Bully Xtreme Training

How To Increase Your “Bully Xtreme” Training Results By 300% While Cutting Your Training Time In Half GUARANTEED!

I urge you to lock the door, take the phone off the hook, kick off your shoes, get comfortable, and STUDY this Special Report -- it IS that important!

It introduces something THAT revolutionary!
This manual will reveal to you all the secrets of maximizing your use of the “Bully Xtreme” or similar training devices and to show you how to achieve permanent fat loss. It is written by a man who has discovered these secrets the hard way - through long years of trial and error. Using the information in this manual will allow you to master the art and science of building muscle while at the same time losing body fat by a shorter and less costly route; by “modeling” those who have gone before you and learning from an expert.

The primary goals of this manual are to help you build muscle and lose fat permanently without drugs, supplements or gimmicks and to educate you in the process of losing fat. In other words, my goal is to turn you into a “Bully Xtreme” muscle builder and a “fat loss expert”… to teach you the reasons why and help you to understand the process…and to do so without bias or ulterior motive.

To achieve this goal, I decided - after careful consideration - to self publish and to write this book in layman’s terms, with a minimum of scientific jargon and without long lists of scientific references. Instead of long, boring scientific discussions of biochemistry – and instead of long lists of references to scientific papers - you will find sprinkled throughout the manual, brief mention of interesting studies and quotes that are important and relevant to a point being made.

This book was written for you as a simple, yet detailed instruction manual. You get step by-step instructions: Do this, don’t do that, eat this, don’t eat that, and so on. This is not just an informational book – it is a complete system that will take you from where you are now to where you want to be – in the shortest possible period of time.

There are dozens of outstanding books on the subjects of nutrition and fat loss, but far too many of them are mired down in technical details and scientific terminology that are either too difficult to understand or simply too damn boring. Many of these books leave you with more questions than answers. You begin reading confused and when you finish reading, you’re even more confused.

Others encode their writing into a cryptic jargon that can only be deciphered by fellow scientists and academicians. Sometimes I think bodybuilding, fitness and nutrition writers are more concerned with trying to impress and to receive the approval of their academic peers than to help their readers achieve their goals.

It never ceases to amaze me how some of these writers can take a simple concept and make it sound mystical, complex, and a thousand times more confusing than it really is. My goal is not to please the establishment. If my peers in the fitness industry don’t like this book, that’s too bad! If they want to criticize the lack of references – bring it on.

This book is not for them. My only goal in writing this book is to help you reach to your goals, to get you leaner than you’ve ever been before, and to clear up all your confusion about fat burning nutrition and training that may have held you back in the
past. If this book helps you succeed in reaching your muscle building and fat loss goals, then this book is a success with or without accolades from the critics.

This book is for YOU and this book is dedicated to YOU, the man or woman on the path of personal development and the journey to a leaner body.
This program is for educational and informative purposes only and is not intended as medical or professional advice. Always consult your doctor before making any changes to your diet or nutrition program. The use of diet and nutrition to control metabolic disorders and disease is a very complicated science, and is not the purpose of this program. The purpose of this program is to help healthy people reach their cosmetic fitness goals by educating them in proper nutrition and exercise guidelines.

No health claims are made for this program. This nutrition and exercise program will not help cure, heal, or correct any illness, metabolic disorder, or medical condition. The author is not a medical doctor, registered dietitian, or clinical nutritionist; the author is a fitness and nutrition consultant.

If you have diabetes, chronic hypertension, high blood cholesterol, cardiovascular disease, or any other medical condition or metabolic disorder requiring special nutritional considerations, we suggest you consult a health care professional with a clinical nutrition background (MD, RD, or CCN) for your special nutrition program. Your nutrition plan will not be effective by itself. You must combine a good diet with an appropriate exercise program for optimal results. If you have been sedentary and are unaccustomed to vigorous exercise, you should obtain your physician’s clearance before beginning an exercise program.

The American College of Sports Medicine (ACSM) recommends that apparently healthy individuals who are male and over 40 or female and over 50 to have both a physical exam and a diagnostic exercise test prior to starting a vigorous exercise program. A diagnostic exercise test and physical examination is also recommended in individuals of any age who exhibit two or more of the major coronary risk factors (smoking, family history of heart disease, elevated blood cholesterol, elevated blood pressure, and diabetes). Any individual with a known history of heart disease or other heart problems should be required to have a medical evaluation including a graded exercise test before engaging in strenuous physical activity.

The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any of the information contained in this manual. The user assumes all risk for any injury, loss or damage caused or alleged to be caused, directly or indirectly by using any information described in this course.
Dear Fellow Fitness Enthusiast,

Like you I was looking for a way to get a “full body workout“ without having to spend hundreds of dollars for a gym membership or for costly equipment that would just sit in the corner collecting dust.

I have used weights for years and after tearing my rotator cuff I found that using conventional weights was just too painful. In fact after talking to a few of my gym buddies I found out that most of them had been injured in one way or another while lifting weights. I realized that I needed to find a way to get the fitness results I wanted without having to hock my lungs or take a closet full of steroids!

What you are about to learn will change you, if you allow it to. Using the principles, concepts and exercising in the recommended way…

You will soon find yourself achieving all your fitness and strength goals. Apply what you learn here, exercise regularly and follow a diet that allows to reach your goal. Whether you are looking to build Herculean strength, pack hard defined muscle to your body, build a washboard abs or whatever it might be, by taking the first step and investing in the “Bully Xtreme” you have made the wisest decision, a decision to invest in yourself and your future. I warn you thou, don’t let the size or look of the Bully Xtreme fool you, it is the lever you need to propel you to the body you want!

What you will learn in this training manual will help you reach all the fitness goals you have set, but first we need to get your “head” in order.

The next chapter that follows is the most important part of this course, PLEASE don’t skip over it.
“The greater danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it.”
- Michelangelo

"The strangest secret in the world is that you become what you think about.”
- Earl Nightingale.

The simple procedure you must complete before you begin any diet or exercise program.

This might be the most important chapter in this entire book – even though it has nothing to do with calories, protein, carbohydrates, fats, cardio, “Bully Xtreme” or anything else related to nutrition or training. You see, there is a simple, but critical procedure you must complete before you begin your “Bully Xtreme” workouts, jog a mile, or start a nutrition program.

If you successfully complete this procedure, the nutrition and training will come easy and a lean body will soon follow. If you ignore this step – like most people do - you are destined to fail no matter what you do or how hard you try. This crucial first step is goal setting.

A lot has been said and written about goal setting – entire books have been devoted to the subject - but the truth is, most people never decide exactly what they want. Some people give their goals a fleeting thought, but most never get specific and commit their dreams and desires to writing. “Most people,” says Denis Waitley, author of The Psychology of Winning, “spend more time planning a party, studying the newspaper or making a Christmas list than they do planning their lives.”

According to Zig Ziglar, an expert on goal setting and one of the nation's most respected motivational speakers, only 3% of Americans have actually taken the time and effort necessary to put their goals to paper.

This is unfortunate because the number one reason for failure in losing body fat – and in life - is the lack of clearly defined, written goals. Ziglar compares not having goals to shooting at a target with a blindfold on. “How could you possibly hit a target you can’t even see?” says Zig. If you don’t know where you’re going, you’re probably not going to end up anywhere! Action without planning is the number one cause of failure.

I’d like to share with you the most powerful goal setting formula in the world, but before I do, you first need to understand the hidden reasons why goal setting is so important.
The difference between knowing what to do and doing what you know.

