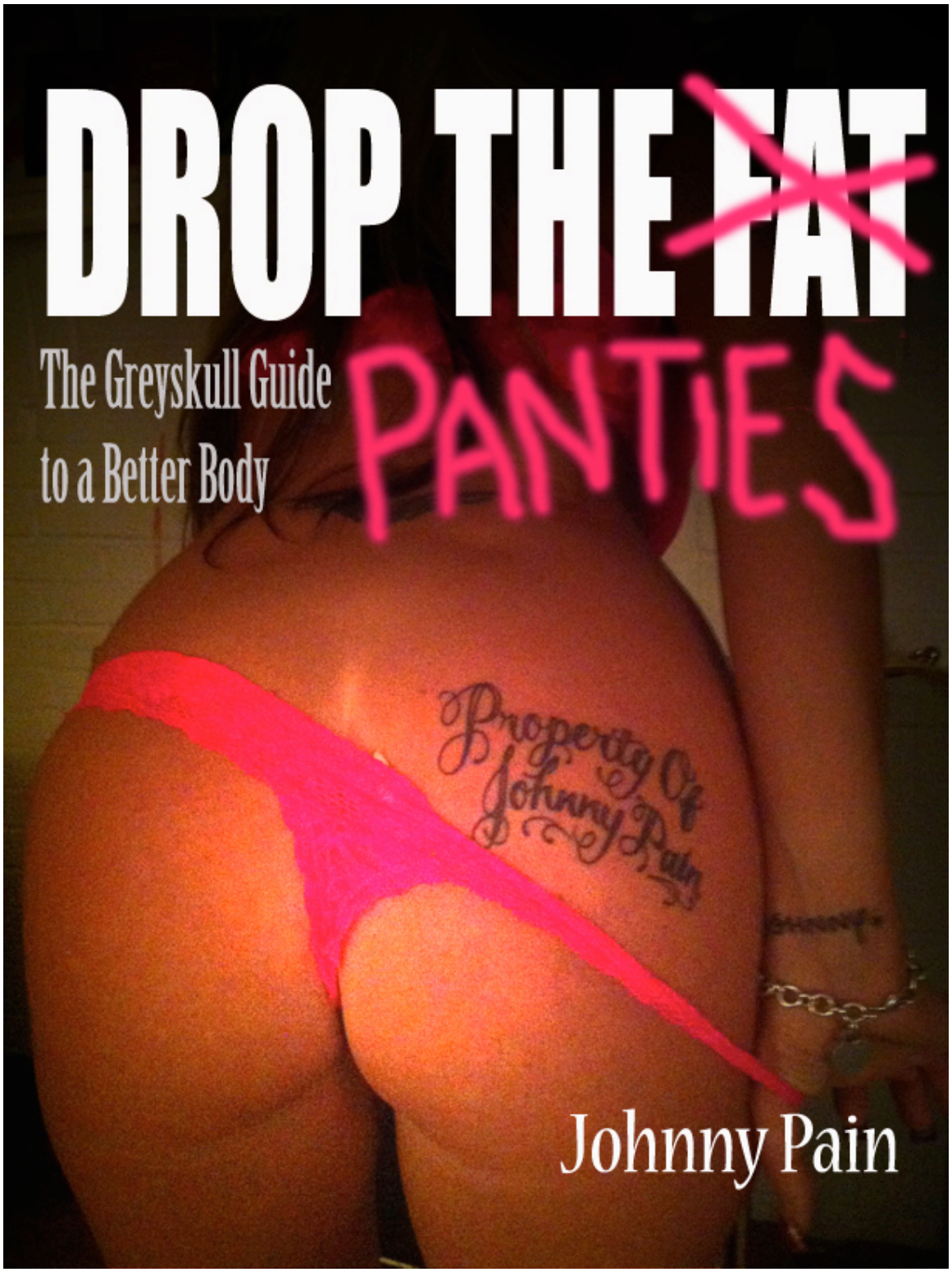

DROP THE FAT
PANTIES
The Greyskull Guide
to a Better Body
Property Of
Johnny Pain
Johnny Pain

This book is dedicated to the lovely Ginger Pain

whose ass is prominently featured on the cover of this book.

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Introduction

This book was written with a very specific objective in mind. Since I released my book "SWOLE: The Greyskull Growth Principles", readers have been asking me to compile a similar work outlining my thoughts on, and the methods that I use for another common physique outcome desired by those that train: fat loss, and body recomposition in general.

When I began writing this book, it was intended to be primarily a work on diet, specifically those principles that I use with clients to drop the fat and show off their hard-earned muscle. What happened during the creation of this work however was an evolution into a book outlining the big picture methods that I use to achieve the type of results that I have become known for over the last several years.

I've often been quoted as saying that eighty percent of success in body recomposition (or any are for that matter) was directly attributed to the mental components of the picture. This involves the clarity of your desired outcome, the beliefs that you possess regarding the subject, and the repetitive actions, or habits that you have with regards to the mechanical portion of your quest.

This "eighty percent" idea metamorphasized into the material that makes up my "Blueprint to Beast" principles. I've written about the importance of this component many times in past articles and interviews, but I have yet to release a book product that outlines these ideas in print. Prior to the release of this book, the only way to receive this information from me was to work with me one on one via coaching or consulting, or attending one of the few, exclusive "Blueprint to Beast" seminar events that I've had so far.

Part one of this book examines the "Blueprint to Beast Success Formula" that serves as the foundation of my consulting and coaching, applied to the task of building a lean, hard, attractive physique. These same principles I have used for some time now with tremendous success with clients with radically diverse desired outcomes. The majority of my coaching and consulting over the last two years has been in the general success and life coaching side of things. What began as a method of helping clients achieve more success than they ever were previously able to attain in their efforts in the gym evolved into a practice of helping people from all walks of life dramatically improve their overall life situation.

I've worked with addicts, suicidal individuals, people under great stress caused by financial difficulties, toxic relationships, or simple lack of purpose. Throughout this time, I've continued to work with those who were concerned with the much simpler task of changing their body.

Think about it, when you are working to get people to kick a heroin habit successfully, getting someone's ass in gear to make massive physique changes is relatively easy in comparison.

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Part one of this book allows you to learn the tools that I use to affect these changes in the mental makeup of the individual. This is, in my opinion, the most valuable book that has ever been offered in terms of body transformation or recomposition due to this section alone. This material has never been addressed in this context anywhere else.

The least expensive investment necessary to get a look at this material previously was a phone consultation, which at the time of this writing goes for $175 per hour.

In part two we will look at the mechanical components of a successful transformation. This section is much less intensive than the first, as any of my clients will tell you, the mechanics simply aren't nearly as important as the mental makeup.

There is certainly more than one way to skin a cat when it comes to changing your body. I've obviously written at great length about the physical methods that I've used over the years in my coaching of clients. That information is there for the taking in various titles that I've released over the last several years.

The focus here in the mechanical section is going to be my go-to diet methods that I use with clients who are primarily looking for a leaner, more attractive physique regardless of where they are at in their development.

If you want mass gain nutrition, pick up SWOLE.

If you want specifics on programming, pick up *"The Greyskull LP: Second Edition"* or any of my *"Twelve Weeks at Greyskull"* series. As I said, this title will primarily serve as a window into the much more important mental side of the game.

"Who is this book for?"

This book will benefit anyone who is in the market for a leaner, more attractive body. That represents a significant majority of those who enter a gym, set up shop in their basement or garage, or make any other efforts to begin construction on a hot, panty dropping body that sets them apart aesthetically from the herd.

I will briefly take a look at a few of the most common situations that I have dealt with during my last few years as a private consultant to those who sought to acquire a sleeker, more high-performing fornication suit. If you're reading this book that probably means that you will be able to identify with at least one of the situations presented. Chances are, like me, you were not genetically blessed with regards to being naturally lean and muscular (though I do not doubt that you may have been blessed in other departments. I for instance am left only to assume that after crafting my genitalia, the higher power that created me simply thought it unfair to the rest of the world to send me out with Adonis physique genes. I imagine him saying "I'll give you this kid, now show me what you can

do with it" before pushing me out my mothers dilated vagina like Santa pushing Ralphie down the slide in "A Christmas Story").

If you had been blessed with those types of genes, you probably never would have gotten into training in the first place. Or if you did, you certainly wouldn't be scouring the Internet for advice and materials on topics such as fat loss or lean mass gain, and we never would have met. Think about that for a minute, this relationship could have never happened! Terrifying, isn't it?

Here are a few of the more common situations with which I've dealt

Person A

This guy has been lifting weights on and off for the last decade, starting as a teenager in his garage. He's read everything he could get his hands on that pertained to strength training and nutrition, and has made some good gains over the years. Despite his continual efforts however, he has been unable to ever truly develop the body that he wanted. It seems as though many with far less knowledge on the subject have passed him up over the years in terms of their physique development. This frustrates him, and he is ready to make one more significant investment in his quest for the "holy grail", the missing piece of the puzzle that he undoubtedly has been overlooking all of this time.

Person B

This guy had little background in training prior to joining a CrossFit gym a little over a year ago. He liked the atmosphere and the initial changes to his body, but soon realized that he wasn't building the muscle that he wanted to have on his frame after catching WWE Raw one night. This prompted him to adopt a new program that entailed a rigid schedule of heavy lifting coupled with a mass calorie diet and a gallon of milk per day. He was happy with the strength and size that he built, but very much unhappy with the fact that he now looks like a fat shit with his shirt off. There's got to be some way to have it all.

Person C

This guy played high school and college sports and did well. He was in great shape, though suffered a few injuries over the years. Since graduating, he has worked in a job where he was much more sedentary, gotten married, and built up a good degree of fat on his once lean body. He's picked up my book "The Greyskull LP" and is plugging away at the program in his garage gym. He feels athletic again and is seeing some nice physique improvements, but feels that he could certainly benefit from some more direction if he is to become the Adonis that he wants to be.

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Person D

D is an older man who is recently divorced after years spent in a troubled marriage. He is under a tremendous amount of stress as a result of the divorce and all that it entailed, as well as the demands of his profession. It's been years since he did anything positive for himself when it comes to his body, and it shows in the mirror. He needs a push to hit the gym and transform himself into a more attractive and confident individual. He has vowed to never become the victim of a toxic relationship again, and is intent on attracting a beautiful woman who he can share his life with in a rewarding and loving manner. He knows that he needs to change his shell, and evolve into the man he wishes he sees in the mirror, inside and out. It's time to get to work.

Person E

Here we have a beast of a man who devotes a good amount of his energy to training, eating right, and looking top notch. He does well with the ladies, and is content in his professional pursuits. He owns all of my books, and follows the diet and training principles inside to a "T". His friends look up to him, and seek him out for advice with regards to training and diet. He feels that despite his efforts, and the rewards that he has reaped as a result, he has never been one hundred percent happy with his body. He doesn't have the visible abs that he wants, and doesn't look quite as good as some of the other guys at his gym who he knows do not train as hard or as intelligently as he does, and who he is certain do not follow as structured of a diet. For a while he has written this off to genetics, but after reading some of the comments from my consultation clients, has decided to see if he can't take things to the next level.

