended. An alternate grip is when you grasp the bar with one of your palms facing you and the other facing away from you. This tends to stabilize the bar as it may roll out of your hands if both palms are facing the same direction, especially if you are a beginner or have a poor grip.
- Many Olympic lifters use the hook grip, which is

more secure but is painful at first. It is similar to the overhand grip, except that instead the thumb is hooked underneath the other fingers, instead of on top of them.Lower your hips so that your thighs are parallel to the floor. As you lower your hips, be sure to keep your shins as close to vertical as possible. You are going to stick your butt out quite a bit, so use the weight for leverage to maintain your balance.

- Flatten your back and look straight ahead. Never lose the natural arch of your back. If your back is rounded over, you will hurt your lower back.
- Some people use a lifting belt to keep the back stabilized. This can help prevent injury, but it may also inhibit the development of stabilizer muscles, thus increasing the likelihood of injury as weight is increased. Opinions differ, and this is something to be considered by the individual lifter.
- Lift the bar off the ground by standing up, raising your hips and shoulders at the same rate, and maintaining a flat back. Your arms should hang straight down and support the bar. Come to a standing position with upright posture. The bar should just be hanging in front of your hips; do not try to lift it any higher. Pull your shoulders back if they are rounded forward. The bar should travel straight up and down in a vertical path and not deviate from this path to get around your knees.

13 WARM UPS

As I have gotten stronger, I have learned to listen to advice. Corey Hayes has been instrumental in helping me increase my mobility and training readiness. He constantly encouraged me to push my mobility work, and he still does.

We're all going hard in the gym, right? We train hard, eat right, and take all of our supplements. If we're doing everything right, then what is hindering our lifting? How many of you can touch your toes? How many of you can move freely and easily grab your hands behind your back, for example? You see, mobility is one of the simplest things you can do to improve ourselves as lifters, yet we all take it for granted. To become great at anything you do, you must have longevity. Too many times you see people rise to fame just to become nobodies shortly after. Why is that? Most often it is because of an injury. Here are some very simple ways to help avoid them.

A good pre-workout routine has 3 steps:

- Mash
- Stretch
- Warm-up

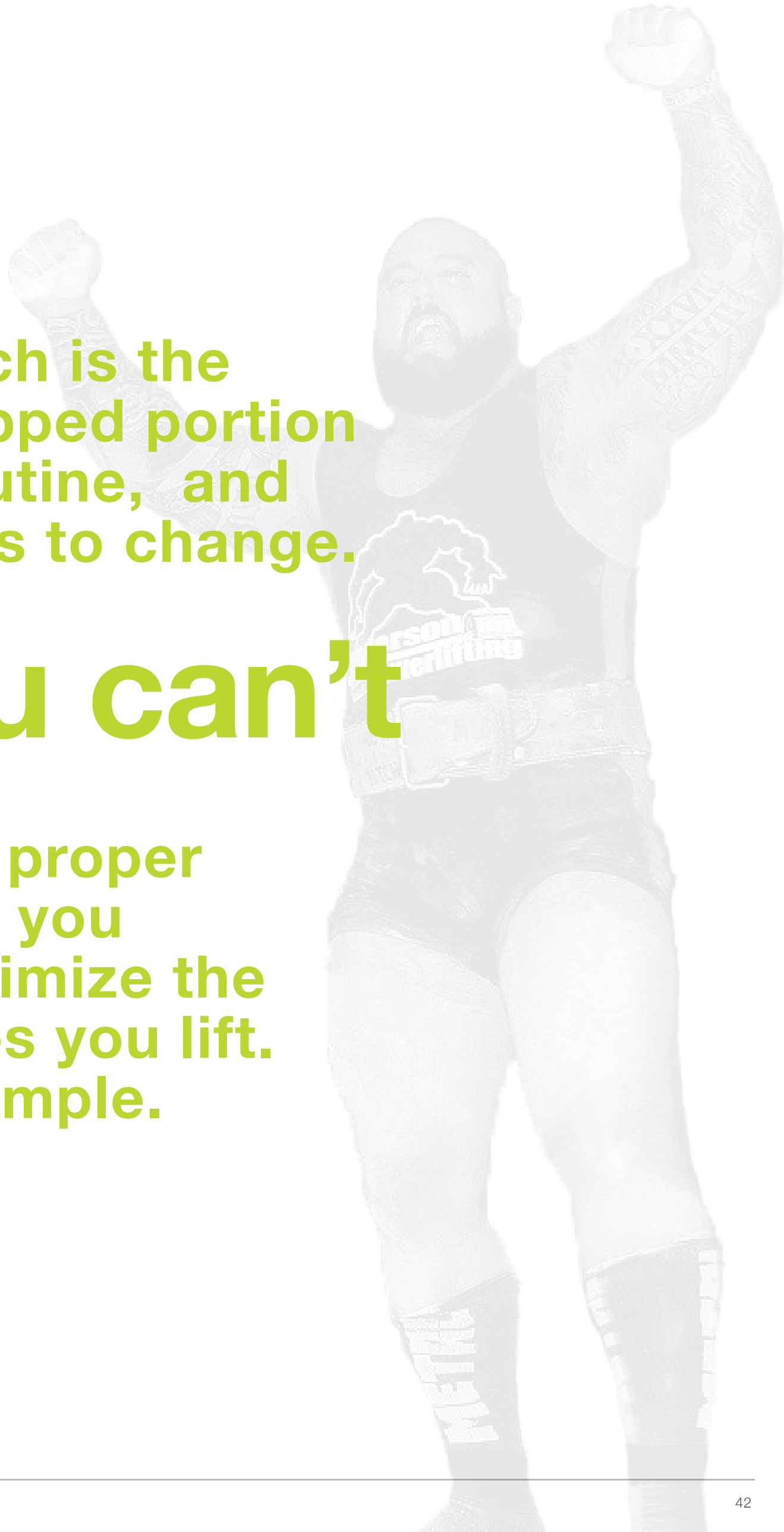
Notice that I say "pre-workout," not "warm-up." The warm-up is just one part of a proper pre-workout routine.

