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THE ALPHA DIET

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Table of Contents

Introduction.....	Page 6
Chapter 1 - Managing Bodyweight.....	Page 8
The Holy Grail of Weight Manipulation.....	Page 8
How to Lose, Maintain, or Gain Weight.....	Page 11
Macronutrient Ratios.....	Page 13
Carbohydrates.....	Page 14
Fat.....	Page 15
Protein.....	Page 16
Micronutrients.....	Page 18
Hydration.....	Page 19
What to Eat.....	Page 21
Substitution Method.....	Page 23
Meal Frequency & Timing.....	Page 25
Summary.....	Page 26
Chapter 2 – Enhancing the Process.....	Page 27
Gain Muscle to Lose Fat.....	Page 28
The Alpha Destiny Novice Program.....	Page 29
The Truth about Cardio.....	Page 30

Low Intensity.....	Page 32
Medium to High Intensity.....	Page 34
Refeed Days.....	Page 36
Recomping.....	Page 38
Intermittent Fasting.....	Page 40
Restaurant Method.....	Page 43
Liquid Meals.....	Page 43
Olive Oil Shots.....	Page 45
Food Psychology.....	Page 45
Sunday Meal Packing.....	Page 47
Summary.....	Page 49
Chapter 3 – Nutrition Myths.....	Page 50
The Shredded Myth.....	Page 51
Low Carbs, High Protein.....	Page 56
Reverse Dieting.....	Page 60
Supplements.....	Page 62
Pre & Post-Workout Myth.....	Page 64
Pre-Workout.....	Page 64
Post-Workout.....	Page 65
Cleansing Myth.....	Page 66

Gluten Intolerance.....	Page 68
Toning Myth.....	Page 69
Summary.....	Page 70
Chapter 4 – Illusion Strategies.....	Page 71
Custom Tailored Clothes.....	Page 71
Color & Style of Clothes.....	Page 73
Color.....	Page 73
Style.....	Page 75
Accessories.....	Page 76
Proper Grooming.....	Page 78
Special Strength Training.....	Page 81
Vacuum Effect.....	Page 81
Johnny Bravo Mode.....	Page 83
Powerful Legs Program Template.....	Page 84
Muscle Illusions.....	Page 84
4 Week Illusion Program.....	Page 87
Summary.....	Page 88
Conclusion.....	Page 89
Other Resources.....	Page 90

Introduction

This book is designed to teach you nutritional science in a fun, direct, and no-fluff manner. I won't bore you complex science and formal definitions that university students must typically go through. Everything you will learn in this book is simple to understand, yet supported by the scientific literature. All of my explanations will be dumbed down to layman's terms. In addition, the tone of my writing will have a mixture of light-heartedness and seriousness. As a result, you'll acquire deep knowledge regarding nutrition and dieting, but without stressing your brain out with complexity. And let's be honest for a second. We all hate reading those damn science textbooks. They're boring, take too long to read, and are covered with fluff and advanced diction. Thank goodness I'm dumbing all this information down for you in this nice, compact book. Hell, I wish I had a book like this when I was growing up, as it would've saved me the trouble of researching the science myself!

Anyhow, when I refer to nutritional science, I am of course referring to manipulating bodyweight. After all, is this not the reason why we learn nutrition in the first place? It's quite simple, you either want to lose weight, maintain your weight, or gain weight. This seemingly simple task cannot be accomplished without a proper understanding of nutritional science. Even in the case where results are obtained despite obviously being ignorant (as so many bodybuilders have demonstrated), this does not render the nutritional methods optimal, safe, or even effective. That's why even though what you are doing now may work, does not indicate it as the best possible way to go about it. There are people who've gone their whole lives following impractical methods when simple fixes could have been made. They argue "if it ain't broke don't fix it" but I reply "what could be better is as good as broken".

Therefore, in this book, it is my intent to educate you as much as possible. I know you've been lied and misled to in the past, and so by bringing you true knowledge that is actually

found in nutritional science and promoted by registered dieticians, you can reach your ultimate body composition without any let-downs. I will also debunk several myths that fitness “gurus” on the internet have promoted to you (apparently called common sense), while of course offering superior alternatives. And let me tell you, there’s a lot of bullshit online. **Especially when it comes down to dieting advice.** Probably 90% of all nutrition articles, magazines, and videos contain misinformation. Thus, it is my duty to debunk all of these the lies. I’m talking the whole nine yards.