Nutrition and exercise can be confusing subjects, so when you first get started, the initial challenge is that you don’t know what to do. Now that you have this program in your hands, knowing what to do will no longer be a problem. However, gaining knowledge is only half the battle.

The far greater challenge for most people is applying that knowledge and taking action. There is a big difference between knowing what to do and doing what you know. Goals are the bridges that span this gap.

Goals, when properly planted in the subconscious mind, produce action. Goals create energy and motivation. Goals get you out of bed early in the morning and into the gym. The secret to staying motivated all the time is to set emotionally charged goals – in writing – and to stay totally focused on those goals day and night, without taking your eyes off them. A goal with a purpose is the fuel that propels you forward.

You might think that you’re in total conscious control of your behaviors, but it’s really your SUB-conscious that controls your behavior. If you know what to do, but you can’t seem to get yourself to do it, you’ve probably been giving negative or conflicting messages to your subconscious mind.

The behaviors that are produced by subconscious conditioning are more commonly referred to as habits. Fortunately, you can re-program your subconscious mind with positive instructions and become a creature of positive habit, just as easily as you can become a victim of negative habits. It all begins with a conscious decision and written goals.

The power of the thought

I have become firmly convinced that the most important part of getting in great shape is simply making up your mind to do so. You get in shape by setting goals and thinking about them all day long. I know that sounds a little strange, but stay with me for a minute and I'll explain.

I'm not saying you can simply "think yourself thin." No amount of positive thinking will work without action. Obviously you have to exercise and eat the right foods. What I’m suggesting is that if you don’t channel your mental energies properly, even the best diet and training program won’t help because you will always “sabotage” yourself.

Did you ever wonder why you have lapses and breakdowns in “willpower?” Or why some days you just can’t drag yourself to the exercise? Or why you “fall off the wagon” completely? Or why you can’t say “no” to those chocolate chip cookies? It’s because negative programming in your subconscious mind is controlling your behavior.

This is not a “new age,” “Pollyanna” or “pie-in-the-sky” mentality – there’s a valid scientific reason why goal setting works. It works because it harnesses the awesome power of your subconscious mind, and your subconscious mind guides your behavior.
How your “mental computer” is programmed for success or failure

Your mind has two components: The conscious and the subconscious. The conscious mind is the rational, logical, analytical, thinking part of the mind. The conscious mind is constantly taking in information from the five senses, then it reasons, analyzes and comes to conclusions about whether the input is true or false.

The subconscious is the part of the mind responsible for storing data (memory), for automatic behavior (habits), reflexes and autonomic functions of the body such as digestion, breathing and circulation.

It’s important to understand that unlike the conscious mind, the subconscious mind does not “think.” It is entirely deductive in nature, which means it works like a computer. All the data programmed into your subconscious “computer” is accepted and assumed to be true. It doesn’t matter whether the data is actually true or false. The subconscious unquestioningly accepts everything that reaches it. It then carries out the programming you have entered into it.

Suggestions given under hypnosis or affirmations repeated during deep relaxation are quick ways to access the subconscious mind. Another way to penetrate the subconscious (although much slower) is through repetition. Everything you hear, see, say, read or think repeatedly will eventually filter into your subconscious mind. In other words, you are constantly programming your brain through conscious self-suggestion – or you are allowing your brain to be programmed through external suggestion.

The psychological reason most people sabotage their efforts to build muscle and lose body fat.

The conscious mind is a lot like the captain at the bridge of a ship. The captain gives a command and sends it down to the engine room. The subconscious mind is like the men down in the engine room. No matter what orders come down from the bridge (conscious mind), the crew obeys, even if the orders are stupid ones that crash the ship into a rocky shore.

The reason this happens is because the crew (the subconscious) can’t see where the ship is going; they are simply following orders.

Like the ship’s crew, your subconscious mind accepts every command your conscious mind gives it – its sole purpose is to obey and carry out your orders, even if you give stupid ones like “I’ll never see my abs.” Frequent repetition of thoughts (mental orders) is one of the most certain ways to penetrate the subconscious mind. This is why, by repeating “I can’t lose weight” over and over, your subconscious will see to it that you never lose weight because that’s its job – to follow your every command literally and without question.

If you program your subconscious with negative suggestions often
enough, your subconscious will lead you right into cheating on your diet, skipping workouts or some other form of self-sabotage.

What you think about repeatedly every day is eventually accepted by your subconscious mind and your subconscious mind guides your actions on “auto-pilot.” This is the basis for the entire positive thinking movement.

People who say that positive thinking, affirmations and autosuggestions don’t work for them aren’t using them correctly or consistently; they’re canceling out every positive command with a negative command.

If a captain gave an order, “Go east,” but then kept changing his mind; “No, go west…no, go north, etc.,” the ship would never get anywhere!

That’s why most people don’t get anywhere in their fitness, bodybuilding or weight loss endeavors, either. Ironically, the very statement “positive thinking doesn’t work” is a negative affirmation that guarantees it won’t work!

Dr. Maxwell Maltz, author of the incredible book, Psycho Cybernetics, described the human brain and nervous system as a “perfect goal-striving servo-mechanism.” This mechanism helps you achieve your goals much like a self-guided torpedo or missile seeks out its target and steers its way to it. Like the torpedo, the goal-striving mechanism of your brain can only work in your favor if you’ve specified a target.

Without a target, your mental “servo-mechanism” will simply steer you towards your dominant thoughts. The subconscious mind is always at work 24 hours a day whether you direct it consciously or not. Denis Waitley says, “Since we become what we think of most of the time, whatever we are thinking of now, we are unconsciously moving toward the achievement of that thought.

For an alcoholic, this could be the next drink –for a drug addict, the next fix – for a surfer, the next wave. Divorce, bankruptcy, and illness are all goals spawned out of negative attitudes and thought patterns.”

**The power of focus**

Because of the way your subconscious works, it’s extremely important for you to focus all your thoughts on what you want to achieve, not on what you want to avoid. This is not mere semantics; it’s a very important distinction. If I ask you to close your eyes and not to think about monkeys, you'll (mentally) see monkeys everywhere. You can’t NOT think about something! You either think about something or you don’t. And you always move toward what you think about the most, regardless of whether it’s positive or negative.

Like the soil, your subconscious mind is totally impartial – it doesn’t discriminate. In it will grow whatever seeds you plant there or allow to be planted there. Many people have perfectly good intentions, but they unwittingly allow their subconscious to work against themselves by focusing on what they don’t want. And, as metaphysical writer Louise Hay reminds us, “The more you dwell on what you don’t want, the more of it you
create.” Others simply pay no attention to their thoughts whatsoever, and like a garden that’s neglected, soon enough, weeds start growing. Eventually, the weeds take over your garden. Here are a few examples of negative statements and self-defeating questions:

**Negative statements and self-defeating questions**

- I can’t lose weight no matter what I do.
- Why can't I lose this last ten pounds?
- Why is it so hard for me to lose weight?
- I have a slow metabolism.
- Why can everyone else lose weight except me? It’s not fair.
- It’s not my fault because I don’t have good genetics.
- I don't want to be fat anymore.
- I wish I could get rid of this gut.
- It’ll never work because I like food too much.
- I don’t have the willpower to get lean.
- I would work out but I don’t have time.
- I just can’t get myself up that early to work out.
- I hate being fat.
- I’ll never see my abs.
- I hate cardio.
- I can’t.
- I’ll try.

All day long you carry on a mental conversation with yourself. Psychologists estimate that we think up to 60,000 thoughts a day and that 98% of these thoughts are the same ones we had yesterday – most of them negative.