The mash is simple. This means foam rolling or lacrosse ball work on overly-stiff tissues like the IT bands, pecs, lats, etc. Everyone has some areas that are worse than others, so what we are going to do is pick two or three different areas and roll for just 2-3 minutes each. Simple enough, right?

The stretch is the often-skipped portion of this routine, and that needs to change.

if you can't

get in the proper positions, you can't maximize the poundages you lift. It's that simple.



Again, everyone is different, so we choose two or three problematic positions and do stretches that help us improve them. The goal of this stretching period is to get to where we can move around in those positions better, however long that may take. We are looking to achieve the proper range of motion for the lifts we need to do.

The warm-up is a no-brainer, but all too often I see people jumping straight into barbell work. That's crazy! Do you see a MLB pitcher start his day by trying to throw a 100 mph fastball? A warm muscle moves better, fires better, and doesn't tear as easily, so don't skip this step. The warm up doesn't need to be fancy: two or three movements with a light load and high reps. Your goal here is to get the blood flowing into the muscles and get the synovial fluid lubing up the joints. Everyone has different problems, of course, but I laid out a sample upper and lower pre-workout routine to address the majority of everyone's problems:

Upper Pre-Workout:

3 minutes of each: Lacrosse ball roll the pecs and foam roll the upper back.
1-2 minutes of each: Wall internal rotators, band bicep/forearm stretch, band pec stretch.
3x15 of each: Pushups, band pull-apart, band pushdown.

Lower Pre- Workout:

3 minutes of each: Foam roll IT bands and lower back.
2 minutes of each: Hip-distracted hamstring stretch, hip-distracted IT band stretch, lower back hang stretch.
2x15 of each: Band good mornings, body weight lunges, band adduction, band abduction.

Don't be afraid to break a sweat here, and you'll find yourself moving and feeling better in and out of the gym.

Main Movement

These have been laid out for you in previous sections. You will see how they flow when I lay out a sample training cycle in a later section.

14 ASSISTANCE MOVEMENTS

After our main exercise is completed, we stop thinking like powerlifters, because as powerlifters we are trying to move max weights. When we start our assistance work, we need to become bodybuilders. I'm not talking about training to pose on a stage, but rather training to build my physique in such a way that I maximize my potential in powerlifting. So even though the Cube Boss program's assistance consists of multi-joint movements similar to the powerlifts -and not "bodybuilding-style" isolation movements- we are doing them to decrease a deficiency and build muscle in weak areas. This program is called the Cube Boss as a tribute to my friend and World Record-holding powerlifter Dan Green. He is an animal in the gym, he epitomizes power, and he looks strong too. I think it's important to look like a lifter. All of our assistance work consist 3-5 exercises done for 3-4 sets each, to be done after the main movement.

ACCESSORY LIFT GOALS

1. Build muscle and attack weaknesses and deficiencies

2. Create an environment for hypertrophy and increase fat-burning

3. Create balance in physique

4. Help to prevent injury

5. If an accessory movement doesn't benefit the three main lifts, then don't do it.

Bands and Chains

My take on bands and chains is that they are tools. On the platform, we lift weights, not bands and chains. For the deadlift, I use them sparingly and I rarely use bands from the floor. I like one or maybe two chains hanging from the bar to help improve lockout. When the chains or bands begin dictating the bar path and changing the execution of the lift, you can count me out.

Think about all the lifters who came before the popularization of bands and chains. They were able to get brutally strong without them. These days, I think too many lifters -and coaches- jump into using bands and chains just because others use them and they're so popular. What I have found in my travels is that most people misuse these tools, which is why I recommend that we get back to the basics.

I used to experience lots of bar drift when deadlifting, so I watched some video of myself pulling. The more I watched, the more I realized that I was training with bands the majority of the time and the bands were acting like a Smith machine and altering my form. Without bands, my deadlift looked awful. I decided to just drop the bands altogether and started pulling straight weight, and I eliminated the drift. The same thing happened with my squat, too.

Squat and Deadlift Assistance Movements

1. Front squats
2. Olympic squats
3. Deadlifts from a block or pins (preferably blocks)
4. Deadlifts from a deficit
5. Leg press
6. Lunges
7. Stiff-leg deadlifts
8. Leg extensions
9. Leg curls
10. Good mornings
11. Snatch-grip deadlifts (one of my
12. favorites)
13. Barbell rows
14. Dumbbell rows
15. Lat pulldowns
16. Chest-supported rows
17. Shrugs
18. Ab movements (including planks)
19. Glute ham raises

Deadlifting With Bands

When deadlifting, what sense does it make to have the weight be the lightest on the floor, when most guys are weakest off the floor? Take this example:

45% bar weight + 25% band tension at lockout = 70% of max

Instead of starting the lift with 45% and ending with 70%, I subtracted 10% from the top end percentage and came up with a straight weight that allowed me to be fast, but also worked the muscles. Here is the new way to deadlift against bands:

Old percentage of weight at top (70%)- 10% = Straight weight to be pulled for speed

This was the method I used to go from a 725 lbs. raw deadlift on April 20th, 2012 to an 804 lbs. deadlift on November 3rd, 2012. Prior to this, I spent nearly two years between 725 and 765 in my multi-ply gear, so I think it's safe to say that this works.

Another example is John Bieg. John was in my second test group and had been stuck at 655 for two years. Eight weeks after dropping bands out of his training, he pulled 700 in a meet. Don't drink the Kool-Aid of thinking bands and chains are the only way. A hell of a lot of lifters got very damn strong before these things were commonplace.

Bench Press Accessories

1. Close-grip bench press
2. Triceps pushdowns
3. Kaz press
4. Military press
5. Bicep curls
6. Front and side shoulder raises
7. Upright rows
8. Vogelpohl rows
9. Ab movements
10. Forearm rolls
11. Pec flies
12. Fat bar bench
13. Push-ups

Note: I used to recommend bands for some training, but in my last two cycles I have not used bands at all, unless you count the times I used them for warm-up stretches. If you want to employ them, then by all means, it is your training and you should do as you see fit. I hit my largest total to date using nothing but the barbell, dumbbells, and a very few select machines. I have narrowed my focus and narrowed my tools, and I have expanded my gains. It can be done.