I will also provide special illusion strategies that will make you appear leaner and more muscular without actually needing to lose weight. Some of these tips will be fashion and grooming related, while others will be physiological/training related. Nonetheless, when you combine all methods, you will look the leanest and sexiest you’ve ever been without much difference in true body composition.

Worry not of my experience, for I have tried every type of diet in existence, and have accomplished all three tasks of losing weight, gaining weight, and maintaining it. I’ve been 6% bodyfat all the way up to 15% bodyfat. I’ve been skinny, fluffy, and muscular. I’ve weighted 120lbs to 181lbs. I’ve experienced weight fluctuations on all possible scales. So don’t just think I’m some theory motherfucker. Although this book is primarily textbook knowledge, there’s a lot of practical stuff as well. Things that I’ve experienced myself. Bluntly put, I walk the talk.

It gives me great pleasure and excitement to be sharing this information with you. I know that whatever your body composition goals may be, you will reach them. I ensure that you will not be disappointed with this book, and that proper eating habits will be established within you for the rest of your life. In other words, you would have gained something that not everyone has the luxury of having. That is, freedom and knowledge! The freedom to manipulate your bodyweight at any given moment in time, and the knowledge to turn this dream into a reality. Sounds good to you? Great, so without further ado, let’s dive into The Alpha Diet.

Chapter 1: Managing Bodyweight



Before we discuss anything technical, you must first understand the basics of weight manipulation. That is, knowing how to lose, maintain, or gain weight. Without this fundamental knowledge, you will fall for fad diets, scams, and will have poor physical results. So without further ado, let's discuss how the body works, and how you can utilize it to your advantage.

The Holy Grail of Weight Manipulation

When most people think about losing weight, the typical solution is to just “eat less”. Similarly, when one wants to gain weight, the answer is to “eat more”. We know that if you eat less you lose weight, and if you eat more you gain weight. But why is that the case?

Well folks, it has to do with **the holy grail of weight manipulation, which is your Total Daily Energy Expenditure (TDEE)**. Essentially, it consists of how many calories your body burns in a day to run automatic processes (maintaining proper body temperature, digestion, respiration, etc), in addition to your activity level. The number of calories one burns in a day will vary heavily among person to person. Here's a list of factors (there can be lots more).

- The older you are, the lower your TDEE.
- The more muscle you have, the higher your TDEE.
- Men tend to have a much higher TDEE than women.
- Genes/Hereditary factors can lead you with a naturally high or low TDEE.
- Thyroid levels can affect TDEE.
- Drugs can dramatically raise TDEE.
- The more frequently you train, and the harder it is, the higher the TDEE.

Nonetheless, no matter what your circumstances may be, your body still burns X amount of calories a day. This will always hold true. After all, just like the car that requires fuel so does the body need calories. Moreover, much like the fuel that is burned off in a vehicle, the body must too burn off calories. In these ways, you can immediately recognize the importance of the TDEE. The moment your body stops burning calories is the day you die.

In terms of the TDEE number itself, it's important to recognize that the lower your TDEE, the less food you can consume in a day. Conversely, the higher your TDEE, the more food you can consume. What I just described is the infamous saying "calories in versus calories" out. That's what it is in a nutshell. **You eat outside your TDEE, which results in weight manipulation.** Below is an excellent example to demonstrate my point.

- a) Guy 1 has a TDEE of 2400 calories per day.
- b) Guy 2 has a TDEE of 3000 calories per day.

As you can see, Guy 1 has a lower TDEE than Guy 2. If Guy 2 decides to eat 2400 calories, he will actually consume less than his TDEE. That would result in him losing weight. Likewise, if Guy 1 consumed 3000 calories, he would surpass his own TDEE, thus gaining weight. This is the basic premise of weight manipulation.

Now that you've seen this example, let me ask you a question. Which TDEE would you rather have, Guy 1 or Guy 2? Chances are you said Guy 2, because you would be able to eat 600 calories more than Guy 1 **without any changes in body composition**. Interesting, isn't it? With this simple example you already see the benefits of having a higher TDEE. Luckily for you, **it is possible to raise the TDEE, thus making weight manipulation very easy.**

For instance, you may not believe me, but I eat an average of 4000 calories a day. **To the average sedentary man, this would be double what they consume in a day.** For me, 4000 calories maintains my weight. If I go over, I start dropping bodyfat, and if I go any higher my bodyfat increases. Now let me ask you yet another question (have to make you think a bit). **How come my TDEE is double that of an average Joe?** After all, I only train 2-4x a week, and don't take any performance enhancing substances.