In a year, that’s almost 22 million thoughts! If Madison Avenue advertising giants can influence your subconscious mind to make a buying decision by repeating an ad a mere two dozen times (they can), then just imagine the impact that millions of your own thought commands have on influencing your subconscious mind – it’s staggering!

That’s why it’s so important for you to take conscious control over your mental dialogue and program your brain with positive goals. Fortunately, the one thing in life you always have 100% total control over is your thoughts. If you want to be successful in losing body fat or any other endeavor in life, you must master your communication with yourself.

You must take charge of your self talk, “police” your thinking, and literally re-program your brain for success.

If you’ve cluttered your mind with a lifetime of “Stinkin Thinkin,” as Mr. Ziglar calls it, this maybe challenging at first. It will take time to erase the old programming, but it can be done.

The first step is simply to become conscious of what you are thinking. Become aware of your thoughts. Bob Proctor, a master success coach and creator of the Goal Achiever program, suggests saying “NEXT” or “SWITCH” the instant you catch yourself.
in the middle of a negative thought or self-defeating question. Then, immediately replace it with a positive thought, affirmation, or an empowering question. Simply overwrite the old thought with a new one. Replace “I’ll try” with “I’ll do it.” Instead of “I should” say “I must.” Completely banish “I can’t” from your vocabulary. Soon you’ll find that your mind switches its “polarity” and the negative thoughts pop up less.

Here are some examples of how you could change the negative self-talk to positive self-talk:

Positive statements and empowering questions
How can I lose fat and enjoy the process?
What can I do today that will help me get closer to my weight loss goal?
What can I eat right now at this meal that will help me lose body fat?
How great am I going to feel after I finish my workout today?
My metabolism is getting faster every day.
I am getting leaner every day.
I like the way I look.
I am 100% responsible for my results.
Whatever it takes, I’ll do it.
I like eating healthy foods.
I love working out.
Training early in the morning is exhilarating.
I have time for anything I am committed to.
I like myself.
I can do it.
I’ll do it.

The most powerful goal-setting formula in the world.

In the beginning of this chapter, I promised to reveal to you the most powerful goal setting formula in the world. Now that you understand the nature of your subconscious mind and why goal setting works, you’re ready to learn the 11-step formula.

1. Set specific goals

When I ask people what they want to achieve from their fitness programs, I usually get vague answers like, I want to get leaner, "I want to lose weight," or "I want to build muscle." That’s a good start, but it’s not enough – it’s too general. Specific goals have a more powerful impact on your subconscious than general goals. A vague goal is like the captain of a ship saying, “Go west.” The ship may be headed in the right general direction, but without a specific destination, it will probably get lost at sea.

Narrow it down. Be specific – right down to the digit. Exactly how many pounds do you want to lose? When do you want to complete your goal? How much body fat do you want to lose? How much do you want to weigh? What measurements would you like to have What size clothes do you want to wear?
2. Set measurable goals

You must have a way to objectively measure your progress; otherwise you’ll never know whether you’ve actually reached your goals or not. The mirror is definitely a useful tool, because ultimately the only thing that really matters is that you’re happy with the way you look. However, because you perceive changes in your body so subjectively, (and it’s sort of like watching the grass grow), it’s also helpful to have other ways to measure your results.

The scale is also a useful tool, but it doesn’t give you 100% of the feedback you need. You shouldn’t be as interested in how much you weigh as in how much body fat you have. The ideal method to measure your progress is body composition testing. Body fat can be easily measured using a skin fold test. Chapter three will discuss body composition testing methods in more detail and chapter four will teach you how to chart your progress and interpret the results.

3. Set big goals.

Too often, people shortchange themselves and make statements like, "I could never look like that" or “I’m too old.” Other people buy into the low expectations of well meaning family or friends who tell them to "be realistic." Nothing great was ever achieved by being realistic! Most people get scared when setting goals and ask only for what they think they can get, not what they really WANT. This is a mistake because puny, “realistic” goals are NOT motivating. WANTS are motivating.

It’s okay if your goal scares you a little. In fact, if your goal isn’t scary and exciting at the same time, then your goals are too low. Thinking about a big goal you’ve never achieved before is always going to make you feel a little uncomfortable and afraid. This discomfort makes most people pull back into their comfort zones. Don’t let the fear of failure or the feeling of discomfort prevent you from going after what you really want.

Always step forward into growth; never pull back into safety. Refuse to sell yourself short. Raise your standards. The famous architect Daniel Burnham said, “Make no small plans; they have no magic to stir your blood to action. Make big plans, aim high in work and hope.”

When you’re setting your goals, don't be afraid to think big and set your sights high because you can only hit what you aim at! Decide what you really like to look like if you could have ANY body you wanted. See the picture in your mind. Make it clear, vivid and dynamic. Dream. Fantasize. You’ve been endowed with an amazing creative faculty called imagination. Use it - it’s the starting point of a new self-image and all lasting changes.

There are certainly genetic limitations to what you can achieve athletically and physically, but most people never even come close to actualizing their full potential simply because they don't believe it's possible. Therefore, they don’t even try. It’s really more a question of willingness than genetics. Don’t ask yourself, "Is it possible to reach this goal?" That’s the wrong question. The right questions are, “How can I achieve this goal?” and, "Am I willing to pay the price necessary to achieve this goal?" You can
accomplish virtually anything if you’re willing to pay the price.

4. Set realistic deadlines.

“Lose 30 pounds in 30 days!” “Lose 10 pounds this weekend!” You see ads like these plastered on billboards all the time, and they sure are enticing. But is it really possible? Can you really lose weight that quickly? The answer is yes. It's quite possible to lose 30 pounds in 30 days or 10 pounds over the weekend. However, if you do, you’re making a big mistake by confusing fat loss with weight loss.

Your body is 70% water, so it's easy to lose weight quickly. Any diet that dehydrates you will create quick, dramatic weight loss. If you want to lose ten pounds over the weekend, just stop drinking water! Of course that would be pretty dumb and pretty dangerous too, but that's precisely what you're doing when you lose weight rapidly - you're simply dehydrating yourself (or even worse - you're losing muscle too!) Your goal should be to lose body fat, not body weight.

The American College of Sports Medicine (ACSM), the largest and most respected health, medical and exercise organization in the world, has established guidelines for healthy weight loss. In their position statement on "Proper and improper weight loss programs," they recommend a weight loss goal of one to two pounds per week. In terms of body fat, that translates to about a half a percent per week. For the impatient, this may seem like an excruciatingly slow process, but the safest and most intelligent approach to fat loss is a gradual one.

It’s possible to lose more than two pounds per week, but if you do, most of the additional weight will usually be water and muscle. When you lose water weight, you will gain it back immediately as soon as you re-hydrate yourself. When you lose lean body mass, your metabolic rate slows down and your body goes into “survival mode.”

As, you’ll learn in the Bully Xtreme Fat Loss Program, if you let your body slip into “starvation mode,” you will almost always gain back the weight you lost and sometimes more. You end up with less muscle and the same amount of fat (or more) than when you started.

Don't be afraid to set big goals, but always set realistic time frames for achieving them. There are no unrealistic goals, only unrealistic deadlines. Be patient: There are definite limitations to how quickly the human body can safely lose fat.