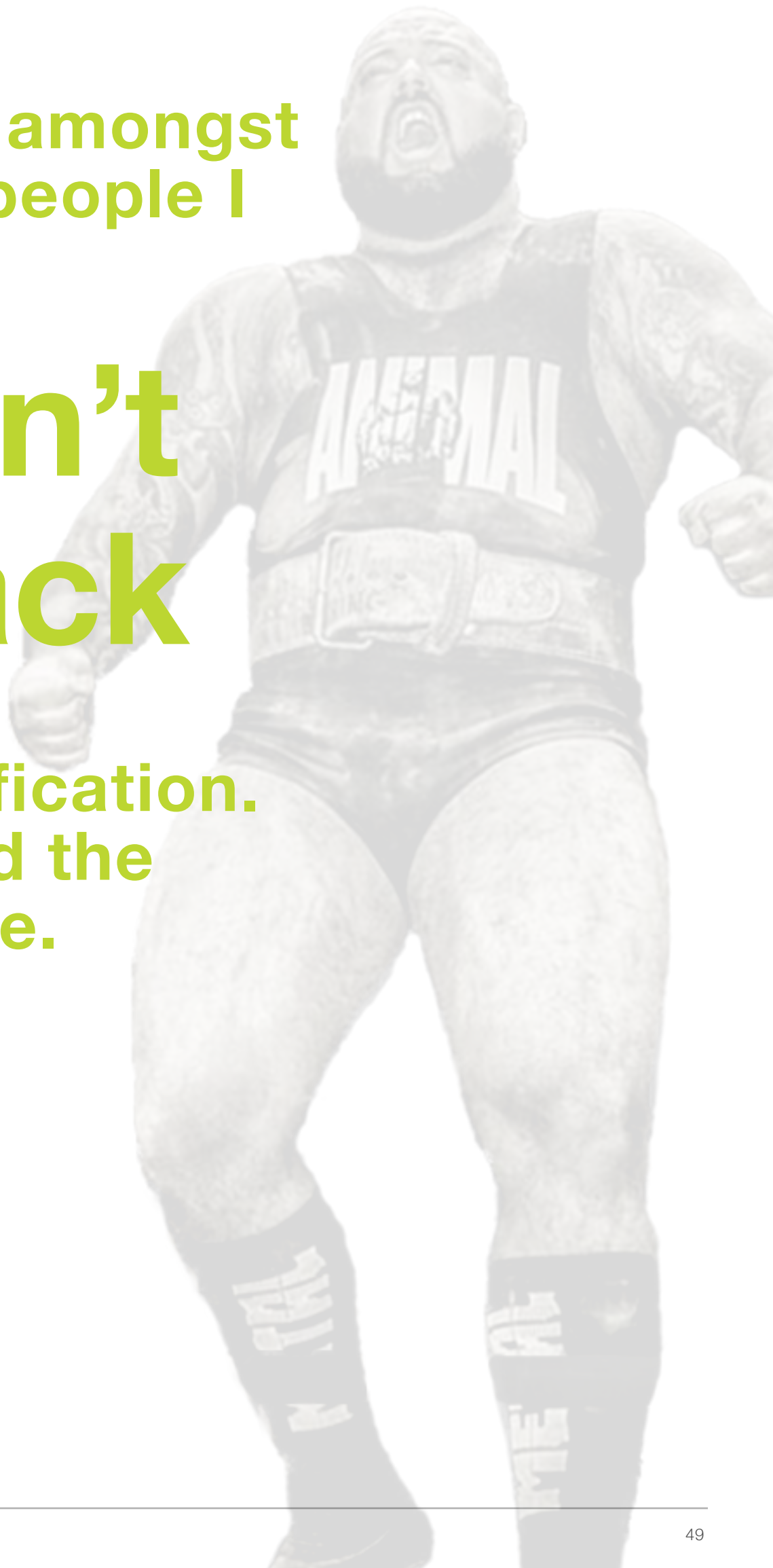
15 THE CUBE BOSS PROGRAM

With the Cube, I want it to be clear that I am not trying to sell you on an easy path. I don't promise you miracle gains overnight and I sure as hell don't promise results without effort. What I do promise is a system that has proven to be effective over and over again so long as the stimulus is increased for the lifter. When we hit PRs, we increase the stimulus. The way I look at the body, I believe that the longevity of a lifter is strictly dependent upon the base he builds. Imagine building your body like climbing Mt. Everest. In an attempt to make it to the top sometimes you have to stop for a few hours, and maybe even trek back down the mountain a ways in order to find the best path forward and give your body the ability to acclimate to the thinning air. An ascent without these breaks would lead to lung failure and potentially death. Now, apply that to being a powerlifter. I see guys make monumental strides for a year or two, and then they disappear. Where did they go? Why did their numbers stall? My belief is that they rose too quickly.

A common trait amongst the successful people I know:

they don't backtrack

for instant gratification. They understand the value of sacrifice.



To be the best, your body has to be working in unison. Tendons, ligaments, muscles, neurological activity, all of this has to be built gradually and in unison. So how do we achieve a steady progression that is not only realistic, but is also cohesive?

I have a map that I lay out for lifters that looks like this: We run five ten-week Cube Boss cycles in a year with a goal of a 5 lbs. (minimum) progression on each lift.

Squat: 5 cycles x 5 lbs. per cycle x 1 year = 25 lbs.

Bench: 5 cycles x 5 lbs. per cycle x 1 year = 25 lbs.

Deads: 5 cycles x 5 lbs. per cycle x 1 year = 25 lbs.