To answer your question, I've raised my TDEE by gaining over 30lbs of muscle. My fat free mass index is close to the widely accepted natural limit of 25. That's the beauty of the TDEE. **You can legitimately raise it.** That's right, and it doesn't require that you do cardio 6 days a week or bust your ass off in the gym sweating like a pig. **All you must do to raise your TDEE is increase muscle mass significantly, particularly in the legs, and you're covered.** After all, the TDEE is affected by age, weight, genetics, bodyfat percentage, and even sex. That's why women tend to eat less than men. Their body composition is significantly less than that of a man. Granted, you can't do anything about your age, genetics, or sex, but you can certainly build a muscular body if you invest a couple years in the weight room. This is 100% controllable, which works in your favor.

So now that you realize the importance of the TDEE (and hopefully understand it), it's time to dive deeper into this weight manipulation topic. We will first analyze different methods of identifying your TDEE, and then describing the ideal calorie percentages (+/-) for losing or gaining weight.

How to Lose, Maintain, or Gain Weight

The first step to manipulating bodyweight is by knowing what your TDEE is. Figuring out this number might take some time and experimentation. **The easiest way to learn this is by seeing if your weight has been stable for the past couple months.** If it has been, then all you must do is track the average amount of calories that you eat in a day, and voila your TDEE is found.

If this doesn't work, you can always use TDEE calculators online (often very inaccurate) or perform morning weigh-ins every day for 3 weeks with an estimate TDEE and monitor how your weight fluctuated. If your weight has gone up, then you are eating more than your TDEE, and if it has gone down, you have consumed less than your TDEE. In turn, this gives you feedback on how much food you need to consume per day. **Over time, you will reach a point where your weight is stable, and that is when you will have discovered your TDEE.**

Once you learn what your TDEE is, it's essential that you write it down and never forget this number. This will be your baseline. Over time, as your body composition improves, your TDEE will begin to raise. Knowing where you started at will make it easy towards discovering your new TDEE in the future. Just remember that the number you have now will change. This I can guarantee. Once this happens, that's typically where plateaus begin, hence people not being able to lose or gain weight anymore.

The second step towards manipulating bodyweight is to know what your goals are. Are you trying to lose weight, maintain your weight, or gain weight? **If the goal is to lose weight, you must simply eat below your TDEE.** Likewise, **if you wish to gain weight, eat above your TDEE.** However, make sure you don't eat drastically below or above the TDEE. Nor should you do this intuitively. **It must be planned with carefully crafted percentages.**

For instance, if you want to lose weight subtract 10-20% off your TDEE, and roll with those numbers for a while. If you stall, remove another 10-20%, and keep repeating until you achieve the desired weight. If you want to maintain your weight, eat **exactly** at your TDEE, and if you wish to gain weight, add 10-20% to your TDEE and follow the exact same steps as losing weight but in reverse which means increasing 10-20% over time rather than subtracting (Remember Guy 1 and Guy 2).

At this moment, you probably understand how weight manipulation works, but you are still not certain as to which percent (10-20%) you should use. Let me give you some general guidelines for that. As a general rule, **the faster** you want to cut or gain weight, stick on the higher end of the spectrum, to say 20%. Conversely, if you wish to **slowly** manipulate weight, stick to the slightly lower side, such as 10%.

You must also realize that **the more body fat you carry, the higher the percentage can be.** This is because the extra fat will give you energy during your workouts which prevent degradations of training performance. Likewise, **the leaner you are, the lower the percentage must be.** This is necessary to prevent yourself from losing muscle mass or messing with your hormones and psychology. **The fact of the matter is that fast cutting does not work well for drug-free lifters.** Growing into a show is a thing of the enhanced, not the natural. You must cut slowly if you are lean (10-15%) otherwise you will suffer the consequences both from an aesthetics and performance standpoint.

In general, this is all you must know regarding the TDEE. It's a fairly simple concept, and does not need to be more complicated. To summarize, you eat exactly at your TDEE to maintain your weight, eat less than your TDEE to lose weight, and more than your TDEE to gain weight. It's really that straightforward. By the way, in Chapter 2 I will teach you special strategies to making this process easier.

Macronutrient Ratios



Now that you know how your body burns x amount of calories a day and that eating outside this range results in weight manipulation, it's time to define what actually constitutes a calorie. A calorie, by definition, is the **energy** it takes to raise the temperature of 1 gram of water 1 °C. What's important to identify is the key word being energy. Now, calories arise from what we call "macronutrients", which includes carbohydrates, fats, and

protein. Alcohol also has calories. Below is a list of the grams/calories relationship of these components.