5. Set long-term and short-term goals.

As you begin to think about what you want specifically, don’t just write down one goal, make an entire list. Your goal list should include long term and short-term goals. There are six types of short and long-term goals you can include:

Copyright 2006, Phoenix Marketing, LLC All Rights Reserved
1. Your ultimate long-term goal
2. 12 month goal
3. Three month goals
4. Weekly goals (Weekly body composition test and weigh-in)
5. Daily goals (habits to develop, things to do every day repeatedly)

6. The goal of beating your personal best.

First set a long-term goal; your ultimate outcome. What kind of body do you ultimately want to have? Let your imagination run wild and dare to dream. Don’t listen to anyone who says it can’t be done! You can’t afford to associate with negative people who always try to tear you down. If you really want it badly and you’re willing to work for it, then go ahead and set the goal.

Next, set a one-year goal. A one-year goal is especially important if you have a lot of work to do. For example, if your primary objective is to lose one hundred pounds, that’s at least a twelve-month project. Don’t expect or even attempt to do it any faster. Probably the most important goal you can have at any time is your three-month goal.

Three months is the perfect time frame for your short-term goal because a lot can happen in three months. Most people can completely transform their bodies in 90 days. A sensible and realistic 90-day goal would be to lose up to 6% body fat and 12 to 24 pounds. The three-month goal is important because long-term goals don’t have any urgency. A one-year goal is so distant, you may find that you tend to procrastinate more without the impending deadline.

There’s a law in psychology called “Parkinson’s Law,” which says, “A task takes as long as there is time to do it.” Differently stated, “Work always expands to fill the time allowed.” Deadlines are motivating. Without time pressure, you’ll rationalize missing workouts or cheating on your diet: Your brain will keep saying, “You have plenty of time, so missing this one workout won’t matter.” With a deadline right in front of you, you’ll know that every workout and every meal counts.

You also need to have weekly goals to let you know if you’re on track. Weekly goals provide immediate feedback to tell you whether you’re moving in the right direction. Each week you should weigh yourself and have your body composition measured with skin folds. If you’re getting the results you want, you simply continue doing what you’ve been doing. If you’re not seeing the results you want, you can immediately adjust your training or nutrition to get yourself back on course.

To reach your weekly, three-month, twelve-month and ultimate goals, you must develop good habits every day. You develop good habits by setting daily action goals and working on them repeatedly until they become as routine as brushing your teeth or taking a shower.

Ninety-nine percent of the actions you take every day are habits. Write out a list of daily goals, to-do’s and habits you want to develop - good daily habits that serve you – habits like eating small, frequent meals, cutting down on sugar, getting up early,
making your meals in advance for each day and so on. Long-term goals are important, but they can be intimidating and discouraging if you don’t have small daily goals, too. If you only look at the “big picture,” it can sometimes be unsettling to realize how much farther you have to go.

There’s an old saying about tackling big tasks: “The only way to eat an elephant is one bite at a time.” When your larger goals are broken down into smaller parts and you goal impresses it deeper into your subconscious and whatever idea is fixed in your subconscious will always express itself in physical form (behavior).

Remember, emotion is “feeling.” When you think about the reasons you want your goal, you are “feeling” with emotion. What are your reasons? Sometimes people have something to prove.

Getting in shape for a wedding or vacation is often an important reason for many people to get in shape. So is being attractive to the opposite sex. For others, their reason is fear of health consequences (their doctor tells them if they don’t lose 50 pounds in the next six months, they will die of a heart attack!)

After you’ve set your goals in terms of a specific weight, body fat, etc, then continue to re-write an entire list of goals with as much emotional impact as possible. In particular, answer these two questions: (1) What’s important to me about reaching my goal? (2) Why is that important?

Some additional questions you might ask yourself to add emotional impact to your goal list include: Who do you want to look like? Who is your physique role model? Do you want to look like a bodybuilder, an athlete, or a model? Do you want to impress anyone? Do you want to prove something? Do you want more energy so you can enjoy certain sports or activities more?

Do you want to win a contest or award? Do you want more self-confidence? Do you want to look great in a certain type of clothes? Do you want to look good for a certain event (vacation, wedding, reunion, etc.)? Do you want to look great on the beach? Do you want to attract someone of the opposite sex? Answering these questions will help you uncover the driving force behind your goals.

7. Make sure your goals are not conflicting. Put all your attention on your number one most important goal.

There's an ancient Chinese saying: "He who chases two rabbits catches neither." One of the most common obstacles blocking the way to reaching a goal is setting two goals that are in conflict. In the case of fat loss, the most common conflicting goal is trying to gain muscle and lose fat at the same time. It’s common to see a large decrease in body fat accompanied by a slight increase in lean body mass.

It is also common to see a large increase in lean body mass accompanied by a slight decrease in body fat. But one thing you will almost never see is a large increase in lean body mass and a large decrease in body fat simultaneously. It is physiologically
impossible to lose fat and gain muscle at the same precise moment in time. In order to lose fat you need a calorie deficit. To gain lean body mass you need a calorie surplus. One process is catabolic and one is anabolic. Therefore, there are big differences in the types of nutritional programs you need to achieve each of these contrasting goals.

Over a period of weeks or months it is certainly possible to see a net gain in muscle and a net decrease in body fat. However, that is the result of alternating back and forth between short periods of caloric deficit with short periods of caloric surplus (aka, the zig-zag” method). This is the most difficult of all the goals and it is a slow and inefficient process. You are compromising your results in both departments if you set muscle gain and fat loss as simultaneous goals.

Advertising for supplements and weight loss products has brainwashed many people into believing that incredible gains of muscle, along with large losses of fat are commonplace – they’re not! They’re quite rare.

When someone successfully makes large muscle gains and fat losses at the same time, usually they’re merely regaining muscle they’d previously lost, they’re genetic superiors or they’re using performance-enhancing drugs.

Charles Glass, who has probably trained more professional bodybuilders than any other trainer advises, "While you are dieting and burning fat, you are not likely to add any more muscle. Burning fat and gaining muscle do not go together. Concentrate totally on getting lean and defined during a pre-contest phase and forsake the thought of adding muscle to what should be an already prepared framework."

Although Charles was speaking of competitive bodybuilders, his advice applies to everyone: Get the fat off first, then set your new goal for gaining muscle while staying lean.

8. Write out an extensive goal list in the form of affirmations

The next step is to write down all your goals on a sheet of paper or on cards in the form of statements called “affirmations.” There are three rules you must apply when writing your affirmations:

1. First, your affirmations must be personal: Use the word “I.” One of the best ways to start an affirmation is to use the phrase “I AM” or “I have.” Your subconscious only responds to commands given to it in a personal manner. Anything you say after “I AM” has power. One of the best affirmations I have ever heard comes from Bob Proctor, and it goes like this: “I am so happy and thankful now that I am________________” (fill in your goal).

2. Second, your affirmations must be written in the present tense. To your subconscious mind, there is no future. Your subconscious mind only responds to commands given to it in a present tense. It may feel strange to write a goal in the present tense, but if you write it in the future tense (for example, “Next year I will” or “I’m going to”), your subconscious mind will make sure it always stays in the future. Always write, think and visualize your goal as if you have already
achieved it.

3. Third, you must state your goal in terms of the **positive**. Your subconscious moves you towards whatever you think about whether it’s positive or negative. Therefore, write what you want, not what you want to avoid.

9. **Read your affirmations (your goal list) at least twice a day and always keep your goals “in front of you” and “on your mind.”**

    Psychologists have proven that repetition is an effective way to penetrate and program the subconscious mind. Fortune 500 companies spend millions of advertising dollars every year based on this fact. Why is it that people reach for Coke, Pepsi, Budweiser, Marlboro, Crest, Palmolive and other brand name items? It’s because the repetition of the advertising has penetrated their subconscious minds and moved them to action.