Person F

This man is a personal trainer who makes his living in the fitness industry. He gets good results for his clients, generally speaking, and has been hustling in the "game" for several years. He feels that he would be more successful as a trainer if his own body were a bit harder and more defined. He wants to do black and white, professional photos of himself for promotional purposes on his website and facebook, but lacks the confidence that his physique is truly impressive enough to attract the business that he wants. He's seen trainers with better bodies than his who were nota s good at their job steal clients from him for years now, and it bothers him greatly. Additionally he feels that if he can learn these principles for his own application, that he will be able to pass the information along to his clients in turn, producing better results for them, and building his reputation and business in the process.

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These examples represent a small cross-section of the cases that I've dealt with where these principles have been applies for the purposes of transforming the client's body for the better. Chances are that you may be able to relate to one or more of these cases. If that is the case, or even if your situation is dramatically different from those listed above, the principles presented in this book, particularly part one, will definitely be of tremendous value to you.

It's time to start manifesting the type of success that you've always wanted from the effort that you put in.

My mission with this book is to present you with the tools needed to perform a mental makeover, the kind necessary to guarantee your happiness and success first and foremost. From there I offer my input on some of my favorite dietary tools for you to use in conjunction with the all important mental components to build a jaw dropping body that leaves a trail of yellow "wet floor" side in its wake.

It's time to drop the panties.

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Part One

The Mental Component (80%)

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The Blueprint to Beast Success Formula

This is the first look at the principles of my "Blueprint to Beast" material that I have synthesized and created in order to help my clients attain the success that they deserve and desire. Before we get into the nuts and bolts of this method, and look at how to apply the information to transforming your body, I want to provide you with a bit of background on how these principles came to be.

When I was roughly fifteen years old I became obsessed with the study of personal development. This was a direct result (as I have shared before in article form) in my fixation on a particular girl who walked into my life at the time, and became the object of my pursuits and desire.

This was the time where I launched headfirst into training my body, transforming it from the sloppy mess that it had become as a result of me shit-canning the sports that I had played all of my life and adopting quite the "fuck it" attitude shared by many at this awkward stage in development.

I nixed the junk foods and sedentary lifestyle in a comical sort of progression. My first major shift being to drop the two liters plus of Dr. Pepper that I was drinking each day, replacing it with Sprite which I thought was much healthier for me due to its clear color and lighter taste (I had a lot to learn). Meals of pizza and fried foods were replaced by turkey hot dogs (another obvious health food staple), and low calorie versions of anything I could find in the store.

My work days at the hardware store changed from sitting at the back counter listening to the radio, reading gun magazines, and waiting for the occasional customer to enter who needed assistance, to three, sometimes four hour long sessions of cardiovascular exercise, walking as briskly through the back aisles as I could in a non stop manner, prompting customers who inquired about my sweaty appearance to be fed lies about me having *"just finished unloading a truck in the back"* something that they probably saw right through considering you could see "the back" from the parking lot, and that there was no eighteen wheeler posted up there at 5pm when they were having their keys made or buying their peat moss.

This evolved over a few months into me doing frequent sets of push-ups in the back room, a practice that I became nearer and dearer to once I joined the Army, and that I continue to recommend to this day. In addition to the push-ups, I would knock out sets of jumping jacks and other calisthenics at virtually any moment that I found myself alone with no one around.

I took the constant movement idea to the extreme (as I have a tendency to do) shaking my hands and feet as I laid in bed waiting to fall asleep, sometimes even foregoing sleep to squeeze in a few more workouts on my Total Gym that I had bought with my own money

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(of course being as quiet as possible so as not to wake up my parents who were asleep downstairs).

During this time I educated myself on nutrition, sitting in the aisles at Borders for hours on end, reading everything I could get my hands on. Soon enough, after enough trial and error, I came across good information on bodybuilding nutrition from the right sources and soon scrapped my turkey dogs in favor of grilled chicken, rice, salads, and protein shakes.

My physical efforts resulted in pretty astounding changes to my body. I went from a flabby 215 lbs down to a Bruce Lee-esque 135 lbs on my then five foot eight inch frame in just short of four months.

That's an eighty-pound loss in less than one hundred and twenty days.

Despite my efforts however, I was unhappy overall with my body still. I wanted muscle. I wanted evidence that I was training so much. I didn't want to be skinny.

This led me to allow a new friend into my life. A kid I'd known for years that was into bodybuilding pretty heavy at the time. He took me to a proper gym for the first time in my life, and I immediately knew that I was where I was meant to be.

My studies evolved to reading and devouring every text I could find on the subject of bodybuilding, and within two months my friend who competed and introduced me to the sport was calling me up with questions about the subject.

I began taking others under my wing, loving the work involved in teaching them to lift weights, instructing them about diet, and writing programs for them.

I gained about twenty pounds, certainly not yet cutting an imposing figure when in sweats, but improving my physique nonetheless. I became the most neurotic dieter I have ever been exposed to, packing my food for lunch, facing sure ridicule at the lunch table from my friends.

I didn't care. I had a mission; I was going to be a God.

While learning about, and building my body, I was also reading anything I could about communication, influence, and developing the confidence needed for success. I had it in my head that winning this particular girl (despite the fact that I was now being pursued by many others) would require me to become a Superman. I had to be unlike anyone else, better in every imaginable manner.

My one hundred-seventy IQ allowed me to soak up information from any imaginable media. I devoured books written by guys like Jim Rohn, Anthony Robbins, and Dale Carnegie. This led me to the discovery of Neuro Linguistic Programming (or NLP), which permanently changed my way of thinking. I acquired books by the founders, Richard Bandler and John Grinder, a feat that was much more difficult in those days before Amazon.

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I became obsessed with their teachings and would lecture to anyone who would listen on how to use their principles to change their life for the better.

Fast-forward a few years, and at seventeen I enlisted in the Army, one of the best decisions I ever made. I needed a change in my life and that was just the thing. I moved up in rank quickly, though lost it just as quick due to a quick temper and a propensity for acting out violently. My time spent in the service, which culminated in a combat tour for which I was highly decorated, will be the subject of another book so I will not get too far into it here, but the principles and ideas that I learned in my studies of personal development prepared me greatly for the leadership roles that I would be thrust into.

At nineteen I found myself a team leader in an Airborne Infantry unit, doing battle with the Taliban in Afghanistan. I was leading men ten years my senior who did not once utter complaint about that fact, but rather followed my lead and respected me immensely.

I left the military officially before my twenty-first birthday, having enlisted at seventeen with a waiver signed by my parents. I endeavored to make a fortune investing in real estate, the first of my many failed ventures in the civilian world. My partners were not as motivated as I was, and I quickly lost the drive to push forward only to be let down by the unwillingness to act of others.

I then took up teaching combatives, another life long passion of mine. I instructed private citizens as well as some local law enforcement agencies on everything from hand to hand combat, handling prisoners, and working with various weapons, to small unit tactics and selecting appropriate firearms for their given mission. I taught rape awareness and prevention classes to women, even buying mats and a trailer and taking my show on the road. I thoroughly enjoyed this, and ended being offered a high paying job with a very established and reputable company in California.

I turned the job down eventually after the inter-office politics and my forced relocation soured me to the idea. My organized crime affiliation at the time presented a problem for some of the higher-ranking members of that organization, and they soon stopped returning my calls. It didn't matter; I vowed to surpass them in business in the years to come.

It was around this time that I began building my famed backyard gym. Modeled after various prison gyms that I had seen photos of, and the famous "weight pile" at Richard Marcinko's "Rogue manor", the Greyskull Gladiator Academy quickly began to take shape. I named it Greyskull after my favorite childhood TV show "Masters of the Universe". Castle Greyskull was the home to the most evil Villain in the land, Skeletor. Having always been a fan of the bad guys in media, choosing to idolize figures like John Gotti and the British Gangsters Ronnie and Reggie Kray over sports stars or anyone else that my friends looked up to, the name seemed a perfect fit.

Soon I developed a bit of a following at Greyskull, inviting many of my friends over to train with me. Those year round outdoor sessions here in the Philadelphia area (which experiences brutal winters) make up some of my favorite memories in my history of training my body.

I soon sought certifications for my own education, attending the RKC certification, and the then new CrossFit certification course. It was at this time that I met a guy who ran a posh personal training and boot camp facility that offered me a full time position as a trainer.

I could easily write a lengthy novel about my brief stay at that place, and the drama that ensued, but suffice to say that that was the start of my notoriously confrontational reputation in the fitness industry.

After my departure from that place I moved into a garage owned by one of my first clients up the street, and proceeded to take a significant amount of their clientele away, despite having an iron clad noncompete agreement in place with my former employer. My volatile reputation kept them from pursuing legal action against me, and everyone was aware of that fact.

Coaching clients and teaching classes from that house I was bringing in roughly ten thousand dollars per month in cash income. At the time I was still teaching people combatives as well, and making a dollar any other way I saw fit (this was the height of the era of my life that landed me on episode of the show "Gangland").

I shortly thereafter began to train people for CrossFit around the country at their level one certification. By this time I had been affiliated with that organization for a while, operating under the name "CrossFit Greyskull". It didn't take long before the politics of that organization, and the rapid decline in quality of the growing number of affiliates that I witnessed turned me off to the whole thing and caused me to abandon ship.

After enough prodding by my growing Internet following, I posted an article on my blog entitled "*Why I resigned my Affiliation with CrossFit"*. What resulted was an overnight viral frenzy. I was hated by many and loved by more. My name was everywhere, Greyskull was on the map in a major way now, and I had all eyes on me.

By this time I had befriended, learned from, and began to train alongside Mark Rippetoe of Starting Strength fame. I then traveled the world once again teaching at his seminars and began hosting a nutrition Q and A on his web forum.

It wasn't long before some more politics and unfortunate events caused me to leave that organization as well. I had however, began conducting phone consultations for pay with people that I interacted with on the forum. I launched my own site "StrengthVillain.com" in one weekend when I learned I was getting the axe from Starting Strength, and hit the ground running.

My consulting practice continued, though I was less restricted now in the topics that I could address because I was no longer operating under anyone else's brand. I found myself busy with two, sometimes three calls per day, bringing in great money while also training clients at my new garage gym location. It was at this point that my followers' urgings became consistent enough for me to begin authoring books on training.

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I soon learned that being an author, a long time passion of mine, was where I was supposed to be. My books were highly profitable, and the feedback was tremendous. People were very happy with the results that they were getting from the information in the books, and from working with me via consultation.

I was young, reasonably wealthy, and my entrepreneurial spirit had me building new, unrelated businesses all the time. Seemingly I had the world by the balls.

The problem was that despite all of the positives in my life, I had lost the massive drive to succeed that I had before. I was in a relationship with a great and gorgeous girl who wanted to help me in everything I did, but that I was not a great fit with. I lusted for the excitement of previous stages of my life, and my never-ending pursuit of gorgeous women did not jibe well within the confines of a committed relationship with a girl who expected to be my one and only.

Day to day life became a bit of a drag, and I was for all intents and purposes miserable.