That would give us a yield of 75 lbs. total progress per year. Now, some of you may laugh at this and say you can add that to each lift in just one cycle. Maybe you can, but I am talking about raw, measurable strength, not just getting a tighter squat suit or bench shirt. I don't mean to offend the geared lifters who are reading this. I am just saying that a shirt or suit can be great today, but then you can lose a pound and your gear will be ineffective tomorrow.

In theory, 75 lbs. per year x 4 years = 300 lbs. Take a raw lifter in the 220 lb. classs with a 1500 lbs. total. Have him stick to this plan, and lets say in year one he doubles his expectations and hits 10 lbs. per cycle, and then for the next 3 years stays on schedule with 5 lbs. per cycle. He now has an 1875 lbs. total, and if he can maintain another year or two like that, then he'll most likely be lifter on the Top 20 All-Time list.

I am not here to promise you bullshit. You will not make it to the top quickly. People look at Dave Hoff or Eric Lillibridge, both putting up massive numbers by 24 years old. Guess what? Dave joined Westside at 15 years old! Eric began training with his dad at 13 years old! They each have 10 years invested, with many of those years being in the shadows as a quiet unknown, just working their ass off. My challenge to you is this: can you pull back the reigns and progress more methodically and purposefully? Can you set a goal of 3 years of constant progress instead of 2 years of zig zagged effort? If you understand that champions are not built overnight, here is a plan for you:

16 CUBE BOSS 10-WEEK SAMPLE CYCLE

WEEK 1

Heavy Deadlift

1. Competition stance deadlift: 80% x 2 reps x 5 sets
2. Block pulls: 85% x 1-3 reps x 2 sets
3. 2” deficit deadlift: 75% x 4-6 reps x 2 sets
4. Lat pulldowns: 15 reps x 4 sets
5. Shrugs: 10 reps x 3 sets
6. Heavy dumbbell/barbell walk: 30 seconds x 3 trips
7. Pull-ups: AMRAP x 3 sets

Rep Bench

1. Competition bench press: 70% x 8-12 reps x 2-3 sets
2. Close-grip bench: 75% x 6-8 reps x 2 sets
3. Bench w/pause 1” off chest: 65% x 10-12 reps x 2-3 set
4. Lat pulldown: 15 reps x 4 sets
5. Side/front raise: 10 reps x 3 sets
6. Pull-ups: AMRAP x 3 sets

Explosive Squat

1. Competition stance squat: 65% x 3 reps x 8 sets
2. Olympic squat or front squat: 70% x 5 reps x 2 sets
3. Pause squat (pause at parallel): 60% x 8 reps x 2-3 sets
4. Heavy dumbbell/barbell walk: 30 seconds x 3 trips
5. Leg curl/glute ham raise: 15 reps x 3 sets
6. Back raise: 12 reps x 4 sets
7. Pull-ups: AMRAP x 3 sets

WEEK 2:

Explosive Deadlift

My personal deadlift training on the explosive day is different than what is listed. I choose to do a wave of 65% for 12 reps in under 20 seconds, 70% for 8 reps in under 15 seconds, 75% for 6 reps in under 10 seconds. My clients usually stick to the program as listed:

1. Competition stance deadlift: 65% x 3 reps x 8 sets
2. Block pull: 70% x 5 reps x 2 sets
3. 2” deficit deadlift: 60% x 8 reps x 2-3 sets
4. Lat pulldown: 15 reps x 4 sets
5. Shrugs: 10 reps x 3 sets
6. Heavy dumbell/barbell walk: 30 secondss x 3 trips
7. Pull-ups: AMRAP x 3 sets

Heavy Bench

1. Competition bench press: 80% x 2 reps x 5 sets
2. Close-grip bench press: 85% x 1-3 reps x 2 sets
3. Bench w/pause 1” off chest 75% x 4-6 reps x 2 sets
4. Lat pulldown: 15 reps x 4 sets
5. Side/front raise: 10 reps x 3 sets
6. Pull-ups: AMRAP x 3 sets

Rep Squat

1. Competition stance squat: 70% x 8-12 reps x 2-3 sets
2. Olympic squat or front squat: 75% x 6-8 reps x 2 sets
3. Pause squat (pause at parallel): 65% x 10-12 x 2-3
4. Heavy dumbbell/barbell walk: 30 secondss x 3 trips
5. Leg curl/glute ham raise: 15 reps x 3 sets
6. Back raise: 12 reps x 4 sets
7. Pull-ups: AMRAP x 3 sets

WEEK 3:

Rep Deadlift

1. Competition stance deadlift: 70% x 8-12 reps x 2-3 sets
2. Block pull: 75% x 6-8 reps x 2 sets
3. 2” deficit deadlift: 65% x 10-12 x 2-3
4. Lat pulldowns: 15 reps x 4 sets
5. Shrugs: 10 reps x 3 sets
6. Heavy dumbell/barbell walk: 30 secondss x 3 trips
7. Pull-ups: AMRAP x 3 sets

Explosive Bench

1. Competition bench press: 65% x 3 reps x 8 sets
2. Close-grip bench press: 70% x 5 reps x 2 sets
3. Bench w/pause 1” off chest: 60% x 8 reps x 2-3 sets
4. Lat pulldown: 15 reps x 4 sets
5. Side/front raises: 10 reps x 3 sets
6. Pull-ups: AMRAP x 3 sets

Heavy Squat

1. Competition stance squat: 80% x 2 reps x 5 sets
2. Olympic squat or front squat: 85% x 1-3 reps x 2 sets
3. Pause squat (pause at parallel): 75% x 4-6 reps x 2 sets
4. Heavy dumbbell/barbell walk: 30 seconds x 3 trips
5. Leg curl/glute ham raise: 15 reps x 3 sets
6. Back raise: 12 reps x 4 sets
7. Pull-ups: AMRAP x 3 sets

WEEK 4:

Heavy Deadlift

1. Competition stance deadlift: 85% x 2 reps x 3 sets
2. Block pull: 90% x 1-2 reps x 2 sets
3. 2” deficit deadlift: 80% x 3-5 reps x 2 sets
4. Lat pulldown: 15 reps x 4 sets
5. ShrugsL 10 reps x 3 sets
6. Heavy dumbbell/barbell walk: 30 secondss x 3 trips
7. Pull-ups: AMRAP x 3 sets