    You can use the power of repetition to influence your own subconscious and move yourself into action. Once your affirmations are written out, read your list at least twice per day, once in the morning and once at night. Read them more often if you can. If you want to amplify the effect of the affirmation technique even more, don't just read your affirmations; **write them out by hand every single day.**

    Once you’ve set all your goals and written your affirmations, use the power of repetition even more by literally “keeping your goals in front of you” all day long. Post your goal statements in a conspicuous place such as your refrigerator, your bathroom mirror or in your daily appointment book. Keep a goal card of your 90-day goal in your pocket. Paste them onto the dashboard of your car. Stick them on the top of your computer monitor so you have to look at them all day long.

    You may have been exposed to this affirmation technique before and shrugged it off as "corny." If so, let me ask you this: Did you really give it an honest trial? Did you put 100% effort into it and put it to the test for at least 21 days in a row? If not, then you’re denying yourself the chance of achieving everything you ever dreamed of. Don’t let the simplicity of the affirmation technique fool you. Be open and don’t judge it.

    Affirmations are far more powerful than you can imagine, but they can’t work when you just “try” them once or twice. They won’t work even if you do them for a few days. They won’t work if you say them and then cancel them out with negative affirmations like “this is stupid!” They only work when you continue to repeat them with faith, emotion and belief over and over again so many times that they completely replace your old, negative internal dialogue.
Your affirmations must become the new “tape” that runs over and over in your mind every day. When you reach the point where your affirmations become your new habitual way of thinking, the results will astound you and what you have been imagining will begin to materialize in your life.

10. Read your goals with faith.

William James, the “father” of American psychology, wrote that the subconscious will bring into reality any picture held continually in your mind and backed by faith. Napoleon Hill, author of Think and Grow Rich and The Law of Success, said, “All thoughts which have been emotionalized and mixed with faith begin immediately to translate themselves into their physical equivalent.”

What is faith? Faith is just another word for unshakeable belief. Faith is believing in what you can’t see. Faith is knowing that eventually you will reach your goal, even though you look in the mirror and see that little or nothing has changed yet. The opposite of faith is doubt. Shakespeare said, “Our doubts are out traitors, and make us lose the good we oft might win, by fearing to attempt.” The poet William Blake said, “If the sun and moon would ever doubt, they would surely go out.” In short, you must practice believing in yourself, or “banishing the doubt” as inspirational author Wayne Dyer calls it.

How do you cultivate this attribute of faith? ACT AS IF. Read affirmation statements written in the present tense as if they were already achieved. See mental pictures of yourself as if you had already achieved your goal. When you look in the mirror every day, see what you want to become, not what is presently there. Behave as if you were already there. Speak as if you were already there. “Act as though I am and I will be,” says the ancient proverb. If this seems like you’re “lying” to yourself; well, yes, that’s exactly what you’re doing. Repeat a “lie” often enough and you’ll soon start to believe it and act on it.

To quote personal development expert Denis Waitley again, “Every captain knows his next port of call, and even though he cannot see his actual destination for fully 99 percent of his voyage, he knows what it is, where it is and that he will surely reach it if he keeps doing certain things in certain ways every day.” That’s the essence of faith – continuing to take action towards your destination even when you can’t see it yet!

Read your goal lists with faith! Believe it’s going to happen, no matter what is actually happening at the moment. If you read affirmations while at the same time doubting that you can achieve them, you are canceling out the affirmation before it ever has a chance to take root; it never reaches your subconscious mind.

11. As you read your affirmations, mentally visualize them as already achieved.

Visualization means making mental pictures or images – it’s thinking without words. The brain thinks in pictures. If you think of a mountain, you probably don’t see M-O-U-N-T-A-I-N spelled out in your mind. If you’re like most people, you see an image of a mountain. If I ask you to think about your car, you’ll instantly get a picture of your car in your mind.
Because your brain thinks in pictures, adding a bright, clear, moving mental picture of what you want to achieve will help you to penetrate your subconscious mind more rapidly and more deeply than if you just read your goals. In Psycho - Cybernetics Dr. Maltz wrote, “Experimental and clinical psychologists have proven beyond a shadow of a doubt that the human nervous system cannot tell the difference between an "actual" experience and an experience imagined vividly and in detail.” As with affirmations, visualization is most effective when your body is in a relaxed state, because that’s when your subconscious mind is accessed most easily.

In the book Peak Performance, Mental Training Techniques of the World’s Greatest Athletes, Charles Garfield writes; “Without a doubt, the most dramatic contribution to the advancement of goal-setting skills in recent years has been the Soviet’s introduction of visualization. During mental rehearsal, athletes create mental images of the exact movements they want to emulate in their sport. Use of this skill substantially increases the effectiveness of goal-setting, which up until then had been little more than a dull listing procedure.”

Garfield went on to talk about a startling experiment conducted by Soviet sports scientists. The study examined the effect of mental training, including visualization, on four groups of world-class athletes just prior to the 1980 Lake Placid Olympics. The four groups of elite athletes were divided as follows:

- **Group 1** – 100% physical training
- **Group 2** – 75% physical training, 25% mental training
- **Group 3** – 50% physical training, 50% mental training
- **Group 4** – 25% physical training, 75% mental training

What the researchers found was that group 4 – the group with the most mental training – had shown significantly greater improvement than group 3. Likewise, group 3 showed more improvement than group 2 and group 2 showed more improvement than Group 1.

In Psycho-Cybernetics, Dr. Maltz shared a similar account of an experiment on the effects of mental practice on improving basketball free throws. The study, published in Research Quarterly, divided the subjects into three groups. Each group was tested for free throw accuracy once at the beginning of the experiment and again at its conclusion. Group one physically practiced free throws for 20 days. Group two performed no practice at all. Group three spent 20 minutes a day getting into a deeply relaxed state and visualizing themselves shooting free throws. When they missed, they would visualize themselves correcting their aim accordingly. The results were remarkable: the first group, which practiced 20 minutes a day, improved in scoring 24%. The second group, which had no practice, showed no improvement. The third group, which practiced in their minds, improved their scoring 23%! Amazingly, mental practice yielded results almost identical to physical practice.

What does this research on athletes have to do with building muscle and losing body fat? Everything! Remember that the subconscious is the part of the mind that is responsible for automatic behavior (also known as habits). By visualizing your fat loss or
fitness goal as already achieved, you are giving your subconscious mind instructions that will cause you to automatically begin acting in a way consistent with your mental image. You’ll go into automatic pilot mode. There will be less struggle and willpower involved.

When you’re in a situation that used to tempt you, suddenly you’ll notice you are no longer tempted. If you used to dread going to the gym, you'll start looking forward to it. If the idea of eating healthy, natural foods used to seem like hard work, you'll actually begin to enjoy it. Everything will seem to get easier and your workouts will become better than ever. The end result of making “mental motion pictures” is that you will see results more quickly than you ever have before.

All great athletes and peak performers use visualization. Jack Niklaus said he never hit a golf shot, not even in practice, without having a very sharp, in-focus picture of it in his head. Tennis superstar Andre Agassi once told an interviewer that he won Wimbledon at least ten thousand times. When asked what he meant by this, Agassi replied, “Since I was five years old I saw it over and over and over again in my mind.

When I walked on the court that day, it was my exact vision. I felt like I was stepping into the role I was made for, and I just demolished them!”