My relationship ended, and I thought that I would be more content living a more congruent life, but was still coming up short. It was at this point that I realized I had gotten away from my practice of constant personal development. It was the missing piece. I wasn't the go-getter I had been. I got too comfortable having had gone and gotten.

Things needed to change.

I began re-immersing myself in the study of NLP and other personal development disciplines. I was a bit disgusted by the fact that I had lost myself so much over the last few years, and sough t to rectify the situation ASAP.

This would prove to be increasingly difficult due to the tragic loss of my cousin Darlene who was like a sister to me. This crippled me for a while, and sent me deeper into a hole. I spent the first month after her death helping my Aunt and Uncle with her three kids, and spending as much time as possible with them.

After a month of relative inactivity, both in my personal and professional life, during which I had continued my quest for continued and renewed enlightenment, I ventured out one evening. I won't discuss the events of that night in too great of detail here, but the result of the evening was my meeting a truly amazing, and absolutely gorgeous girl.

I knew that night that she was what I was looking for in a mate. I spent every moment that I could with her despite the fact that she lived a three-hour round trip away from me. The pieces of my life began to fall back into place, despite the fact that I was still neglecting my business in order to see her as often as possible. I quickly burned through most of the money I had accumulated over the first half of that year during which I was killing it financially. Once she moved in and things settled down a bit I decided it was time to get back to work and rebuild.

One of the first things I did was launch a sale on consultations on my website. I wanted to talk to anyone I could. Life made sense again, and I wanted nothing more than the intrinsic rewards of helping others feel how I was feeling.

The sale triggered a huge spike in my consulting business, and I found myself once again talking to two or three different people each day five or six days per week. What was interesting here though, and where the calls differed from before, was that my own happiness and recent success turnaround was spilling over into the sessions. I discovered that by addressing more directly the client's mental state as opposed to focusing solely on the mechanical components of training and diet, two things were happening:

One, the feedback I was getting during the calls was phenomenal. Everyone was laughing and happy. I was being thanked profusely throughout the sessions. Our conversations frequently deviated from training and diet to lifestyle and life issues in general.

The second noticeable difference was the overwhelming satisfaction that the clients were experiencing in the weeks after the fact. Everyone was progressing at rates that I was not accustomed to seeing outside of those that I trained hands on.

I discovered that virtually no one that I worked with was suffering from a lack of knowledge when it came to getting what they wanted from their bodies. The issue wasn't a physical one, it was a mental one.

Once I realized how conversational the calls had become, and how much NLP influenced personal development information I was including in the calls, I decided it was time to create something serious once again.

I began examining the common threads in the calls, and began to synthesize the material that I was using in order to come up with a formula of sorts, a "recipe for grandeur" as Bradley Cooper calls it in the movie *Limitless*.

Within two months of continued research and development I arrived at what I now refer to as the Blueprint to Beast Success Formula, a standardized framework within which I could work with a client and create for them a new frame of mind that would serve them in whatever it was that they wanted to do.

My consultations began to deviate even more as my clients began referring friends and relatives to me that were suffering in their lives in some way. This is how I began the general life coaching side of things officially (I've always been a purveyor of advice to those around me, and counseled others as long as I can remember). I soon became inundated with calls dealing with addiction, toxic relationships, career unhappiness or uncertainty, entrepreneurship, and the like.

I loved it. I was happy as hell. I was helping people everyday to overcome major life obstacles using the information that I originally began researching in order to basically get laid all of those years ago.

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Calls pertaining to body transformations became a breeze. As I said before, when you can reliably get people to kick heroin, getting someone to see their abs and build muscle is pretty simple in comparison. I immediately recognized the need for a book on this material, and set out to write one. That book is *"Blueprint to Beast"* and will be released later this year. In writing this book however, I decided to include the material, as it specifically pertains to body transformation, since I can no longer honestly, and with integrity discuss the topic without relating the importance of this massive, eighty percent of the equation, chunk of information.

So here we are, and in the next few sections you will learn how to use the B2B principles to change your body and get the results that you've always wanted from your efforts.

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The Three Components of the Blueprint to Beast Success Formula

The Blueprint to Beast Success Formula has three major components, each as important as the next, and each of which works synergistically with the others. Without all three you have an incomplete puzzle. Some will naturally excel in one of the areas, but fall short in others. Some will be off in all three. In either case, you won't truly get what you want until you begin making all three work for you.

The three components are:

Standard

Belief

Habits

These are recurring themes in NLP, and have been used extensively by Anthony Robbins in his life-changing work with millions over his long career. I fully attribute my arrival at these ideas by the teachings of these people, and the resultant learning and growth that I experienced. Without them, there would be no Blueprint to Beast.

Let's get down to it and look at these three pieces, and then how to put them together in order to make a truly amazing finished product. Get ready to finally build the body that you have always wanted to inhabit, but that you thought impossible.

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Standard

The first component of the Blueprint to Beast success formula is the development of a clearly defined standard. This is simply, as Tony Robbins describes, "The minimum that you are willing to accept for yourself". Linguistically, you can hear the difference between that statement and "This is what I'd like to have".

Clarity is paramount when it comes to accomplishing what you want in life. In my upcoming book "Blueprint to Beast" I will be laying out these principles in much greater detail as they pertain to success in general, but for our purposes in this book we will be looking at how to use this proven success formula with the objective of creating the physique that you truly desire.

When I'm working with a client, the first thing that we do is determine their individual standard. We use the idea that the subconscious mind is largely visual as a shortcut to "install" the standard. This is accomplished by finding an image that represents their specific desired outcome(s).

"Goals are Shitty"

During the interview process, I determine what it is that the client wants first by allowing them to tell me what their goals are. I've been quoted before as saying, "Goals are shitty", and I couldn't be more emphatic in my belief that this is true. My statement however requires a bit of explanation.

The idea of a goal is flawed in terms of getting your subconscious mind to work on your behalf. A goal is nothing more than a spoken or written wish. It is not even a statement of intent. You say to me,

"I'd like to be ten percent bodyfat"

"I'd like to look more athletic"

"I really want to be able to deadlift 500 and press bodyweight for reps"

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or worse,

"I don't need a six-pack, I just want to be leaner than I am now"

or,

"I don't care to be the strongest guy in the gym, I just want to be able to pull ass at the beach when I take my shirt off"

None of these goals sound bad right? I mean who am I to tell someone what he or she should or shouldn't want from his or her efforts?

It's not that their words do not make sense, I speak their language, and I understand the meaning of their words. Unfortunately however, their own subconscious mind is not as clear about what they want.

I frequently say that the subconscious is infinitely intelligent and yet relatively dumb at the same time. It is dumb in that it does not automatically take a half-assed, verbalized wish as a target on which to lock its sights and guide and direct behavior in order to see the wish materialize in reality.

That's the problem with setting a goal. You are not using the single most powerful tool that you have at your disposal, your subconscious, to ensure that the job gets done.

In the latter examples of goals that I commonly hear that I listed above the client isn't even really telling me what they want, but rather what they don't need to have, or what they can do without.

How clear is this to an already confused, overworked supercomputer that is only capable of following the precise direction provided by your beliefs (which we will look at in the next section); your standard?

If you understand that your subconscious works like a guided missile to ensure that whatever it is tasked with accomplishing gets done, then you can begin to understand why I say that goals are shitty since they do not directly define a task for it to get to work on.

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Creating the Standard

Ok so all of this sounds good, we know that a simple goal is not enough. We've all set goals, even written them down or made them public in some other manner in an effort to increase our accountability. We know that despite how convicted we may set out to be, we rarely see the idea come to fruition. We've also established by now that getting the subconscious mind locked on to a target increases our chances of success exponentially.

So how do we install this standard, this minimum that we are willing to accept for ourselves, into our subconscious so that it can do its dirty work?

It's simpler than you may think if you use the method that I use with my coaching and consultation clients.

First we have to understand and accept that the subconscious is largely visual in nature and responds to images better than any other stimulus. Once we do this, then we must determine what image will represent our target. This is where it gets a bit trickier.

You see, I can't give you an image to use. I am not in your brain, and therefore do not represent complex ideas in visual form in the same manner that you do.

In order for the image to represent the adaptations that you want, it needs to be derived organically from your own mind. I elicit the discovery of this image by asking the client a simple question.

Once I've allowed the client to answer the first question that I mentioned,

"What are your Goals?"

I follow with another question,

"If I had the ability to wave a magic wand and make all of the changes that you want to see happen instantly, ***what would that look like?"***

Specifically I am referring to what the finished product would look like **visually**.

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A brief silence, or the client asking me to further explain usually follows this question. Male clients in particular do not normally openly name another man who they would like to look like. This is something that is far more common with females (more on this in a minute).

On the surface this may seem extremely superficial and often spurs confusion in the mind of the client.

I mean after all, haven't we been taught by now that form follows function?

Haven't the majority of us dismissed the idea of aesthetics being the primary mission when training and eating right?

Aren't we supposed to be worried about getting stronger, more athletic, healthier, and *then* reap the aesthetic rewards as "side effects"?

There is a boatload of truth in all of those ideas, but you see we are not talking about conscious understanding or theory here, but rather the process of getting the subconscious, our secret weapon, on the job.

Follow me here…

Let's say our client tells me in the exposition of the interview that his goals are to build muscle, bench press 315 for reps, lose bodyfat, and become more athletic in general.

Then, after my question/challenge they tell me that they'd ultimately like to look more like The Rock.

I then follow with a series of questions such as,

"Would it be possible for you to look more like The Rock without building muscle in the process?"

"Do you suppose if you looked more like The Rock that you would be able to bench press 315 for reps? Do you suppose he can do that?"

"Would you have to lose bodyfat to have a physique that was more similar to his?"

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"Do you suppose that The Rock is more athletic than you are, and if so, do you suppose that you would be more athletic all around if you had a body that looked like his?"

The answers to these questions are predictable. No one will select an image (in this case a person) that is inferior to themselves in any of the departments that they wish to see improvement in. Why would they?

So, instead of a bunch of foggy wishes (goals) we now have an image that represents all of the changes that we want to make. Internally when we view this image it represents those adaptations, it is much more than a simple photo of someone who we'd like to look like.

Make sense?

So we immediately replace our goals with a standard, an image that we **view a minimum of two times per day** in order to re-experience the representations that we have anchored to it, and further instruct our subconscious to seek the target, the visual end state, which brings with it all of the other things that we ultimately wish to have.

Yes this means locating an image of another male (who usually happens to be shirtless) for the purposes of staring at least twice per day. Enter the concerns of the masculine man. Like I said, females will normally come off the top of their head within seconds with the name of a woman, a celebrity perhaps, that represents what they want. Males hesitate; though almost always have tucked away in their mind a physique role model.

Often times in order to lighten the tension and elicit the response that I want from the male client I will assure them that in all my years of doing this I have successfully converted a few lesbians to straight, or at the very least bisexual women, (hey when you've got it you've got it) but that I've never worked with a male client who has changed his sexual orientation as a result of working with me.

Simply put, using this method of creating a standard, which involves looking at a shirtless guy a few times a day, will not make you develop a love for "*The Big Bang Theory*", Justin Bieber, or just plain dick overnight.

That is my promise to you.