Explosive Squat

1. Competition stance squats: 70% x 2 reps x 6 sets
2. Olympic squat or front squat: 75% x 5 reps x 2 sets
3. Pause squat (pause at parallel): 65% x 6 reps x 2-3 sets
4. Heavy dumbbell/barbell walk: 30 seconds x 3 trips
5. Leg curl/glute ham raise: 15 reps x 3 sets
6. Back raise: 12 reps x 4 sets
7. Pull-ups: AMRAP x 3 sets

Rep Bench

1. Competition bench press: 80% x 4-8 reps x 2-3 sets
2. Close-grip bench press: 85% x 2-3 reps x 2 sets
3. Bench w/pause 1” off chest: 75% x 6-8 reps x 2 sets
4. Lat pulldown: 15 reps x 4 sets
5. Side/front raise: 10 reps x 3 sets
6. Pull-ups: AMRAP x 3 sets

WEEK 5:

Explosive Deadlift

1. Competition stance deadlift: 70% x 2 reps x 6 sets
2. Block pull: 75% x 5 reps x 2 sets
3. 2” deficit pull: 65% x 6 reps x 2-3 sets
4. Lat pulldown: 15 reps x 4 sets
5. Shrugs: 10 reps x 3 sets
6. Heavy dumbell/barbell walks: 30 seconds x 3 trips
7. Pull-ups: AMRAP x 3 sets

Heavy Bench

1. Competition bench press: 85% x 2 reps x 3 sets
2. Close-grip bench press: 90% x 1-2 reps x 2 sets
3. Bench w/pause 1” off chest: 80% x 3-5 reps x 2 sets
4. Lat pulldown: 15 reps x 4 sets
5. Side/front raise: 10 reps x 3 sets
6. Pull-up: AMRAP x 3 sets

Rep Squat

1. Competition stance squat: 80% x 4-8 reps x 2-3 sets
2. Olympic squat or front squat: 85% x 2-3 reps x 2 sets
3. Pause squat: (pause at parallel): 75% x 6-8 x 2
4. Heavy dumbbell/barbell walk: 30 seconds x 3 trips
5. Leg curl/glute ham raise: 15 reps x 3 sets
6. Back raise: 12 reps x 4 sets
7. Pull-ups: AMRAP x 3 sets

WEEK 6

Rep Deadlift

1. Competition stance deadlift: 80% x 4-8 reps x 2-3 sets
2. Block pull: 85% x 2-3 reps x 2 sets
3. 2” deficit pull: 75% x 6-8 x 2
4. Lat pulldown: 15 reps x 4 sets
5. Shrugs: 10 reps x 3 sets
6. Heavy dumbell/barbell walk: 30 seconds x 3 trips
7. Pull-ups: AMRAP x 3 sets

Explosive Bench

1. Competition bench press: 70% x 2 reps x 6 sets
2. Close-grip bench press: 75% x 5 reps x 2 sets
3. Bench w/pause 1” off chest: 65% x 6 reps x 2-3 sets
4. Lat pulldowns: 15 reps x 4 sets
5. Side/front raise: 10 reps x 3 sets
6. Pull-ups: AMRAP x 3 sets

Heavy Squat

1. Competition stance squat: 85% x 2 reps x 3 sets
2. Olympic squat or front squat: 90% x 1-2 reps x 2 sets
3. Pause squat: (pause at parallel): 80% x 3-5 reps x 2 sets
4. Heavy dumbbell/barbell walks: 30 seconds x 3 trips
5. Leg curl/glute ham raise: 15 reps x 3 sets
6. Back raise: 12 reps x 4 sets
7. Pull-ups: AMRAP x 3 sets

WEEK 7

Heavy Deadlift

1. Competition stance deadlift: 90% x 2 reps, 92.5% x 1 rep, 95% x 1 rep, 80% x AMRAP
2. Lat pulldown: 15 reps x 4 sets
3. Shrugs: 10 reps x 3 sets
4. Heavy dumbell/barbell walk: 30 seconds x 3 trips
5. Pull-ups: AMRAP x 3 sets

Rep Bench

1. Competition bench press: 85% x 3-5 reps x 2-3 sets
2. Close-grip bench press: 90% x 1-2 reps x 2 sets
3. Bench w/pause 1” off chest: 80% x 3-5 x 2 sets
4. Lat pulldown: 15 reps x 4 sets
5. Side/front raise: 10 reps x 3 sets
6. Pull-ups: AMRAP x 3 sets

Explosive Squat

1. Competition stance squat: 75% x 2 reps x 5 sets
2. Olympic squat or front squat: 80% x 3 reps x 3 sets
3. Pause squat: (pause at parallel): 70% x 3-5 reps x 2-3 sets
4. Heavy dumbbell/barbell walk: 30 seconds x 3 trips
5. Leg curl/glute ham raise: 15 reps x 3 sets
6. Back raise: 12 reps x 4 sets
7. Pull-ups: AMRAP x 3 sets

WEEK 8

Explosive Deadlift

1. Competition stance deadlift: 75% x 2 reps x 5 sets
2. Block pull: 80% x 3-5 reps x 2-3 sets
3. 2” deficit pull: 70% x 6 reps x 2-3 sets
4. Lat pulldown: 15 reps x 4 sets
5. Shrugs: 10 reps x 3 sets
6. Heavy dumbell/barbell walk: 30 seconds x 3 trips
7. Pull-ups: AMRAP x 3 sets

Heavy Bench

1. Competition bench press: 90% x 2 reps, 92.5% x 1 rep, 95% x 1 rep, 80% x AMRAP
2. Lat pulldown: 15 reps x 4 sets
3. Side/front raise: 10 reps x 3 sets
4. Pull-ups: AMRAP x 3 sets

