



CRAZYBULK

BULKING • CUTTING • STRENGTH

INTRODUCTION

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Introduction

Reality Check

It's 6am, your alarm clock blares and you roll out of bed to start the day ahead. You feel sluggish, tired, maybe a bit "achy" in spots, and your joints are rebelling against the idea of movement.

Then you clumsily make your way to the bathroom and stare yourself down in the mirror. The realization has occurred that you are officially out of shape and frustrated with the person you've let yourself become. In your brain, the switch has been flipped and it's finally time to do something about it.

The only problem is the mere thought of embarking on an exercise program and making dietary changes makes you cringe in fear. Never mind the fact that you have to move your body repetitively for an extended period of time and most likely, break a pretty doggone good sweat.

Relax friend! Take a deep breath or two, think happy thoughts and make yourself at home. There's no need to get all worried about false evidence appearing real.

In reality, molding yourself into a shapely specimen is not as hard as you may have been farmed to believe. Sure it takes heart, desire, dedication and discipline, but once you grease the groove and get a little momentum going, everything will fall right into place.

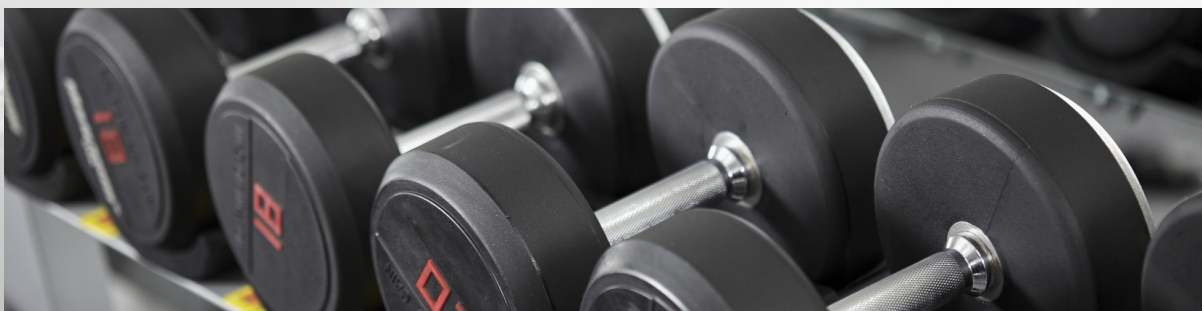
That being said, you are probably well aware that declining health paralleled by rising healthcare costs has taken center stage in the public eye. This, in turn, has not only had a major impact on the economy, but it has also caused multitudes of workout programs to blossom.

The companies driving these programs have steadfastly "guaranteed you results or your money back!" Unfortunately, they don't always have your best interest in mind. Often times, they're more concerned about THEIR bottom line instead of YOUR waistline.

Truth be told, when you are just starting out, investing time in the latest, greatest fitness fad is NOT the best way to go. You are better served taking a smart, safe and sound approach that involves gradual, meaningful changes. You will then be set up for a lifetime of physical literacy, and as an added bonus, your confidence will get a big chi hit and your motivation will go through the roof!

The forthcoming pages will unveil methods, techniques and insider tips centered on fitness, nutrition, diet and mental acuity.

Remember, there are no shortcuts. Stick to the plan, put the work in, take just the right angle, and then, and ONLY then, can you focus on getting that prized six-pack or v-shaped back you've been longing for. And although patience is a virtue, diligence is a game-changer!





Clearance

Don't believe the hype. Change is good and it is something you should never fear. And making lifestyle alterations is all about change. This includes your body, mind, spirit and attitude!

A couple things to consider when it comes to YOUR personal change are make sure you are physically able to exercise and be sure to set up a solid game plan. In order to get to a desired endpoint, you first need direction.

Before you jump head first into the icy water of uncertainty, it is best to first seek counsel from a healthcare professional. Be it a personal physician, family doctor or whatever type of practitioner you choose to use.

There is a very good chance you have a completely clean bill of health. But what if you don't? Take this hypothetical situation for example. You join a gym, start working out and all of a sudden have a massive pain in your chest.

Best case scenario is you are having a bout of bad heartburn. The worst case scenario—you are on the verge of a heart attack. Choice A is obviously better than B, but both are unfavorable and could possibly have been prevented with a quick examination.