So that's it. Think about what I said regarding the magic wand. If I waved it for you, who would you look like? Who is a visual representation of the characteristics that you wish to possess?

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Once you've identified that individual, locate a photo, *the* photo that best represents your new standard. You'll know the one when you see it. Then put it somewhere that you will see it at least twice per day, remembering each time you view it what it represents to you.

At that point you will be actively installing the standard into your subconscious, and will be allowing it to work its magic and direct your behavior all day long towards getting what you want.

As bizarre and blasphemous as it may sound, the inconvenient truth here is that when it comes to the subconscious, function follows form.

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Above are a few examples of images that clients of mine have used as their standard. Look at each and see if you can list several physical or athletic adaptations that would need to take place in order for you to look more like the image. I found each in about five minutes using a simple Google image search. This certainly isn't complicated stuff. While the above are all celebrities or athletes, sometimes the image is of a friend, or someone who most would not know, but who best represents the standard to the individual.

That brings me to the next point that I want to reiterate.

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The Importance of Determining Your Own Image to Represent Your Standard

As I mentioned before, the image has to be something that you discover. This is why I don't simply email the client a photo that I think represents what they want. It is imperative that the image is organic; you need to find the one that fits the bill for yourself.

I'll share a story from my consultation practice to further demonstrate.

Some time ago I was contacted by a man in his mid fifties who wished to hire me to help him get the "gusto" back in his life. Physically he looked like the kind of guy that you'd see in an anti-aging clinic advertisement, or on an underwear ad targeted at middle aged men. His hair was salt and pepper; his body was lean, muscular and tan. His teeth were whiter than white, and he had perfect skin that barely showed any indication of the number of decades that he'd lived.

In his professional life he was on top of the world. He was worth several million dollars, owned several lucrative businesses that he had either started from the ground up, or acquired and renovated.

He owned several properties in different parts of the world, and had a collection of cars that anyone would find impressive.

Anyone who spoke to this man, myself included, would wonder what exactly he could possibly need help with. After shooting the shit with him for about twenty minutes I finally came out with it:

*"What is it that you need **my** help with?"*

His answer was surprising, but made perfect sense. He told me that he had been married for close to thirty years, that he loved his wife deeply, but that the physical passion that he once shared with her was missing at this point in his life. He admitted to having had several affairs, to dating much younger women, and living the life of a rich, entrepreneur playboy with the world by the balls.

Though he said he didn't regret his decisions, he stated that he had simply reached a point in his life where he wished to rekindle the spark that had once existed with the woman that he had loved so deeply all of these years.

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Since I use the Blueprint to Beast success formula across the board with life coaching clients (the principles apply to any area of your life where success is sought as you will see demonstrated in much greater detail in my upcoming book) I immediately worked with him to establish a standard with which to replace his simple, though seemingly complex wish.

I asked him if he could remember a time when the physical passion with his wife was at its absolute peak. He responded by telling me of a late honeymoon to Hawaii that he had taken with her about a year after they had been married. He was not financially well off in the early days, and it wasn't until after they had married that his first business really took off and brought the cash in enabling them to take the trip.

I asked if he had kept photos from his trip to which he replied that he had. He told me that they had stayed in a rented bungalow on the beach, and that the week that they spent there was the most intense seven days that he had ever experienced sexually and passionately.

He told me that he had a photo of the house that his wife had taken upon arriving, and said that whenever he dug it out and looked t it that he was instantly taken back in his mind to that magical week.

BOOM! There's our image for our standard.

I instructed him to place the image where it could be seen at least twice per day, in this case as part of what we call a manifestation map, a collection of images that represent standards in various aspects of life.

The important point to make note of here is that he was using a picture of a small house on a beach in Hawaii to represent his desire to live a more passionate existence with his wife. Other people looking at the image may think something totally different. They might see the house and think that they'd like to visit somewhere tropical, or to them it may represent the financial freedom to travel.

For him, the juices flowed when he saw that image, and he knew exactly what it represented to him. That is what is important in determining the image to use as the visual representation of your standard,

It has to elicit a shift in thinking upon viewing it. One that is empowering and that truly lets the old rods and cones fixate on something that makes you electric inside.

I cannot emphasize the importance of establishing a standard and determining a visual representation for it enough. In my opinion if you are not willing to do this step, then you should get used to settling for less than what you truly want.

Use this simple method everyday. "In Blueprint to Beast" we will look at more involved techniques to further install the idea, and exactly how to combine images that represent standards in different aspects of life to create a masterpiece vision for your ultimate existence.

Belief

Belief is the second component of what I call the "Blueprint to Beast Success Formula". Your personal beliefs are what make or break you on the road to reaching what you have defined as your standard.

One definition of belief commonly used in Neuro Linguistic Programming is:

"An idea, assumption, or pre-supposition about yourself, others, or the world around you".

All of us have beliefs about everything in our world. Beliefs are interesting in that we are often unaware of how we actually represent something internally (belief) until we are met with a belief of another that challenges our own.

Beliefs fall into two categories:

Empowering Beliefs

Limiting Beliefs

Empowering beliefs are the good ones. They are representations of reality that enable you to move forward and achieve success in your endeavors. Likewise, limiting beliefs put the brakes on your ability to get what you want.

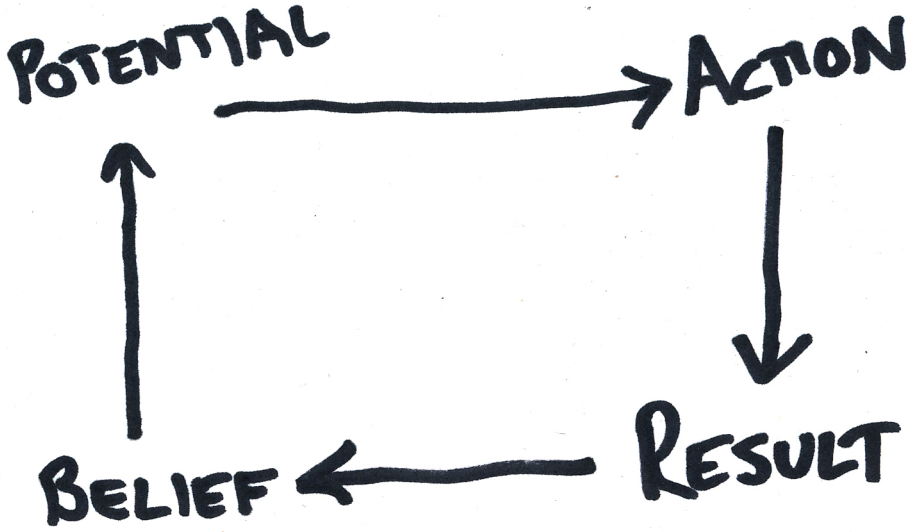
Limiting beliefs are more responsible for an individual's lack of success than any other single factor. Even with a solid standard in place, limiting beliefs will hamstring you on the road to greatness.

Identifying, and killing limiting beliefs is crucial, and must be done quickly, and definitively at the onset of a quest towards a body more likely to release the floodgates in the loins of the women who you contact with.

Again, we will be getting into much more detail with regards to beliefs and their effects on your success in any endeavor in "Blueprint to Beast", but are focusing on the specific beliefs that you must possess in order to develop the body that you have always wanted to inhabit.

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The Belief Loop



Before we get into the process of indentifying limiting beliefs it is important to understand the role that beliefs play in your subconscious. The above diagram is one that I have all of my consultation clients draw while we are working on their case.

Belief begins the loop in the lower left corner. Our beliefs determine our perceived potential to achieve our desired outcome. Our subconscious perception of our potential is what in turn influences our actions. Predictably, actions yield results, good or bad, and our results provide feedback that then strengthens our belief about the matter through our experience.

Let's look at a few examples of how this works.

If a client has a limiting belief that he does not have the time to train adequately in order to develop the body that he wants, his subconscious perceives his potential to accomplish said goal as very low. It essentially kicks its feet up and says, "I can relax, he can't do this, he doesn't have the time".

With a perception of low potential for success, ones actions are chronically poor. The guy with no time to train continually finds ways to not train; after all, his belief is that he doesn't have the time. So despite having the same twenty-four hours, and probably many less responsibilities than others who train in spite of time restrictions, he continues to

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watch TV, spend way too much time looking for the right video to nut to on a porn tube site, or do whatever else it is that is occupying some of the time that he could easily allot for training.

The results of his actions, or inactions as they may be are then predictably poor. Shitty actions produce a shitty result, that's nothing new. Continuing to produce the same result on a day to day basis, which in his case is not getting any closer to having the body he wants further solidifies his belief that he doesn't have the time to train.

I mean after all, he hasn't produced the results that he wanted, so there has to be a reason (excuse).

Limiting beliefs are nothing more than that, excuses. They masquerade as ideas that make perfect sense, and are often perceived to be impossible to change. It is critical to understand that any limiting belief can be indentified, challenged, and replaced

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Identifying Limiting Beliefs

In order to identify the limiting beliefs that an individual possesses that are holding him back from the success that he deserves and desires, I use a simple process.

Revisiting the idea of the magic wand that I discussed in the section on standard, I ask him to imagine that end state, the standard which he has created and then ask him a simple question:

*"Why are you not there **now**?"*

Again, I inevitably get a pause, often times followed by a short laugh, and then something along the lines of

"Wow, that's a really good question".

After a minute of reflection, he will inevitably begin telling me the reasons why he believes that he has not gotten where he has wanted to go to his point. Some of the most common that I have heard over the years are:

"I'm not consistent enough"

"My diet is inconsistent/poor/all over the place"

"I don't have access to the right type of gym"

"I work so much that I don't have the time to commit to it"

"I've never been good at _____ "

"I have bad genetics when it comes to _____"

"I've never had proper coaching"

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"I suck at _____ "

"It's hard for me to _____ because I'm _____"

My simple question has just elicited a response from him that exposes exactly what his limiting beliefs are.

Each of the above statements are exactly that; statements. The person is stating something that he is representing as truth, though it almost never is something that he is destined to have to live with for the rest of his life.

If he told me that he lacked leg development because he'd been paralyzed in an accident and was wheelchair bound, then he'd be in a different position. But if the reason that he lacks leg development is:

"I feel like my squat technique is off, so I haven't gotten above 205 despite several resets on the GSLP"

then it is clear that it is a limiting belief, and not a definite, physical limitation that is keeping him from success.

Let's revisit the loop now.

"Tim" says that he wants to build more muscle mass and bench his bodyweight for five at least (examples of the "goals" that he tells me before we create an actual standard).

Now, when asked why he wasn't there yet, he tells me that he lacks consistency in his diet, chronically not eating enough calories, and that he has always been a shitty bencher.

Let's plug each of these in the loop and see what happens.

In the case of consistency, I will ask him if it is fair for me to translate what he is saying into:

"I am inconsistent with my diet, and do not eat enough calories to grow"

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He will invariably answer "**yes"**.

If we take this statement and plug it into the belief corner of the diagram, we see that his subconsciously perceived potential to accomplish his mission is determined by this belief. His potential is essentially shit under these circumstances. He has about as much of a chance of building the muscle and benching his bodyweight as a guy has of getting away without an arrest once he hears the words "I'm Chris Hansen with Dateline NBC" and is told that he is free to leave the house of "Tara13" that he has been chatting up and promising beer and a good time online for the last three weeks.