Rep Squat

1. Competition stance squat: 85% x 3-5 reps x 2-3 sets
2. Olympic squat or front squat: 90% x 1-2 reps x 2 sets
3. Pause squat: (pause at parallel): 80% x 3-5 reps x 2 sets
4. Heavy dumbbell/barbell walk: 30 seconds x 3 trips
5. Leg curl/glute ham raise: 15 reps x 3 sets
6. Back raise: 12 reps x 4 sets
7. Pull-ups: AMRAP x 3 sets

WEEK 9

Rep Deadlift

1. Competition stance deadlift: 85% x 3-5 reps x 2-3 sets
2. Block pull: 90% x 1-2 reps x 2 sets
3. 2” deficit pull: 80% x 3-5 reps x 2 sets
4. Lat pulldown: 15 reps x 4 sets
5. Shrugs: 10 reps x 3 sets
6. Heavy dumbell/barbell walk: 30 seconds x 3 trips
7. Pull-ups: AMRAP x 3 sets

Explosive Bench

1. Competition bench press: 75% x 2 reps x 5 sets
2. Close-grip bench press: 80% x 3-5 reps x 2-3 sets
3. Bench w/pause 1” off chest: 70% x 6 reps x 2-3 sets
4. Lat pulldown: 15 reps x 4 sets
5. Side/front raise: 10 reps x 3 sets
6. Pull-ups: AMRAP x 3 sets

Heavy Squat

1. Competition stance squat: 90% x 2 reps, 92.5% x 1 rep, 95% x 1 rep, 80% x AMRAP
2. Heavy dumbbell/barbell walk: 30 seconds x 3 trips
3. Leg curl/glute ham raise: 15 reps x 3 sets
4. Back raise: 12 reps x 4 sets
5. Pull-ups: AMRAP x 3 sets

Program Notes

As you can see, the formula is that the first movement is always the competition lift, and it holds to the Cube rotation of heavy, rep, or explosive. But you really work all three qualities each day! This is done by adding 5% for the second movement, and then decreasing from there by 10% for the 3rd movement. This means each lift will be worked within three intensities and in three different forms. I have found that this allows the lifter to rapidly develop each lift and build a solid base. Hitting the lifts from various angles makes you become virtually unstoppable once competition begins.

At the end of each three-week wave you just revert back to week one and up the percentages accordingly so that you consistently advance in a linear progression, but you always start lighter after the heaviest week of the wave. This allows for maximum recovery as well as heightened excitement to go hard in the gym when the heavy days roll around. I have found that when the heavy day comes for each of the lifts, I am not bogged down and dreading the work, but rather I am anxious and excited about the fact that I get to handle maximal loads. This is the kind of lifting that builds confidence over time. Consistently handling weights in excess of 90% at all times may work for a while -especially for a geared lifter- but for the majority it will lead to burnout and frustration from the impossible task of hitting PRs every week. The only PRs that matter to me are on the platform or in your arena of athletics. Last I checked, official records aren’t kept on what you do in practice.

WEEK 10 (MEET WEEK)

This week is what it's all about. I do not recommend cutting weight unless you are attempting to set an all-time world record. This is just my opinion, but cutting weight does two things: it causes stress -something that beginners don't need any more of- and it can crush performance if you don't replenish yourself correctly. Leave cutting weight for the experienced lifters or those chasing records.

Monday

I squat, bench, and deadlift up to 30%. I do 3 sets of 8 for each. Then I stretch and do some mobility work. This is important.

Wednesday

I bench up to 75% x 3 paused singles on my chest. I then stretch and do mobility work.

Thursday

I do an exact repeat of Monday.

After Weigh-Ins

I go to a gym (usually in the hotel where the meet is held) and I do a brief full-body workout. 10-15 minutes maximum. It makes me sweat and also makes my body want to absorb food and fluids. I then eat and drink all day long, making sure to never drink to quickly or overeat. Don't stuff yourself and feel like shit on meet day. This is your chance to showcase your talents.

Meet Day

I always have a big breakfast (I shoot for four hours before I begin lifting). I eat sandwiches and drink water the entire day of the meet. Bananas, peanut butter, and other healthy treats are great as well. Too much Gatorade can make you sick, so be careful.

I pick my attempts like this: my opener is a lift I can easily double and possibly triple. My second is usually just under a PR. My third is an attempt at a new PR. People can argue and say whatever they like about how I plan attempts, but that is it, plain and simple.

17 ADAPTATION FOR ATHLETES

When looking for a practical way to apply this method to various sports, I asked myself, “What is the one factor that can have the most impact for an individual athlete?” It’s strength. There are kids who are born tall, long limbed, fast, who can jump, etc., but one area that can improve multiple facets of an athlete’s ability is strength. So, the adaptation of the method is not that radical. We just make a few adjustments, lighten the weight, up the volume slightly, add in jumps and sprints, and what we wind up with is a program that is universal and can be applied even during the “in-season” due to the recovery-based nature of the program.

As a former college track and field athlete (shot put and hammer), we employed jumping and some sprinting into our base of strength work. We also did some throwing,

but not in the typical strength and conditioning sense. A lot of coaches, even my good friend and business partner Chad Smith, include throws in their programs. Maybe it was because I was throwing so much with the hammer and shot, but I never saw the benefit from doing more throws in training. If you want to incorporate medicine ball throws, weight throws, or other types of throws, I encourage you to do so, especially if you are involved in a CrossFit or Highland Games competition that requires them.

Jumping

It is my belief that Jumps should be performed once a week for strength-focused athletes, and twice per week for general athletes. I have had great success with lifters and athletes employing jumps before or after their lifts, but after speaking with coaches that I highly respect, I believe that doing them before your workout is best.

Like everything else in the Cube, I like to rotate intensities for jumps. We will refer to the greatest chart I know of for understanding work capacity: Prilepin's chart.