Legendary basketball Hall of Famer Bill Russell wrote about his use of mental imagery in great detail: “I was sitting there with my eyes closed, watching plays in my head. It was effortless; the movies I saw in my head seemed to have their own projector, and whenever I closed my eyes, it would run.”

Bodybuilders and fitness athletes use visualization in many ways: they visualize their workouts or they see themselves successfully completing a lift or performing aerobic training. They also see pictures of their bodies the way they want them to look when they reach their ultimate goal. Arnold Schwarzenegger visualized his biceps as mountains: “When I am doing barbell curls, I am visualizing my biceps as mountains – not just big, but HUGE!”

Former professional bodybuilder Lee Labrada visualized the skin on his abs getting tighter and thinner like cellophane wrap clinging to the abdominal muscles as he was dieting down for competition. Three time Mr. Olympia Frank Zane said that he mentally saw himself winning the Mr. Olympia at least one million times before it actually happened. Former Ms. Olympia, Rachel Mcclish said, “I visualize the blood surging through my muscles with every repetition and every set I do. When I pose, I’ve got a mental picture of how I want to look. When you have that in your brain, the physical body just seems to respond. Its important to tell yourself you are good and you look wonderful.”

What if you’re not good at visualizing? What if you can’t see “vivid Technicolor pictures” in your mind? Don’t worry about it– everyone creates mental images in their own unique way. Some people see clear vivid pictures, while others get only impressions. You’ll get results either way and you’ll also get better with practice.
Some real goals

I’ve given you a lot to think about, so to help jump-start your imagination, I’d like to give you some ideas for how to write your goal list. What follows is a composite list of some real goals from some real people who have completed my personal coaching programs. Use this list to generate some ideas for starting a list of your own.

**Women:**
I am so happy and thankful now that I am 13% body fat and I love using my Bully Xtreme get in this incredible shape.

I am losing body fat and reaching my goal weight of 110 lbs and my goal body fat of 14% by June 1st.

I am fitting into my Gap stretch jeans, size 4, by early November and looking so good in them when I wear them to work that I leave all the guys' jaws on the floor.

I am a fitness magazine success story. When my success story is published, one of the star fitness photographers is calling me for a photo shoot and including me in the next swimsuit edition. (well, I at least look good enough so that they *could* call me. In fact, they’ll definitely be thinking about it.)

I fit perfectly into the slinky black suit I bought this summer and I am wearing it to work.

My spaghetti strap flowered summer dress from the summer of 1998 fits me perfectly and I am wearing it during my winter vacation in the Caribbean.

I am learning enough about my body, diet and exercise that I am easily staying within 2-3 pounds of my optimal weight for the rest of my life.

I am celebrating the New Year with clearly visible abs.

I wake up every morning at 6 to fit in my first meal and cardio before 7 - yes, I am a morning person!

I eat 5 meals a day with proper ratios of lean protein, carbs, fats always on time at 3 hour intervals.

I stay well-hydrated and purify my body by drinking a gallon of water every day.

I strive to constantly improve my body and optimize my genetic potential.

I’m grateful and proud of how good I look today.

I deserve to be healthy and super fit.

I help those close to me choose healthier habits by leading by example (not nagging) and being a reliable source of health and nutrition information.

Copyright 2006, Phoenix Marketing, LLC All Rights Reserved
I am developing clean eating and consistent exercise habits that are so ingrained into my lifestyle that they stay with me for the rest of my life.

**Men:**
I am so happy and thankful now that my body fat is in the single digits. I am now 9% body fat and I look great thanks to the Bully Xtreme Training program.

I am reaching the most aggressive weight and body fat goal possible by the program’s end (217 lbs & 19.3% respectively) by January 1st. I can see all of my toes when I look down.

By January 1st, I fit comfortably into size 32” pants without having to inhale.

I am surprising (and shocking) my friends and family who I have not seen in a while by the way I look at Christmas time.

I am keeping up these lifestyle changes when the 12-week program is over.

I always carry my goal card with me at all times and read it as often as possible (at least three times a day).

I am reaching my goal of 15% body fat and 199 pounds by December 31st. I know this is a little fast but it is my dream for New Years Eve – I can do it!

By my 35th birthday on June 15th, I am so happy that I have lost 24 pounds of fat and my body fat has dropped by 6%! I look awesome, I feel great, and I'm ready for some summer fun.

I am buying all new clothes to show off my new, lean body: Killer suits, nice shoes, nice casual stuff.

I am now leaner than I was 30 minutes ago (*after finishing every cardio workout*)

Heads are turning when I take my shirt off.

I look good with my shirt off. My Bully Xtreme muscles are Hard and Defined.

I am continuing the Bully Xtreme Training for another 3 months and getting stronger and more muscular.

I am designing my weekends and vacations to include healthy activities.

I eat six, moderately sized meals every day, each with a serving of lean protein and a complex, all natural carbohydrate and I prepare my food in advance every morning.
What you should do every time you reach a goal.

Every time you achieve a goal you should do three things:

1. **Celebrate and/or reward yourself.** Great managers, great parents and great animal trainers all have one thing in common: They all know how to continually get their “people” (employees, children or animals, respectively), to repeat the behaviors they desire. They do it by rewarding the behaviors they want more of (“giving the dog a bone.”) You should do the same thing – reinforce your success by rewarding yourself. Did you have a great week of dieting and training? If so, go out and splurge! Have a “cheat meal.” Eat some pizza. Treat yourself. Pamper yourself. Take a trip. Get a massage. Go shopping. Buy yourself something you’ve always wanted. And don’t feel guilty when you really deserve it!

2. **Keep a list of your achieved goals.** It’s been said that success breeds more success. That’s why you should start a “collection” of all your successes. You will reach many, many small goals on your way to your ultimate goal. Write all of them down on an “achieved goal list.” Any time you feel your motivation or enthusiasm flagging, go back and read your list of past successes. This is a sure fire way to lift your spirits when you’re feeling discouraged. Even after a few short months, you’ll absolutely amaze yourself at how big your list will become and how easily you can get motivated by reflecting on your past successes.

3. **Set new goals continually.** Goal setting never stops – it’s an ongoing process. In truth, there never really is an ultimate goal because if there were, and you reached it, what then? When the day arrives that you no longer have any goals, your life ceases to have meaning. Success is traveling towards the goal, not the goal itself. Anthony Robbins wrote in Unleash the Power Within, “The only true security in life comes from knowing that every single day you are improving yourself in some way – that you are increasing the caliber of who you are. I don’t ever worry about maintaining the quality of my life, because every day I work on improving it.”

**Why you should put this book down and set your goals right now!**

To conclude this chapter, I'd like to tell you why you should put this book down this very minute and write out your goals - NOW.

In 1987, I read a book by peak performance coach Anthony Robbins called "Unlimited Power." I was so impressed with its contents that shortly after, I purchased Robbins' tape series called "Personal Power" after seeing him on TV. In those tapes, Robbins discussed the importance of setting goals. As I listened to the cassette on goal setting, Robbins urged me to "stop the tape now and do the goal setting exercise." There was a brief pause in the tape and then Tony came back on and repeated his instructions.
He said in a teasing voice, "If you just kept listening and you didn't stop the tape and write down your goals, stop the tape and do it now." Guess what I did? I just kept listening. I said to myself "I know what my goals are, I don't need to do any 'corny' goal setting exercise," so I just kept listening to the rest of the tape (dumb, dumb, dumb!)

Years later, I found myself having achieved some moderate success in several areas of my life, including bodybuilding, but I was frustrated because I hadn't reached my biggest, most important goals and I couldn’t figure out why. Then I thought about the Tony Robbins tape. I remembered that even though I definitely knew what I wanted, I never took the time to write it down and read it every day.