With a shit potential directing his actions, he is predictably going to do very little outside of what he has been doing. His actions will be those of someone who believes that they chronically do not eat enough in that he will not eat enough (more on why this may not even be the case in a minute), and his bench press will continue to not move because he will "fail" early, obsess about his need to learn more technique, or outright skip bench press sessions altogether seeing as how he "sucks at the lift" anyway.

Actions like these will yield for him nothing in the way of favorable result. He will essentially continue to fail in the areas in which he wishes to succeed, and those results will strengthen his belief that he can't do it.

He keeps fucking himself basically.

Take a look at the common examples of limiting beliefs that I listed above, and see if any of them sound like something that you have said at some point. Play with the loop, plug some of them into it, and see how the belief may influence action and ultimately result.

Take a look at your standard that you've now created and ask yourself the question I asked above:

"Why am I not there yet?"

Understand that with a foggy string of wishes that aren't in the language of your subconscious, coupled with a load of bullshit limiting beliefs about your reasoning for not having been successful in the past, you have been doomed from the beginning.

In the next section we will look at how to use my dirty trick of creating habits and "hijacking the loop" as I call it in order to produce better results, and strengthen a recently adopted, empowering belief, and soon we will look at how to flip the script on a limiting belief, but first, let's look at one more thing…

Challenging a Belief

In the case of just about every limiting belief (excuse) out there, there is a tale that I can relate that destroys the logic that is needed to accept that particular belief as true. Having done this for quite a while, I have a vault of go-to stories or analogies that I use when working with clients to shatter their limiting beliefs and realize that they've been hamstringing themselves out of the gate.

Let's look at Tim who says that his diet is inconsistent and is not calorically rich enough to build muscle.

I will usually ask him to tell me what a typical day consists of in terms of diet for him.

What he will tell me is normally something like this:

"I wake up in the morning, drink a shake like the one you talk about in SWOLE. Then I go to work where I eat at around 10, usually a bagel with egg and ham or something like that. Then I eat dinner leftovers or something similar for lunch, which is normally a protein source and a carbohydrate. Dinnertime I'll have some sort of meat and a pasta or potato, then it's off to the gym. After my workout I drink a post workout shake that's 75/25 carbohydrate to protein ratio like you recommend, then a protein only shake or some eggs or other protein only meal a few hours later before bed".

Now, you may not make your living in the strength and conditioning industry or anything, but does this sound like a guy that has a shitty diet when it comes to building muscle and developing an aesthetically pleasing body?

No, it doesn't.

You probably imagine that with the slightest bit of charisma, this guy probably pull some high quality ass, instead of the girls that look like "Pepper" from "American Horror Story: Asylum" that he has determined are the only ones he can land using the same logic he used to convince himself that his diet is holding him back.

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After I inform him that his diet is better than my own, and that scores of guys who I associate with that have bodies about which he would say,

"Yeah, that's what I want to look like"

do not eat anywhere near as well as he does, I fuck him up with some more food for thought.

I ask him to imagine a maximum-security prison filled with hardened criminals. I might ask if he's ever watched "Lockup" on MSNBC or any other sort of show featuring inmates in such institutions. Unless he's lived under a rock his whole life, chances are that he has an image in his mind within about a half of a second.

I ask what he thinks of when he imagines those inmates. His response is normally something like:

"Oh they're jacked. Lots of muscle and no discernable fat, I'd love to look like that".

Then I ask him whether he thinks his diet is better or worse than theirs. This almost always gets a laugh as he realizes that his diet, and his freedom to manipulate it to suit his needs is infinitely better than the rigid, American school lunch style diet of the inmates he is picturing.

Would they care if they were using Whey Isolate, Whey Concentrate, or Casein protein?

No, they'd quite literally **kill** to get their hands on any of the above.

Are they concerned that they won't be able to build their suit of armor like everyone around them has done for years unless their meals are timed correctly or do not have enough essential fatty acids?

No, they've been piling on muscle using bologna, cheese, and egg substitutes combined with a ton of hard work for quite some time.

Do you think they'll skip dessert? Cookies or cakes in the mess hall?

Of course not, and they'll still have abs sharper than the toothbrush handle they have honed down to a point under their bunk should shit pop off or you come on the block after your aforementioned run in with Chris Hansen (you're disgusting).

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The point here is that those people have built the type of body that Tim wants ***in spite of*** their diets, not as a result of it. Tim has an easier time at this point realizing that his belief that his (awesome) diet is what has been holding him back.

Now, am I saying diet be damned, eat whatever you like?

No, I'm not. Most of you are not incarcerated (shout out to Little Ryan and Beast who are undoubtedly reading this) and therefore would be foolish to not responsibly wield the diet sword when attempting to develop a panty-dropping body. Take advantage of the fact that you have all of the freedoms in the world, have access to the best food, supplements, and training information in the world, and generally stop whining about diet holding you back from becoming the type of man that other men fear and dislike because their girlfriends won't avert their gaze when you walk in the room.

Let's stay on the prison tip for a minute.

My friend Jay was locked up for a little less than a year a few years back. A few days before he went away, by coincidence he happened to be at my house for a cookout. In my back yard some of my friends were doing chin-ups on the bars. He jumped up and managed one shaky, half rep chin-up before dropping from the bar and returning to his beer and consort of the day.

Fast-forward nine months to his release. I decided to throw him a welcome back party at my house. Very casually he tells me, after several drinks and some female attention, that he has something to show me. He walks out to the bars and proceeds to perform twenty-one of the cleanest, dead hang chin-ups I have ever seen consecutively.

Now, when asked how he went about it his answer was simply:

"I don't know, I just did a lot of chins until I got better at them."

Now before you say, ***"yeah but he had all the time in the world to do chins all day",*** understand that he was only able to do chins when he was on the yard for an hour a day, and later on a few more times more on a door jam when he was given more freedom and became a trustee.

He didn't need some complex Soviet method involving percentages. He didn't only do chins on Tuesdays and Fridays after his pre-workout drink and his favorite Katy Perry song on his iPod.

He just did chins.

He did chins regularly, and without any bullshit preconceived notions about one's ability to progress at chins. He doesn't visit forums; he doesn't read books about strength

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training, and despite his friendship with me, has never asked me a single question regarding training, preferring to keep our friendship centered around money, women, and fistfights.

See where I'm going with this.

Tim's friend Tom tells me that he has been unable to build a more solid, lean, and muscular physique because the CrossFit gym that he used to train at has become inaccessible due to his relocating to another state, a big beach state on the west coast. He is now relegated to lifting weights in an old-fashioned basement gym filled with over the hill, has-been bodybuilders.

Now what do you think I'm going to say to this sweet tart?

Let's just say that it's a good thing no one has ever built a hard, lean body in a bodybuilding gym filled with old timers who were fucking girls in bikinis and roller skates behind the .22 target range on the boardwalk decades before he was born.

Am I right?

No really, I'm just kidding, that question was just a formality; I know I'm right.

Ok, ok, one more story and then we'll get on to how to replace a limiting belief with a better one using my micro/macro trick.

So I'm working with this guy who tells me that he's built a ton of muscle in the last six months of following my program, and that his strength has shot through the roof. The only thing that sucks for him is that he's been trying to get visible abs for the last two and a half months and hasn't seen the results that he wants.

We go through the normal line of questioning during which I discover that his training regiment is straight from my book *"The Greyskull LP: Second Edition"* and he has been following it to the letter. He's even busting out burpees, push-ups, and chins using the frequency method (one of the most commonly omitted yet awesomely effective components of the program).

We talk diet and he tells me that he feels it's the missing link that is holding him back. I of course ask what his diet looks like and he offers to provide me with a spreadsheet of exactly what he's eaten for the last three months. I tell him that this is unnecessary, so he proceeds to tell me his diet day by day, outlining a picture perfect setup right from the pages of my book *"SWOLE: The Greyskull Growth Principles"*. No problem there.

So what's his deal?

Why can't he see those abs yet?

His training is intense and perfect in design. His diet is on point.

Then it comes out.

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“I think I know what it is,” he says.

There’s one small detail he hasn’t told me.

It seems that he has a love of barbecue sauce and has been using it too liberally on his chicken breasts, which he grills every three days in advance for the upcoming days.

I’m speechless.

After a deep breath I say to him,

“Ok, I want you to imagine a man who is in his mid twenties. He is completely dedicated to building a monstrous, hard physique. He lifts heavy weights in big compound movements in a progressive manner three times per week. He runs hard, one hundred meter sprints twice per week, goes for walks on an empty stomach five to six mornings per week, and does burpees on the clock each day except Sunday. In addition he performs nearly fifteen hundred push-ups spread out through the week, and knocks out close to two hundred chins per week as well.

He also eats a perfect diet in terms of building muscle. He splits six meals per day between solid foods that are clean and nutrient-dense, and high quality protein shakes.

*Now, this guy **would** have an amazing body except for one thing…*

He uses a few too many tablespoons of barbecue sauce on his chicken breasts when he cooks them”.

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As you can imagine he roared with laughter and was about as embarrassed as he would have been had his Mother, Grandmother, and Kindergarten teacher walked in on him jerking it to Tranny porn.

He immediately realized how ridiculous it was for him to believe that such a minor detail was holding him back. He realized that it wasn't the fact that he was liberally using the barbecue sauce that was messing him up, but rather the ***belief*** that the barbecue sauce was the culprit that was actually responsible.

Remember the loop? Plug it in and see what happens.

Armed with a new belief he plugged away as usual and, lo and behold, a mere three weeks later I get an excited email from him telling me that for the first time in his life he has visible abdominals.

What is amazing to me is that he thanked and credited me for being the cause.

Ok, I'll admit it wasn't amazing. I know I'm awesome.

Clearly beliefs will fuck you up beyond repair on your quest to greatness if you do not ball gag them and make them your sub. Learn how now…

Come with me grasshopper.

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Replacing a Limiting Belief

So how do we get rid of a shit belief and replace it with a newer, better one that will serve our purposes?

It's easier than you might think.

I use a simple process involving the adoption of what I call a "micro" belief for one single day. The basic premise is that as the micro belief cycles through the belief loop it becomes a "macro" belief; a larger, more global belief that begins to be accepted as truth without much thought.

I rely heavily on the adoption of new habits, which we will be looking at in the next section, in order to accomplish this. First let's look at what an example of an empowering, micro belief, used to replace a limiting, macro belief might look like.

We'll do this by using our previous example of a client, whose limiting belief is,

"My diet is not good enough to facilitate my physique goals"

I'll use some go-to tools in order to establish some new habits; sometimes only one is necessary (more on this soon).

Armed with his new habit(s) I'll have him replace his above statement regarding the inadequacies of his diet with something like this,

*"**Today** I'm taking action toward my desired outcomes".*

The emphasis is placed on the word **"*today*"** because that is all that he needs to worry about in that moment. We know by now that if he completes a cycle of the belief loop, that whatever belief is at the start of it will grow stronger.