Doctors will basically ask you a number of questions about your overall wellbeing. They will want to know your age, if certain diseases run in your family, the list of surgeries you've had over the years, if you have any movement limitations, and your current and past level of activity.

Be honest here too! If you withhold information from your doctor, he will not be able to give you an accurate assessment. Be assured that your information is private and secure. This is part of the confidentiality policy that healthcare practitioners must abide by law.

And just for the record, meeting with a physician before starting a new program is primarily for people who are overweight or obese, over the age of 40, have lived a sedentary life, have had chronic conditions or have a family history of illness. If you have been relatively active and do not fall into any of these categories, you should be good to go.

Setting up a Wellness Vision

On January 1, every year like clockwork, millions of resolutionaries around the globe join a gym to lose the excess weight that has snuck up on them over the course of time. It's not always about losing weight though. Sometimes it's just to eat healthier or give up bad lifestyle habits. In some cases, it's a mixed bag of all of the above.

Any way you slice it, there is a really high rate of failure, and it all stems from one thing—the lack of a solid game plan. It may sound trite, but fail to prepare and you might as well prepare to fail.

If you already belong to a gym, you've probably already seen this firsthand. Take note of how many people there are on day two or three of the New Year as opposed to say, mid-February. Chances are there is a monumental difference.

You can call it falling off the wagon, you can call it lack of discipline or you can call it lack of direction. In the end, it's most likely caused from not having a schematic to follow. That's where a wellness vision comes into play.

If you stop and think about it, a high percentage of successful people in the world of business, sports and entertainment all had a common thread. Failure was not an option. They looked ahead and saw themselves in possession of that which they wanted. That is called a wellness vision.

The first thing you need to do is create a wellness vision of your own. Sit back in a chair, close your eyes and imagine yourself 9 to 12 months down the road in an ideal place. Define what you want your body to look like and mind to feel like.

Do you want to lose weight, have better functional ability, be able to touch your toes, do a fitness event, be bigger, stronger, happier? Feel like you are already in possession of that which you want, and both commit it to memory and write it down on paper.

If you are a little stuck on what a wellness vision looks like, here's a quick hypothetical example...
"By this time next year, I want to..."

- ✓ **Have definition through my whole body**
- ✓ **Be 50 lbs. lighter**
- ✓ **Be following a healthy diet**
- ✓ **Have high energy levels**
- ✓ **Feel confident when I wear revealing clothing**
- ✓ **Be stronger and have more muscle mass**

You will notice with this wellness vision that there are elements of exercise, diet and lifestyle combined. That's because wellness is all-encompassing. Spare no expense on how elaborate you want to get. That will only fire you up more to obtain your goals.



Motivators

Once you have your wellness vision figured out, you will need to locate key motivators to get you there. These need to be powerful! These are the driving forces that will propel you through a number of unsavory situations.

They have to get you out of bed early in the morning to work out, they need to give you discipline to pass on baked goods when someone brings them into work and they need to prevent you from slugging down beers with your friends while watching the rugby finals.

Just saying, "I want to get in shape" doesn't cut it. Go a little deeper. For example, think about the effect your health has on others in your life, such as your spouse, parents, children, grandchildren and co-workers - those who depend on you to be physically, mentally and emotionally strong. If you are bankrupt in any or all of these areas, you have nothing.

Here are some examples of key motivators to get you pointed in the right direction.

- ✓ I want to be able to put groceries in my car without back pain
- ✓ I want to be able to run around on the playground with my kids without getting out of breath
- ✓ I want to be alive to see my grandchild graduate high school
- ✓ I want to be lean and look great in my wedding dress

Again, these are just hypothetical. Use any or all of them if they fit your lifestyle, but feel free to drum up your own set too!



Obstacles

It is an absolute guarantee that obstacles will arise during the pursuit of your wellness vision. A lot of times they may be through your own fault or the dirty deeds of someone else. In the big picture, it doesn't really matter who's fault they are. You still have to deal with them and get them out of the way. The only thing that matters is, you glance into the future and look to the present to determine what these nasty roadblocks might be.

Here are a few examples, and probably at least one or two apply to you.

- ✓ **Lack of time to work out**
- ✓ **Low self esteem**
- ✓ **Lack of money to buy a gym membership**
- ✓ **Do not know what to eat**
- ✓ **Very busy work schedule**
- ✓ **I travel too much to stay on track with my diet**
- ✓ **Peer pressure**

There is something really important you need to know. Obstacles are really nothing more than old conditioned patterns that continually resurface in your life to drive you crazy and prevent you from achieving your best self.