- 70%-80%: 3-6 Reps per set (18 optimal reps), Rep range: 12-24
- 80%-90%: 2-4 Reps per set (15 optimal reps), Rep range: 10-20
- 90%+: 1-2 Reps per set (4 optimal reps), Rep range: 10

It is important to define what a maximum jump is for you or your athlete. Once that is done, you simply modify the jumps according to the above percentages. This can be done for box jumps, broad jumps, etc. As an example:

- 40" max box jump = 30" at 75%, 32" at 80%, etc.

Since the Cube uses a three-week wave, we will also use a three-week wave for jumps. This is the split that I believe is based on Prilepin's estimations:

- Week 1: 70% x 3 sets x 3 reps, 75% x 3 sets x 3 reps, 80% x 2 sets x 2 reps (total of 22 jumps)
- Week 2: 80% x 3 sets x 3 reps, 85% x 3 sets x 2 reps, 90% x 2 sets x 1 (total of 18 jumps)
- Week 3: 90% x 2 sets x 2 reps, 95% x 1 set x 1 rep, 100% or PR x 1 set x 1 rep (total of 6 jumps)

With jumps, I tend to lean towards the high side of the rep chart, but I personally believe this helps the athlete adapt to the intensities and increase their ability. If the athlete is unable to adapt, then modifications can be made, but there are most likely external reasons for the lack of progress, such as poor sleep or diet.

Sprinting

Incorporating sprints into a weight training program is a delicate balance. Few exercises require such maximal exertion in such a short amount of time, so make sure you monitor recovery closely.

I don't have some magic formula that will make you into an Olympic champion sprinter, but what I have put together is a sensible approach to sprinting that applies just as it did for jumping.

Let's use a running back for example. Much of his ability is "graded" on his 40-yard dash, so the challenge is to increase his proficiency in running a 40-yard dash. For a 100-meter sprinter I would base the calculations off 100-meters. For linemen in football I always use 25 yards. No sense in trying to make them into marathon runners with 100-yard sprints. For all athletes, make them better over the course of the distance they will most commonly perform at. Here's the running back example:

Sprints for Running Back (40 Yards)

- Week 1: 70% (28 yds) x 3 sets x 3 reps, 75% (30 yds) x 3 sets x 3 reps, 80% (32 yds) 2 sets x 2 reps (total of 22 sprints)
- Week 2: 80% (32 yds) x 3 sets x 3 reps, 85% (34 yds) x 3 sets x 2 reps, 90% (36 yds) x 2 sets x 1 (total of 18 sprints)
- Week 3: 90% (36 yds) x 2 sets x 2 reps, 95% (38 yds) x 1 set x 1 rep, 100% (40 yds) x 1 set x 1 rep (total of 6 sprints)

Like I said, this is not a perfect system, but it has worked for my athletes, with the best result coming from an 18-year-old high school running back who increased his 40-yard dash time (electronic) from 4.87 seconds to 4.53 seconds. This allowed him to go from being a Division II candidate to a Division I signee.

18 NUTRITION

In my last book I gave you some examples of how to eat to be the best you can be. I am not a nutritionist, but I can confidently tell you this: utilizing proper nutrition is the best thing you can do for your performance. You can build a drag car, but without fuel it won't run. Your body is your drag car, so fill it with high-octane fuel! You are not going to be at your best on restrictive diet. To be big and to be the strongest you can be, you need to eat like a beast. No matter what your day-to-day diet looks like, before you compete you need to increase your calories and water intake to prepare for the rigors of competition.

19 CREATE A CULTURE OF SUCCESS IN YOUR MIND

One of my favorite sayings about the human spirit is this: "You can measure a person's height, you can measure how high a person can jump, you can even measure how fast they run, but you cannot measure a person's heart." You can never measure how much a person will give or how far they will go to achieve something. Many times you see the person with all the tools for success fail when things get hard, because they like it when things are easy. Other times you will see the person with the biggest mountain to climb take small steps each day, sometimes falling backwards, but never giving up, and finally one day he reaches his peak, his goal. He never knew an easy way, all he knew was effort.

The thing about successful people is they just keep going. They do not dwell on failure. I have not reached my absolute goals in powerlifting yet, but I have seen failure after failure. I am just like 99% of the people reading this book. I chose to find new ways to progress, and in each small victory I found confidence. I have the confidence to look you in

the face and tell you that I have achieved many things, but I am also humble enough to know that hard times will come again. But I will get through them. Not because I am superhuman or special, but because I am driven, I believe in myself, and, above all, I believe in hard work.

The only difference between people who succeed and people who don't is one thing: a belief that anything is possible. They have a no-fear attitude and they believe that are going to win, no matter what.

Unfortunately, most of us let other people or unfortunate circumstances limit how far we will go in life. We also let fear dictate our actions. Fear is real. Don't let anyone tell you different. We must learn how to use fear to our advantage. By letting fear rule us, we set limitations on ourselves. We tell ourselves what we can and cannot do before we even try to accomplish the task we have in front of us.

THE THING ABOUT SUCCESSFUL PEOPLE IS THEY JUST KEEP GOING. THEY DO NOT DWELL ON FAILURE.

I will tell you a couple of stories to make a point. I was never the tallest, the fastest, the strongest athlete. But every single year I got the same award: The 100% Percent Award. I won it in every sport I played. Why? Maybe it was because I knew I wasn't as gifted as the other guys. Maybe it was because my family taught me to always give 100%. As I touched on in The Cube Method book, my dad set a standard for work ethic that no man in my life will ever beat. He is the single most committed human being I have ever met.

Just recently I was asked to speak to a football team about positivity and how to develop a winning attitude. This was a team of guys who were struggling with winning, both on the football field and in their personal lives. I shared with them several stories of my own struggles and how I've dealt with success and defeat. I also shared with them principles that I believe comprise a 365Strong attitude.

The first principle I shared with them is that you must choose to be positive. You must develop the habits of thinking, speaking, and being positive. We all have the choice of how we will handle each day. It's a very simple choice: Are you going to be positive or negative? Charles Swindoll stated it best in one of his quotes, "I am convinced that life is 10% what happens to me and 90% how I react to it." If you respond to what happens to you in life in a positive manner that is the first step to being a winner.