After several days or weeks, his limiting belief is destroyed, and is replaced with his new, empowering belief that his diet is the balls when it comes to making him more beast-like.

The sample micro belief that I used above,

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*"**Today** I'm taking action toward my desired outcomes".*

Works wonderfully as a somewhat universal micro belief, encompassing all of the small changes in action that are being implemented, and the language "desired outcomes" is pluralized in order to represent all of the changes that he wishes to make in his life. "Blueprint to Beast" will demonstrate much more of the potential of the application of these principles to manifest massive changes in virtually any area of life in which one seeks to be more successful. In this instance, the pluralization of *"desired outcomes"* covers all of the physique adaptations that are represented in the image of the standard that he has created, and has worked through repetitive viewing on a daily basis to install into his target-focused subconscious.

It's simple really.

I've demonstrated how a limiting belief cycles through the loop, determining perceived potential to accomplish an objective, influences action towards the objective, and by extension results. We've seen that negative results stemming from a limiting belief provide feedback to, and strengthen that belief.

Garbage in, garbage out.

So you can understand how replacing the limiting belief with an empowering one like the micro belief above (and later a more powerful macro belief) will have a profound, positive impact on the end result.

Again, using the above example our subject begins the loop with the belief:

*"**Today** I'm taking action toward my desired outcomes".*

In this case at least one of his desired outcomes is developing a leaner, more aesthetically pleasing body. With that micro belief in place his perceived potential to accomplish his task is very high seeing as how he needs only be successful today. He needs to take the proper actions necessary to move him closer to his target for one twenty-four hour period.

Not such a difficult task once you stop telling yourself and everyone else that your diet sucks.

As a brief aside, this is one of my fundamental issues with the methods used by the organizations *Alcoholics Anonymous* and *Narcotics Anonymous.* Both organizations instruct a member to identify him or herself as an *"Alcoholic"* or an *"Addict*" when introducing themselves or addressing the group.

Now imagine that a member has decided today to stop using, and does not touch whatever it was that they were addicted to for ten years. At this time in their life they have zero intention of using again, and have moved on from that destructive chapter in their life. However, each time that they meet with those whom they share support they are once again saying,

"I'm _____, and I'm an Alcoholic".

Can you see how continuing to identify yourself by the behaviors or habits that you once had, that you are no longer demonstrating, can be detrimental?

If the person has not used in ten years and has no intention to do so ever again, must they still wear the Scarlett Letter of their past?

I say no, and therefore do not encourage those that I work with that have demonstrated the behaviors of an alcoholic or drug addict in the past to not identify themselves as such, but rather as a ***"Victor", "Survivor"*** or some other empowering title. The effect of such a statement of identity in their subconscious belief loop is much more favorable and positive.[1]

Back to our guy now who is concerned only with taking action that will yield favorable result towards his goal for one day.

What do you suppose his results will be for that day?

Obviously his behaviors will take him closer to his target. His results will be evident immediate in the intrinsic sense of knowing that he has done good things, and will become measurable results in short order, both of which strengthen, and reinforce his belief in his ability to accomplish said task.

BOOM! A beautiful baby macro belief comes screaming out of the vagina of his subconscious, and enters his life for good. The baby is easily weaned off of the tit because his favorable actions become habits, and getting kick-ass, panty-dropping results becomes the norm.

He is no longer a guy with a shitty diet. His diet is solid, and he knows it.

The power of belief is extraordinary.

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[1] At the time of this writing there are plans for an upcoming book co-authored by myself and another individual on the topic of using these success principles to overcome addictions.

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Habits



Habits can be really, really good

Habits make up the third component of the Blueprint to Beast success formula. Once the standard has been created, and the beliefs involved in the situation have been identified, challenged if necessary, and strong, empowering beliefs have been adopted; it's time to talk about the creation of habits to get the work done.

Habits are the workhorses of the Blueprint to Beast triad. They are the repetitive, consistent actions that are taken in order to continually produce the desired outcomes.

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One of the presuppositions of Neuro Linguistic Programming is that you do not ever fail at anything that you set out to do. If you do not accomplish what you set out to then you have simply produced a different outcome than you intended. We now know that your beliefs dictate your actions via the belief loop, and that creating and adopting a clearly defined and understandable standard will direct your actions subconsciously, but it is also necessary to consciously address the idea of action.

Just as beliefs can be limiting or empowering, actions can obviously be productive or destructive. It is our mission to ensure that we are consistently taking actions that are conducive to eliciting the result, and hence the desired outcome(s) that we are seeking in our standard.

One of the most effective, and fortunately simplest, methods for ensuring that this is the case is by using our subconscious ability to develop habits. This process is easier than you may think, and is one that I have written about elsewhere before in many of my books and articles.

Let's take a look at that process now.

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Building a Habit

Creating a new habit is as simple as performing a repetitive action for twenty-one uninterrupted days.

Three weeks, that's it.

Where does this number come from?

The three-week figure has long been accepted in the NLP world as the time that it takes for an action to effectively permeate the subconscious and become habit. I can attest to this personally both in my own life, and in the lives of those with whom I've worked with and coached.

With this book being focused on body recomposition, we will be looking at the development of habits that are germane to that purpose. To best do this, I will share with you another story from my consulting practice that serves as an excellent example of the power that developing productive habits has in producing the desired outcome.

Shortly after I had first started heavily using the Blueprint to Beast principles in my consulting with clients interested in changing their bodies, I was contacted and hired by a woman in her early thirties.

She had formerly been heavily involved in CrossFit, and had even done well in some local competitions. Like many in that world, she had been a devout follower of the Paleo Diet principles. She was an avid advocate of my good friend Robb Wolf, whose work in that world is extensive and outright phenomenal.

Predictably she had developed quite an attractive body, and had a tremendous amount of confidence in herself. She was the envy of all of her friends (something that we all know is very intrinsically rewarding to females) and could not have been happier with what she had accomplished.

Then she gave birth to an Anarchist.

In Dennis Lehane's book *"The Moonlight Mile",* the sequel to the popular *"Gone Baby Gone"*, the main character refers to his toddler as an Anarchist, a term that I find terribly fitting as I'm sure anyone with kids will agree. His logic was that they are horribly inconsiderate in that they wake you up whenever they damn well please, will flat out refuse to do something as simple as put on their shoes, and completely change their tastes in foods at a moments notice at the most inconvenient times. I have two kids of my own (both four at this writing) and am working on another one. I love the hell out of them and love being a dad, but I love the "Anarchist" term when used to described children.

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Ok so back to our CrossFit broad.

Having the baby obviously changed things for her for a while. She had the child to tend to around the clock, lacked a normal sleep schedule, and had developed some poor eating habits during the pregnancy that carried over and intensified post-partum.

Specifically, she had taken to skipping breakfast, craving and seeking out fast food in the afternoons, and eating meals primarily consisting of junk carbohydrates in the evenings.

She was very upset about the changes that occurred in her body as a result of the deviation from her previous path, and was generally depressed about the situation. Something had to happen to get her out of the funk she was in, and get her back to the smoking' hot, confident goddess that she had been less than a year ago.

My usual interview process identified her standard using the magic wand approach. Interestingly enough her image for her standard was herself; high quality, professional photos that she had taken in her prime. This happens sometimes, and there is nothing wrong with using yourself at a different point in history as your standard, so long as the image represents the positive changes that you wish to make in the present.

After her standard was identified, I followed up with the second question

*"Why are you not there **now**?"*

She was ready with her answers. She had no lack of knowledge of how to accomplish what it was that she wanted to accomplish. She knew what she had been doing wrong, but was not able to pinpoint why she was seemingly unable to overcome the funk, and get back in the powerful groove that she had been in before.

Her reasons revealed, as you should be able to predict by now if you've been reading close, her limiting beliefs that were holding her back.

"My diet is shitty now"

"I don't know why, but I'm not training, I don't have the motivation"

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“I skip breakfast in the morning, and binge on fast food in the afternoon, I did this through most of my pregnancy, and can’t seem to stop doing it”

You don’t kneed to have mastered this material yet to see how those beliefs would certainly be holding her back.

I took the time and plugged each into the belief loop for her, after explaining its concept and how it was in the subconscious and unavoidable. She was quickly able to see how this was wreaking havoc on her life and her psyche.

“So what do I do? How do I bust out of this mess?”

She looked to me for answers on how to return to the practice of using the tools that she was knowledgeable in, had been accustomed to using, and had used with tremendous success just a short time before.

The answer was what I call “hijacking” the belief loop by creating productive habits while instituting an empowering micro-belief, in a one-day-at-a-time manner.

Let’s look at this and how it helped her.

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Hijacking the Belief Loop

"Hijacking" the belief loop is one of the most powerful tools that we have available when it comes to changing a limiting belief to an empowering one, and consequently producing dramatically different results.

Accomplishing this is simple. We simply identify an action that, if performed everyday, would have a favorable effect towards the desired outcome. Once we have done that, I task the client with performing the task for twenty-one days straight without interruption. As I noted before, after the twenty-one day period (usually even sooner, as we will highlight) the action becomes a habit, and the subconscious, in turn, directs you to perform the task daily without having to think about it consciously.

Consider brushing your teeth. Unless you're gross, this is something that you do daily before venturing out into the world. This is not something that requires a tremendous amount of conscious thought to maintain. It is simply a repetitive action that you perform due to a subconscious compulsion to do so.

A habit.

Now think what would happen to your body if doing push-ups daily were as strong of a habit as brushing your teeth was. You can make it that way. It only takes three weeks.

In this particular woman's case, it was necessary to install a few habits in order to hijack the loop, produce measurable results, and become congruent with the micro-beliefs that we were installing in order to overtake the limiting beliefs that she had developed.

We took things that she knew how to do, remember; virtually none of my clients suffer from a lack of knowledge of the mechanics necessary to accomplish their missions.

She acknowledged that skipping breakfast was a poor habit that was directly contributing to the problem. I tasked her with eating a solid, Paleo breakfast, like she had done every morning for so many months before, every day for three weeks. I also told her to drink a protein shake every night before bed in lieu of the junk carbohydrates that she had been eating.

Notice that I didn't jump in, send her a .pdf with a recommended diet that I had written two years ago and recycled with high-paying clients as so many other "consultants" do unfortunately. I didn't attempt to turn her life upside down, and I did not even mention training to her. I didn't give her a laundry list of things that needed to happen, but rather I simply gave her those two tasks to perform and that was that. We build habits one or two at a time. I told her I wanted to speak with her again in four weeks. I looked forward to the follow up, knowing that if she did what she was asked, that there would be predictable results.

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Four weeks later, like clockwork, I received an email requesting another session. We spoke and I asked her had she implemented the changes that I had asked her to. She was overjoyed and I could tell was anxious to tell me all about the last month. I interrupted her however, and asked her a question,

"Do you still have a shitty diet?"

I asked this knowing what the answer would be, that if she had in fact done as I instructed that she would not be able to say that, at least not with a straight face.

As predicted, she laughed, and then proceeded to tell me,

"No way, my diet is awesome now, I've been killing it".

After this I let her speak. She went on for a solid ten minutes telling me how productive and successful she had been in the last month.