They are weighty, heavy and cause you to ache inside and out. You might want to refer to this phenomenon as "mental obesity." It's very similar to carrying around excess weight that is of no value to you. The main difference is mental obesity affects you on an emotional level while physical obesity affects you on a physiological one.



Strategies

Do you remember the gym scene referred to earlier? The obstacles in the people's lives that stopped going obviously got the best of them because they had no strategies in place to overcome them. Not you though. YOU are in luck because you're about to learn how to create killer strategies to squash your pesky obstacles when they arise at the worst of times.

Please don't confuse strategies with motivators. They are not one in the same. A strategy is more like a bandage to stop bleeding. It's not exactly a quick fix, but it's more like a plan to resolve an unfavorable issue in short order.

Here are a few examples of strategies you can recite for random obstacles.

- ✓ **I will hire a babysitter for an hour a day so I have time to work out**
- ✓ **I will go to bed one hour earlier every night so I have more energy to perform optimally at my job.**
- ✓ **I will wake up one hour earlier in the morning to fit in my workouts.**
- ✓ **I will bring healthy snacks to work to avoid junk food**
- ✓ **I will prepare a week's worth of food on Sunday when I have free time**

Do you get the picture? These are all really good strategies too, so feel free to use them if they apply to you. It is also a good idea to sit in a quiet space and allot yourself a good hour or hour and a half to hash out your wellness details. Once you find a space and block out all other distractions, you will be surprised how easily the answers will flow.



Three Month Goals

Here's where you start to really dial it up! It's come time to set some goals. You will start with three-month goals then transition to weekly goals. Three months is a good time frame because it's long enough to see a big difference in your mind and body, and short enough to have a sense of urgency to make action happen.

These goals are basically smaller versions of your overall wellness vision. Make them lofty, but not so lofty that you can't achieve them. All of your goals should follow the SMART acronym, which means small, measurable, action-based, realistic and time-related.

Keep your eye especially fixed on the realistic aspect. As the story goes, if you aim for the moon you might hit the stars. But if you try to bite off more than you can chew, you can get indigestion. Be sensible with your initiatives.

Here are a few examples of three-month goals.

- ✓ **Lose 10 lbs.**
- ✓ **Do any form of exercise three days a week for at least 60 minutes at 6am.**
- ✓ **Cut my coffee intake down to one cup a day instead of five.**
- ✓ **Eat five small, healthy whole-food meals four days a week.**

Weekly Goals

Your weekly goals break things down into even smaller increments. These will be small steps toward your three month goals. Be extra sure to design these with laser-light precision.

Here are a few examples.

- ✓ **Wake up and eat a healthy breakfast consisting of yogurt, granola and raspberries on Mon and Thur.**
- ✓ **Bring training clothes to work on Tues and Thur so I can walk for 60 minutes at the local park at 5 pm.**
- ✓ **Use the bathroom at the far end of my office every day.**
- ✓ **Drink only one cup of coffee first thing in the morning on Mon, Wed and Fri.**

Notice the accuracy of these goals. Specific amounts, durations, times and days are mentioned. Pull no punches with these details. The more specific you are, the greater the chance is to honor them.

For example, if you were to just say, "I'm going to exercise three times next week," you don't know when, how long, what type or where. If you reframe that goal to say, "I am going to do weight training on Mon, Wed and Fri next week at 6am for 60 minutes at the YMCA" you have all the information you need to make it happen.

Think of your weekly goals as work appointments or obligations. If you were set for a meeting at 12 o'clock with the board of directors at your company, would you blow it off? Treat your goals the same way!

Summarization

Now you know how to create a complete system to get yourself on track right out of the starting blocks. Update your goals weekly and feel free to tweak your program as needed in case you come upon an epiphany or two.

Hopefully you are having fun at this point in the game. That's what day to day life should always be like. If not, then maybe you need a little movement. You know, it is best to get up and move every two hours through the course of the day. If you have not done so, go do it now. By the time you get back, you'll be good and ready to read the next guide, which just so happens to be on working out.



**THERE IS NO ONE STEP THAT DOES IT.
IT'S A LOT OF LITTLE STEPS.
CRAZYBULK IS WITH YOU ALL THE WAY!**

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