Frustrated with my mediocre results, I conceded and went back the goal setting exercise I had “blown off” eight years earlier. Sure enough, the next year I won two overall bodybuilding titles and within a few short years after committing my goals to writing and reading my goal list every day, I had accomplished EVERY SINGLE ONE OF THEM! It was amazing – it was almost uncanny! Then I made a new list, with bigger, better goals that I am still working on to this day - and I know I will achieve them too.

Put this book down RIGHT NOW, make your goal list and write out your 90-day goal on a small card to carry around with you. Don't worry if it's not "perfect," just start writing. You can always go back to it later and edit. Do it now!

For now let’s learn about how to exercise. In the chapter we will discuss the 4 ways to exercise and the
The Main Types of Exercise

4 types of exercise contractions

There are many types of exercise to choose from which all have their own benefits. What's common among all is they require some form of muscular contraction. There are four different types of muscle contraction.

Isotonic

Eccentric

Isometric

Isokinetic

Isotonic:

All lifting exercises require Isotonic contractions. This happens when the muscle shortens as it contracts. An example of isotonic contraction can be seen when we flex the bicep muscle.

Stand with one arm straight and the palm of the hand facing up. Roughly measure the length from the start of the biceps muscle to the point where it meets the shoulder. Now curl the hand towards the shoulder, the biceps muscle shortens as it contracts.

When you reach the end point take another rough measurement of the biceps again, it will be much shorter.

Another example are the triceps muscle (opposite of biceps). Do the same experiment again this time measure the triceps and start at the curled position. The triceps shortens as the arm straightens.

Other examples are....

* Lifting objects above the head - front shoulder (anterior deltoid) shortens
* Lifting object up from lying position - chest muscle shortens
* Lifting body up from squat position - quadriceps muscle shortens as legs extend
* Doing a sit up
* Throwing a ball
* Swinging a Bat
**Eccentric:**

Eccentric training (also known as negative resistance) refers to a muscular action in which the muscle lengthens in a controlled manner. This type of muscle action occurs in daily activities such as walking. During normal DCER training, when the weight is being lifted, the muscles shorten or perform a concentric action.

When the weight is lowered, the same muscles that lifted the weight are active and lengthen in a controlled manner, or perform an eccentric action. If the muscles did not perform an eccentric action when the weight was lowered, the weight would fall.

Eccentric action is a great way to maximize on a fat burning stage where increase stress, and longer repetitions could greatly produce a much cut ripped look. Remember to use lighter weight when performing these movements, because the weight can be hard to control on the negative phase.

**Isometric:**

During the 1920s isometrics were introduced to the world by Alexander Zass, a Polish born strongman who spent much of his early life in Russia. He had discovered isometrics based on his own personal experience while a prisoner of war during World War I. While in his prison cell he had developed phenomenal strength by pulling on his chains and pushing and pulling against the bars of the cell.

He later became a professional strongman demonstrating his strength by breaking chains as well as bending bars and horse shoes in music halls throughout Europe. He then developed a correspondence course to teach others how to use isometrics to develop muscle and strength, which was published during the 1920s.

Isometrics, or static resistance training, refers to a muscular action during which no change in the length of the muscle takes place. This type of resistance training is normally performed against an immovable object such as a wall, a barbell, or a weight machine loaded beyond an individuals maximal concentric strength. We utilize this training concept as well in your Bully Xtreme Training.
Isometrics can also be performed by having a weak muscle group contract against a strong muscle group. Isometrics came to attention of the American public in the early 1950's, when Steinhaus introduced the work of two Germans (Hettinger and Muller). They concluded that gains in strength of 5% per week were produced by one daily two-thirds maximal isometric action 6s in duration.

Gains in strength of this magnitude with such little training time and effort seemed unbelievable. Review of subsequent studies demonstrates that isometric training leads to static strength gains of 5% per week. Increase in strength from isometric training are related to the number of muscle actions performed, the duration of the muscle actions, whether the muscle action is maximal or sub maximal, and the frequency of training.

Isokinetic

Isokinetic refers to a muscular action performed at constant angular limb velocity. Unlike other types of resistance training, there is no specified resistance to meet, rather, the velocity of movement is controlled. The resistance offered by the Isokinetic machine cannot be accelerated; any force applied against the equipment results in an equal reaction force.

The reaction force mirrors the force applied to the equipment throughout the range of movement of an exercise, making it theoretically possible for the muscle(s) to exert a continual, maximal force through the movements full range of motion. The majority of equipment found in the gym allow for only concentric actions. Advocates of Isokinetic training believe that the ability to exert maximal force throughout the range of motion leads to optimal strength increases. Other advantages are minimal muscle and joint soreness, making difficult training sessions more tolerable.
How To Get Maximum Results From Your “Bully Xtreme” Training.

(Warning: This is advanced training before you embark on this program please follow the beginners program. This is “Xtreme” training and so are the results you will get!)

Warm up:

You can use the rowing exercise or any other in the (#25) Training Log. Perform 20 repetitions and three sets. (Sets= 20 complete repetitions are equal to 1 set. After each of the 20 reps rest for 1 minute.) Beginners start with 1 set the first week, 2 sets the 2nd week and 3 sets from the 3rd week forward.

Beginners Exercises: (First Week And Second Week-10 workouts, use only 70% of your strength.)
All the exercises are in the Daily Fitness exercise log that is included with this course. You will perform the first six (6) exercises for a 10 second hold, please log the reading on the power meter on your log, so you will be able to see your strength gains. Follow this program only during the first and second week, training for 5 days in a row.

Intermediate Exercises: (Third Week –11th workout use only 70% of your strength.)
This week you will perform all six (6) Daily Fitness exercises and add 2 exercises number 7 and 8. Exercising in the same manner 1 rep, 10 second hold. Log your power meter reading. You will continue this manner of training adding two exercises each week until you are finally doing all 24 exercises for 1 rep held for 10 seconds only (1 set per exercise.)

Once you have reached this level of conditioning that you are ready to begin Bully Xtreme Training. Remember you will always do your warm up exercise in addition to the above exercise routine or the ones that follow. If you have already been training with the Bully Xtreme, begin doing all the 24 exercises with the 10 second hold for 1 week only then start advanced training.

Copyright 2006, Phoenix Marketing, LLC All Rights Reserved
Now you are ready to begin:

So let’s get to how to actually train with the “Bully Xtreme” to get results.

**Advanced Training:**

The first step is to understand how to maximize the workout, so let me explain one of the main training concepts that I will teach you, **Static Contraction**. I will assume that you are not familiar with this training concept, so here goes. This course is set up in three (3) phases.

- The first phase is designed to increase your strength Dramatically.
- Phase two (2) will increase your muscular shape, endurance and vascularity!
- Phase three (3) is the Maintenance phase, at this point you will be needing a break from the hard work and incredible gains that you will have earned!

**Static Holds**

We have determined that static holds can be **held from 5 to 10 seconds long with outstanding results**. Hold the Bully Xtreme contraction; using the power-meter as a guide, you must hold the contraction at 100% of your strength and not allow the Bully Xtreme to move away from the point it has reached at your maximum contraction for 5 seconds. Next workout you should try to hold the contraction for up to 10 seconds. If you hold it for 10 seconds, it’s time to push your contraction harder, you must move the power-meter and hold it at the new setting for 5 seconds.