She had begun each day with a solid, Paleo breakfast. It was the same breakfast that she had been accustomed to eating before the pregnancy (see the influence of the standard). By the second week she made two major improvements, dropping the fast food binges (which I will remind you that I did not even list as one of the changes, choosing to focus on productive additions to her routine as opposed to restrictions), and getting back in the gym.

The momentum that she had created as a result of cycling through the loop successfully each day had spilled over into those two areas. She was no longer telling herself that her diet was shitty, so she was not acting like someone with a shitty diet. The fast food binges left, who wants to eat crap when they are doing so many other good things and no longer has a belief that they are a person who is identified by their previous behaviors? The motivation to hit the gym followed suit as well. Who wants to eat right all of the time and not do anything on the physical side to influence their results?

Remember, she already knew how to do this, she just wasn't doing it.

The most interesting thing that she said though was the story that she told me next.

"So about two weeks ago (less than three weeks into the habit building process I might add) I went to bed without

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having my protein shake. I had drifted off to sleep after a long, tiring day, when I shot up in bed.

"What is it babe, is the baby crying?" said my husband.

"No, I forgot to have my protein shake."

What was so cool to her about this story was that she had woken up after falling asleep because she had not taken a specific action. She said that she didn't stress it because of the task I'd given her, or approach it with a

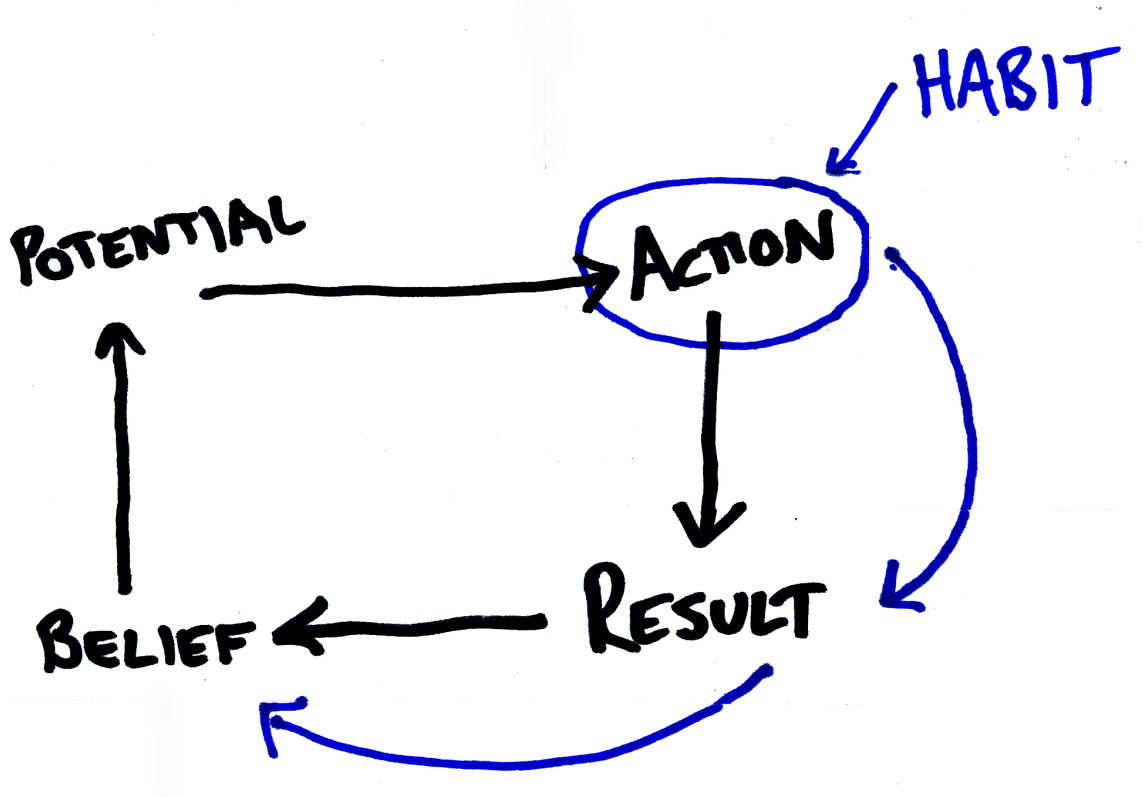
"Damn, I forgot"

sort of approach, but rather woke up in the same manner, with the same sense of neglecting an important task as she would have had she left the oven on or forgot to lock the front door.

Certainly sounds like a habit to me.

She was so excited that the effect of building the habit had become that powerful, and the excitement only served to provide the type of motivation, and affirmation of her efforts that reinforced the positivity of what she was doing. She only continued to grow from here.

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What happened in her case was a prime example of hijacking the belief loop using habits in order to produce a global effect.

The diagram above illustrates this idea, whiteboard style. The acquired habit hops in the loop in the "actions" corner. The action (habit) elicits a result, which in turn provides feedback to the new belief.

Presto! No more limiting belief.

Making sense now?

The key with adopting habits is to do them one or two at a time. In the case we just examined, the woman was able to completely change her beliefs about herself, and her ability to get back to her old self (her standard), by simply performing two simple actions per day for three weeks. Her entire situation was affected for the better by simply adopting a micro-belief:

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*"**Today** I am taking action towards my desired outcome".*

Once she adopted this belief, she performed the assigned actions each day (which turned into habits in less than three weeks as per her bedtime story) and was able to completely turn her situation around inside of one month.

She was more than elated to tell me that her strength and performance was back up, and that she had lost nearly ten pounds of fat in the few short weeks that she was pushing forward with her new mental makeover.

Her beliefs were completely different.

Her diet was obviously no longer shitty.

Her belief that her breakfast skipping, and fast food binging was ingrained as a habit was gone (though by our criteria it had certainly developed into one).

Her late-night carbohydrates were replaced with a protein shake, and were no longer part of "who she was", her perceived identity.

And last but certainly not least, her motivation to hit the gym and affect things on the physical side was back (though if you recall, we had not even discussed this part).

Mission accomplished. Belief loop successfully hijacked, progressive, favorable, productive, successful homeostasis restored.

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Putting it all Together

So there you have it, the basics of the Blueprint to Beast success formula. Use it now, and push past the walls that you have built in your mind throughout your life.

Remember, these are the steps to follow:

Define your standard

Use the "magic wand" analogy and ask yourself what your standard looks like visually. What is the minimum that you are willing to accept for yourself? Set your sights high; remember this wand is magic, no boundaries here.

Locate the image that represents your standard, encompassing all of the positive changes and adaptations that you need to make in order to realize your dream(s). Place the image somewhere that you will be able to view it, and reflect on it, at least twice per day.

View the image frequently, imaging visually, and with your other senses, what it would be like for you to be there. Begin to live "as if" you are already there. Let your subconscious lock on the target and begin to guide your actions and behaviors towards that objective.

Identify Your Limiting Beliefs

Ask yourself while viewing your standard image,

"Why am I not there yet?"

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Remember that the answers that you provide will be your limiting beliefs. Make use of the belief loop and plug that belief into it. Realize how detrimental that belief has been, and immediately vow to replace it with something that empowers you.

Remember to begin feeding the loop with a micro-belief such as,

*"**Today** I'm taking action towards my desired outcomes".*

Let that belief cycle through the loop each day, changing your perceived potential, influencing your actions, producing results, and ultimately helping to craft a more global, macro-belief.

If you come up with something that you feel that you truly can't overcome in your interview of yourself, shoot me an email. It may be time for a consultation. I can pretty much guarantee you that whatever the belief is, I've heard it before, and can probably shatter it for you within a matter of minutes.

Determine Habits that are Conducive to your Outcome and Create Them

Think of one or two actions that (if repeated daily) would take you closer to your objective each day.

Use the twenty-one day rule to implement the habit. Perform the action each day for twenty-one days without interruption, and I can assure you that you won't need to think about doing the task each day after that.

Hijack the belief loop, plugging your habit into the actions corner, and allow the results derived from your efforts to solidify your recently adopted micro-belief into a powerful macro-belief.

Do not skip over any of these steps. They are all equally necessary and when combined will provide you with a "can't lose" formula for greatness.

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Part Two

The Mechanics (20%)

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Diet

As I stated in the introduction to this book, the majority of focus here is on the eighty percent, the mental components of success. This section however will allow me to present a few of my ideas on the subject of diet as it pertains to transforming your body into that of a more ass-getting individual.

Those familiar with my other writings and my methodologies will attest to the fact that I loathe the focus on minutia that exists in great amounts in circles where the subject of diet is discussed. The approach used by the client **must** fit with their lifestyle. They **must not** associate the diet with a negative, restrictive, or otherwise unpleasant experience or they will flat out drop it long before it has had time to bring about major change.

Diet shopping, the practice of constantly searching for the newest, most effective method available in print or (usually) on the internet, is a characteristic behavior of someone who has yet to realize and accept the fact that he can adopt and apply some simple, easy to follow principles that will facilitate the progress he wants without turning his life upside down or turning him into the asshole with the dry-crotched date at the table who is counting his raw almonds and ordering a smaller steak than she is.

Loads of people have had tremendous success with diets like The Zone, The Paleo Diet, Carb Cycling, Carb Backloading, The Anabolic Diet, and even the Atkins thing. I have admittedly used each of the aforementioned methods myself at some point in my career with others or myself to varying degrees of success.

It's important to note that those who experienced success, and associate the diet with a positive experience, selected a plan that fill well with their lifestyle and/or personality. Most that fit this bill do not drop the diet once they get where they want to be, but rather continue to adhere to the principles of the plan for some time after they've achieved their goal. This fact simply reinforces the notion that they made a good choice from the beginning.

I don't pretend that I have the only method of dieting that results in a leaner, more attractive body. I despise the idea of making things "proprietarily complex", as I call the practice of making things much more complicated than actually necessary in order to create a sort of reliance on the guru to guide them to success (all the while with their hand in the poor sap's pocket). I do however have a few go-to ideas that I have successfully used more often than not with those who I have coached or consulted with.