The second principle is to be honest. You must learn to be honest with yourself and truly give 100% of your best. Only

you know if you're being truthful to others and yourself. You must have a sense of integrity. Honesty is the key to growth and maturity. This is something that I struggled with at different points in my life. I hated myself so much that I changed my reality. I tried to be someone I wasn't and tried to be friends with people based on popularity. In the end, all I ended up with was a deeper feeling of self-loathing and no friends. No matter what, be true to yourself. If you are an asshole, admit it, and then get to fixing it. If you are a good guy, admit it, and then find ways to be better. We are never perfect. Constant self-improvement is crucial.

The third principle is commitment. When you decide to take on a project or participate in anything, you must be committed until it is completed. Your commitment to anything starts in the planning and preparation phase. Once you are prepared give that certain goal or task the 110% percent that it deserves, then you need to stay focused until it is completed.

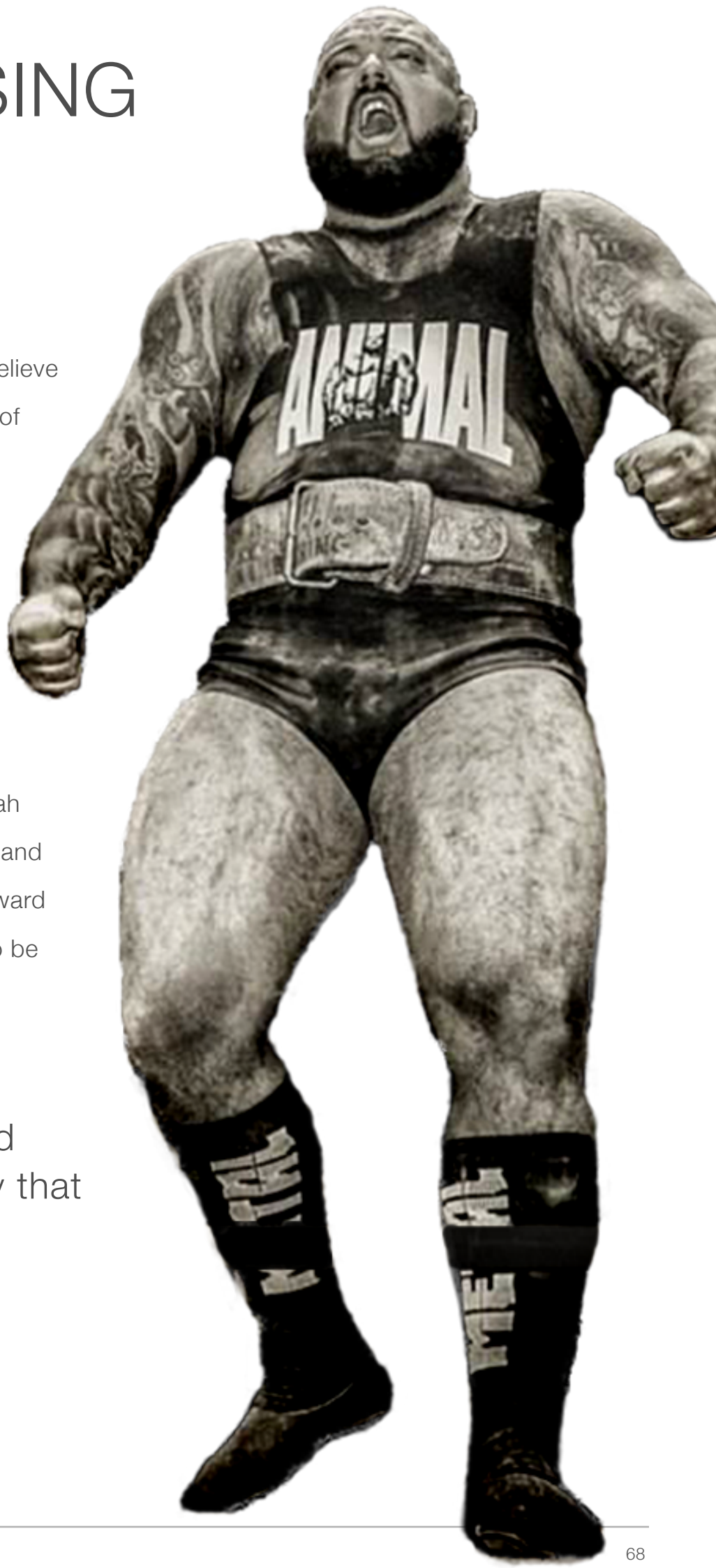
The last principle is that you must believe. You must believe you will win in anything before you even attempt it. Sun-tzu stated in The Art of War that "Victorious warriors win first and then go to war, while defeated warriors go to war first and then seek to win." I think that most of us try to win in life with the wrong mindset and attitude. You must think positive and get rid of the negatives. You must learn to stay focused on positive actions and thoughts, and know in your minds that you are equipped with the right talents and gifts and that you can achieve anything you put your mind to.

By letting go of the negative limitations in your minds and allowing yourself to see the victory first, you can help yourself reach great success. Whatever idea or passion you have in your heart, I want you to go for it. You will experience life in an entirely different way. Make sure you break your old habits and create new ones that help you reach your goals. Get out of your comfort zone and be the winner that you know you are. Winning is a decision made every single day, especially in the gym.

20 IN CLOSING

I have taken the time to write this book because I believe in these words and this message. We are a society of consumption, hope, and desperation. If the cost of this book allows you to let go of all of the bullshit, then I believe it is a worthwhile investment.

This method does not require you to buy specialty machines, bands, chains, or anything beyond a barbell. I get sick and tired of people making excuses for their failure. “I don’t have this machine, or this specialty bar, or this suit, or blah blah blah.” You have your fucking pride, your mind, and your body. What else do you need? Stop the downward spiral, pick yourself up, and realize what it means to be strong, 365Strong.



Thank You for believing in me, and the Cube Method. I can never say that enough.

365 STRONG

OWN THE DAY

BRANDON LILLY