This is the **Bully Xtreme / Static Contraction** simplified method of ensuring very high intensity and progressive overload. (If for example you held the contraction at say 50 on the power-meter you must move the contraction to 55 or any number higher then 50)

Remember, you need to experiment to find what you are capable of holding statically. Ninety percent of trainees should start with workouts using one set per exercise.

Please understand the following carefully, you will be performing all 24 exercises at 100% of your strength for a 5 to 10 second hold, as explained above.

**Sets and “Repetitions”**

You don’t really do “reps” with Static Contraction because there is no movement ... but you know what I mean. Some trainees respond well to two or more sets of one static “rep”. As a rule of thumb:
What Frequency to Train:

This is very intense training your training schedule will be as follows:

**Phase One:**

First week:

Train every other day 3 to 4 times in a 7 day period. You will only do 2 static reps of each exercise with a 5 to 10 second hold as explained earlier.

Second week:

Train every other day 3 to 4 times in a 7 day period. You will do 3 static reps of each exercise with a 5 to 10 second hold as explained earlier.

Third week:

Train every other day 3 to 4 times in a 7 day period. You will do 4 static reps of each exercise with a 5 to 10 second hold as explained earlier.

Fourth week:

Train every other day 4 times in a 7 day period. You will do 5 static reps of each exercise with a 5 to 10 second hold as explained earlier.

**Write Down Your Numbers**

Write down each power-meter reading and the number of seconds you held it. Put them on your *new Bully Xtreme* Log Sheet. These numbers ensure you are achieving high intensity and progressive overload. Without knowing these numbers you will over train.

**Caution And Warning**

This program involves a systematic progression of muscular overload that leads to intense Bully Xtreme contractions. As a result, a proper
warm-up of muscles, tendons and ligaments is mandatory at the beginning of every workout. (As explained earlier in the warm up section)

**Phase Two:**

At this point of your training we will be switching to Isotonic training. You will be performing all 24 exercises as follows.

Isotonic means that we will be performing more then one repetition of each exercise and we will be doing multiple sets.

**First week:**

Train every other day 3 to 4 times in a 7 day period. You will only do 10 reps of each exercise and you will be doing one (1) set of each movement, you will only hold the last exercise, the tenth rep at 100% of your strength with a 5 to 10 second hold as explained earlier. It is very important at this point of your training that you focus on each rep to get maximum benefit from the exercise.

**Second week:**

Train every other day 3 to 4 times in a 7 day period. You will only do 10 reps of each exercise and you will be doing two (2) sets of each movement you will only hold the last exercise, the tenth rep at 100% of your strength with a 5 to 10 second hold as explained earlier. It is very important at this point of your training that you focus on each rep to get maximum benefit from the exercise.

**Third week:**

Train every other day 3 to 4 times in a 7 day period. You will only do 10 reps of each exercise and you will be doing three (3) sets of each movement, you will only hold the last exercise, the tenth rep at 100% of your strength with a 5 to 10 second hold as explained earlier. It is very important at this point of your training that you focus on each rep to get maximum benefit from the exercise.

**Fourth week:**

Train every other day 4 times in a 7 day period. You will only do 10 reps of each exercise and you will be doing four (4) sets of each movement, you will only hold the last exercise, the tenth rep at 100% of your strength with a 5 to 10 second hold as explained earlier. It is very important at this point of your training that you focus on each rep to get maximum benefit from the exercise.
Phase Three:

At this point in your training we will be winding down from all the intense training that you have done. The next four (4) weeks you will be performing all 24 exercises for only one static rep for a 10 second hold only. You will use only 70% of your strength during the first week exercising 4 times a week. After that you will go back to 100% of your strength in the second, third and fourth week. Training 5 times per week.

Print out a new log sheet to track these exercises. You will at this point notice a change in your body that has not happened before. You may from this point forward REPEAT THE PROGRAM AGAIN, you may add in specialized exercises, for example if you find you have a lagging body part i.e. chest, arms etc. you can add exercises to the original 24 but do not exceed 30 exercises in all.
CONGRATULATIONS!!

You have just completed one of the most grueling, result getting exercise programs; if you have stuck with it you will be noticing a more muscular and defined body, your strength will be thru the roof and every single result promised you will have been met or exceeded!!
## Daily Fitness Training

### 1 Rep Hold for 10 Seconds

<table>
<thead>
<tr>
<th>Training Day</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
</tr>
<tr>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
</tr>
<tr>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
</tr>
<tr>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
</tr>
<tr>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
</tr>
<tr>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
</tr>
<tr>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
</tr>
<tr>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
</tr>
<tr>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
</tr>
<tr>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
</tr>
</tbody>
</table>
## Daily Fitness Training

1 Rep Hold for 10 Seconds (*Stomach exercises 3 sets for 20 reps*)

<table>
<thead>
<tr>
<th>Training Day</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
</tr>
<tr>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
</tr>
<tr>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
</tr>
<tr>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
</tr>
<tr>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
</tr>
<tr>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
</tr>
<tr>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
</tr>
<tr>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
</tr>
<tr>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
</tr>
<tr>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
</tr>
</tbody>
</table>
# Daily Fitness Training

1 Rep Hold for 10 Seconds

<table>
<thead>
<tr>
<th>Training Day</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
</tr>
<tr>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
</tr>
</tbody>
</table>

| Date         | Date| Date| Date| Date| Date| Date| Date| Date| Date| Date|
| Reps         | Reps| Reps| Reps| Reps| Reps| Reps| Reps| Reps| Reps| Reps|

| Date         | Date| Date| Date| Date| Date| Date| Date| Date| Date| Date|
| Reps         | Reps| Reps| Reps| Reps| Reps| Reps| Reps| Reps| Reps| Reps|

| Date         | Date| Date| Date| Date| Date| Date| Date| Date| Date| Date|
| Reps         | Reps| Reps| Reps| Reps| Reps| Reps| Reps| Reps| Reps| Reps|

| Date         | Date| Date| Date| Date| Date| Date| Date| Date| Date| Date|
| Reps         | Reps| Reps| Reps| Reps| Reps| Reps| Reps| Reps| Reps| Reps|
# Daily Fitness Training

1 Rep Hold for 10 Seconds

<table>
<thead>
<tr>
<th>Training Day</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
</tr>
<tr>
<td></td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
</tr>
<tr>
<td></td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
</tr>
<tr>
<td></td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
</tr>
<tr>
<td></td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
</tr>
<tr>
<td></td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
</tr>
<tr>
<td></td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
</tr>
<tr>
<td></td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
</tr>
<tr>
<td></td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
</tr>
<tr>
<td></td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
</tr>
<tr>
<td></td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
</tr>
<tr>
<td></td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
</tr>
<tr>
<td></td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
</tr>
<tr>
<td></td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
</tr>
<tr>
<td></td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
</tr>
<tr>
<td></td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
</tr>
<tr>
<td></td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
</tr>
<tr>
<td></td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
</tr>
<tr>
<td></td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
</tr>
<tr>
<td></td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
</tr>
<tr>
<td></td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
<td>Power</td>
</tr>
</tbody>
</table>
## Daily Fitness Training
### 1 Rep Hold for 10 Seconds

<table>
<thead>
<tr>
<th>Training Day</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
</tr>
<tr>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
</tr>
<tr>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
</tr>
<tr>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
</tr>
<tr>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
</tr>
<tr>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
</tr>
<tr>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
</tr>
<tr>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
</tr>
<tr>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
<td>Date</td>
</tr>
<tr>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
<td>Reps</td>
</tr>
</tbody>
</table>