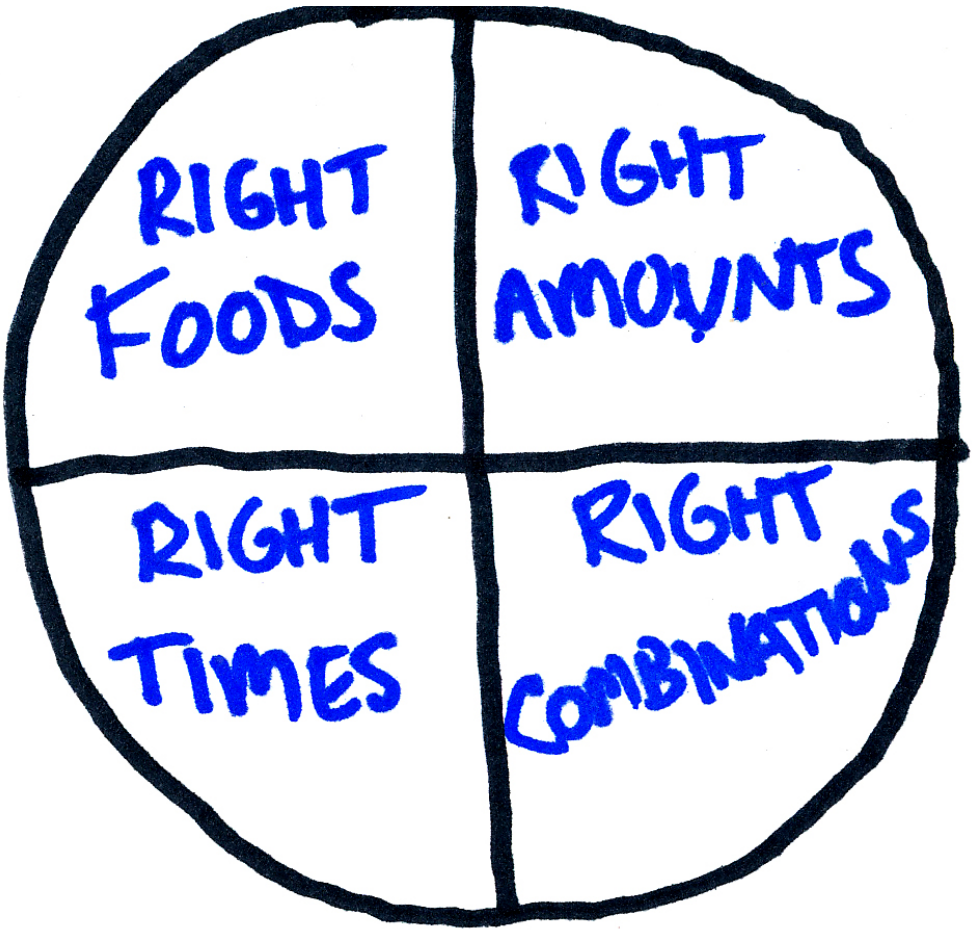
These simple principles are most heavily influenced by my bodybuilding background, particularly with the knowledge gained from Bill Phillips, author of the famed book *"Body for Life"* and the former editor and owner of *"Muscle Media"* magazine and the supplement company *EAS.*

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Despite having used most all of the commonly known methods (and a few experimental ones) over the years, I've always gone full circle and come back to what has most consistently gotten the job done for me and my clients. I have observed the type of diet that I am about to outline to fit will with the most diverse amount of clients, all with different characteristics, schedules, and personalities.

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Eating Right



Above is a graphic that I have drawn on my whiteboard for clients countless times over the years. I borrowed this one from Bill, and have amended some features to meet my needs as I have seen fit.

The concept is simple and features four main points. We will look at each of them now.

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The Right Foods

This is the biggie.

Food quality.

Unless you are incarcerated, deployed in the military, or are in some other sort of situation which drastically limits your ability to select the foods that you are eating there is no real excuse for not eating high quality foods if you are serious about building a better body.

As anyone who has suffered through the "GOMAD" (Gallon of Milk a Day) BS can tell you, garbage in equals garbage out when it comes to your physique. The most applicable proverb that comes to mind here is

"You are what you eat".

Feed yourself high quality, single ingredient food sources, and you will look better that you would eating crap foods all of the time.

When I was working at the facility that I mentioned in the introduction, and later on while training clients in my offsite garage gym, I had great results by simply giving my clients a sheet of paper with a list of "good" foods on one side, and "bad" foods on the other.

The instructions were simple; eat only foods found on the good side of the list, none found on the bad side, six days out of the week.

Despite not giving further guidance as to meal frequency, timing, food combinations, or portion sizes, I had great results with this method. People found it very easy to follow, and often sent me pictures of the list posted up prominently on their fridge, or at their office. I was able to unintentionally spark progress for many co-workers of my clients who borrowed or photocopied the list for their own use. A few even contacted me for training after experiencing the results that they had with the simple dietary guidelines alone.

I still use this method with those who I know intuitively are not ready for anything more involved. It works every time. Robb Wolf, a good friend of mine, conducted a seminar in New York a few years back at which I was a guest. He posted up several before and after shots from clients he had been training for four weeks on the wall. Each had made noticeable changes in their physiques in that short time. He went on to say that the only guidance he had given them was on food quality, letting them, as General Patton would say, "*Surprise him with their ingenuity".* This did much to validate what I had already

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discovered, and I was glad to see someone of such repute in the diet world using a similar idea with great success.

Anyone with a passing knowledge can construct such a list for a client. I would be willing to bet that anyone who has purchased this book already knows what foods would go where. Remember, virtually no one who seeks me out for information suffers from a lack of knowledge, just a shortage the mental edge necessary to make it work.

A good bit of conventional diet wisdom that applies to this idea is the old adage of buying only foods found on the perimeter of the supermarket. There you'll find your produce, your meats, and your dairy foods. I would also include pasta, and rice, both of which are found in the aisles, but for the most part, that basic rule of thumb is solid.

If you can't pick it, grow it, or kill it, or it doesn't go bad if not used within a certain period of time then you generally don't want to eat it if you're eating for quality.

I also include protein shakes in the good food column. I make heavy use of them due to their ease of implementation, and most people's willingness and ability to quickly down one where a solid food meal would represent more of a challenge.

You know what to eat and what not to eat.

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The Right Amounts

This one is painfully simple.

This is normally the next bit of instruction that I give a client who I am easing into the diet game once I have them eating only quality foods without any real prodding.

This is the process of portioning your foods. Much is written about weighing and measuring food in order to determine portion size. While I admittedly still use those ideas when training bodybuilders or figure competitors, they have little place in the diet of a person interested in building a generally good diet, the kind that will serve them well when implemented alongside a successful frame of mind. Remember that the eighty percent takes care of the lion's share of the work once it's in place. Think of the inmates that we spoke of earlier,

Far from perfect diets, damn near perfect bodies.

Portioning protein sources such as meats is accomplished by selecting a portion the size of your palm. *"SWOLE: The Greyskull Growth Principles"* goes into much more detail on portioning food for different physique goals, particularly mass gain, but there is no one who I do not recommend should eat at least one palm sized portion of a good quality protein source with each meal.

Portioning carbohydrate sources is as simple as making a fist. Your fist represents the size of one portion of carbohydrates. Again, see SWOLE for more information on adjusting carbohydrate portions to gain mass, but for most, one portion of carbohydrates at each meal is the basic recommendation for the baseline diet on which we later build if necessary.

Fats we do not deliberately add to our foods unless we are using them for a specific purpose such as adding olive oil to a protein shake to provide extra calories (protein shakes for those not deliberately trying to gain mass should fall in the 40g serving size range (male) and 20g range (female) The protein sources that you are eating will bring in plenty of healthy fats, particularly if you are eating plenty of fish (as you should).

If you have hands, you can easily portion protein and carbohydrates. Start using your hands to do this instead of solely to play video games, or jerk off, and you will soon find yourself using them to grope big (sometimes enhanced) boobs and asses.

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The Right Combinations

This is the third step I use when easing someone into a diet, building meals by combining foods well.

This one is simple to do once the first two steps are adopted. For most interested in building a baseline diet that will support body recomposition, a solid meal will consist of one portion of protein and one portion of carbohydrates.

That's one fist and one palm (sounds a bit like a good night for Jake Gyllenhall).

That's all there is to it, one portion of each at each meal.

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The Right Times

The last to be introduced, meal timing and frequency. This is the component I have found to be least important in that eighty percent of the success of a diet can be had without paying any attention to this part. I have worked with many who ate three times per day as per the traditional American diet (think inmate) who had tremendous results, as well as many who gorged on larger meals later in the day (think "Warrior Diet").

There are exceptions to all of the "rules" when it comes to diet. There is absolutely not one way of doing things right, and anyone who claims that there is should be avoided. It's simply too easy to get great results using drastically different methods if the eighty percent is in place (B2B) to begin to see any truth in the necessity for a supreme method when it comes to diet.

That said, these are again principles that I've had great success with, so that is why I am sharing them here to give you a basic idea of how I might handle this part if we worked together.

When it comes to meal timing and frequency, I have always found meals made up of quality foods in the right portions, with the right combination of foods to have a great, and predictable effect on body composition when taken in every three hours or so throughout the day. Depending on how long you are awake, that may be five or six meals for the day. I don't care if they're solid food meals or shakes, as long as they are spaced out roughly three hours apart, they do the trick.

Additionally, I generally recommend cutting carbohydrate intake in the last meal of the day. So what that means is a portion of protein the size of your palm only, or a shake without carbohydrates as the last meal. This, like all things diet related, has been hotly debated by many (not including me; I've been too busy practicing what I preach, getting double blow jobs and eating steaks prepared by beautiful women all this time) on the Internet for quite some time. I've been outright attacked by losers many times for advocating this practice, but I continue to recommend it.

Tell you what, when it stops working I'll stop telling you to do it. Now close out PubMed and find yourself some nice Tranny porn to watch before putting on your pajamas and hopping in bed for the night. You have a long day of not getting laid and being a pussy ahead of you tomorrow.

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Training

As is the case with diet, I would be a complete jerk off if I sat here and told you that there was some proprietary method of training that worked over and above anything anyone has ever seen. That simply isn't the case. There are tried and true methods that work for getting shit done, that's for sure, but none that are so jaw droppingly awesome as to make me type away on this keyboard about their merits longer than anything that I have available in my web store.

Obviously I got my start as a coach and trainer, and continue to be both of those things. I have trained hundreds of people in person over the years, and many more online, and over the phone, to great results. I have a passion for methods that work, and abhor minutia bullshit and overly complex programs (though they're great for someone who has the perceived need for complexity in their training. Break out your calculator and your Soviet training log nerd; your two-hour squat session is about to start). I've written to great length about the training methods that I use with my clients in all of my training titles.

If you do not already own *"The Greyskull LP: Second Edition"* get with the program (see what I did there?) and get a copy. That is the most complete work that I've offered to date, and is a must have addition to anyone's training library if not for the picture of Biggs' massive pool of vomit alone.

Additionally, by request I've released several titles in my *"Twelve Weeks at Greyskull"* series, outlining programs for a hypothetical trainee of mine over a twelve-week period. Many have snatched these up and love them. Each is geared towards a specific objective, and each represents a challenge, and/or change of pace that you may find valuable in your training. Check them out in my store on strenghtvillain.com.

Bottom line is I don't care how you're training, just that you are. As I kick this horse again (he's starting to stink, and butt fucking him wasn't as fun as I thought it would be; he's cold) what is most important is that you apply the principles outlined in the first part of this book to get your mind on track. The rewards you will claim from doing so will be nothing short of spectacular, this I can assure you.

Conclusion

There you have it!

Do your homework now; apply the principles form part one. Do the exercises outlined and plug in your data to the formula. You will not be disappointed.

As always I am available for any questions or to schedule coaching, consultations, seminars, or speaking engagements.

If you wish to contact me feel free to do so via email at

john@villainintl.com

I look forward to hearing from you.

Now get busy dropping some panties. I used to ask that you send them to me to add to my collection, but I no longer do that due to space limitations.

I mean how many pairs can I really wear at once?

Good luck grasshopper. Stay in touch.

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