Fat: 1 gram = 9 calories

Protein: 1 gram = 4 calories

Carbohydrates: 1 gram = 4 calories

Alcohol: 1 gram = 7 calories

As you can see, fat has the highest amount of calories per gram, while alcohol has the second highest amount (I wonder why beer drinkers get fat). Protein and carbohydrates contain an equal amount of calories.

It's advised not to have too much fat or alcohol in one's diet, as it can allow us to consume large amounts of calories very easily. Here's an example. If I eat 100 grams of fat (9×100) I will have consumed 900 calories. If I consume 100 grams of alcohol (7×100) I will have taken in 700 calories. However, if I consume 100 grams of carbohydrates **and** protein ($4 \times 100 + 4 \times 100$) the sum of calories will be 800. That's 100g less than fat, and only 100g more than alcohol even though I have two different macronutrients at the same time. Through this example, you immediately recognize why fat and alcohol intake must be lower than carbohydrates or protein. It also wouldn't be healthy to have the majority of your calories coming from these two macronutrients. With that said, it's time to discuss ideal macronutrient intake for health, performance, and body composition (alcohol will not be discussed at the moment). When you're looking at these numbers, I want you to not take them literally, but rather to see them as general guidelines.

Carbohydrates

First, we will discuss carbs, as they are extremely important for energy. As a general rule, for the drug-free lifter, carbs must be on the high side (50-80% of all calories). Out of all

three of the macronutrients, it will be the highest of all. This is due to the fact that if you don't have carbs, your performance in the gym will suffer. After all, muscles contain glycogen, which keeps them full and ready to be energized. By removing carbohydrates from your diet (or keeping them low) your training sessions will suffer dearly. This is even more true if you train for aerobic sports such as running, cycling, or swimming. Therefore, I will give you three different ratios that you can use towards calculating ideal carb intake. Keep in mind that the more anerobic your training is, the less carbs will be necessary, while the more aerobic it is, the more carbs become important. You must also account for individual differences.

- 1) 5 grams of carbs per pound of bodyweight (ideal for endurance athletes)
- 2) 3 grams of carbs per pound of bodyweight (good for hybrid training)
- 3) 2 grams of carbs per pound of bodyweight (fine for power/strength sports)

With these three options and a little experimentation, you will find exactly what carb intake is right for you. Personally, I like maxing out my carbs. I consume 5 grams of carbs per pound of bodyweight all day every day. However, that's because I follow full body concurrent training which combines all energy systems into one major program. In addition, from a culture standpoint, I just love eating fruits and grains, which naturally draws me to carbohydrates. For you, it might be different. Just remember that your carbs should never be on the low side, and you will be just fine.

Fat

Next on the list we have fats. Despite the claims made by internet marketers that "fat is bad", the reality is that fat is good for you, and essential for the body to run smoothly. Without fat, the endocrine system greatly deteriorates (causing low levels of hormones such as growth hormone and testosterone) and libido is severely shot. If you cut your fat

below 10% of your total diet, you can expect major erectile dysfunction and low training performance. Therefore, it's absolutely essential that your fats are in a good range.

However, you must keep in mind that because fats are worth 9 calories (as compared to 4 grams in carbs and protein) your total fat intake will obviously be limited. If too many of your calories come from fat, you will miss out on carbohydrates and protein, which can make or break you. Therefore, I recommend having 10-20% of your total calories coming from fat. This is the ideal range for health, performance, and practicality.

Protein

Now we're down to everyone's favorite macronutrient—protein. It's the most talked about macronutrients of all time because protein is responsible for rebuilding muscle tissue through a process known as protein synthesis. When a muscle is broken down through resistance training, a process known as protein synthesis (fancy word for protein rebuilding muscles) occurs, which is when various amino acids are brought together in the muscles, which cause them to repair. By cause of this phenomenon, people place great importance on protein for regenerating muscle tissue, because they know that protein synthesis will lead to having bigger and stronger muscles.

Due to these mentioned benefits, you probably think that I'll recommend you consume large amounts of protein per day in order to maximize muscle gains. **If you thought this was coming, you're dead wrong.** What's interesting is that despite protein being essential for muscle tissue repair, it's actually grossly overrated. As a matter of fact, I will argue that the majority of people (probably 90%) are eating more protein than they actually need for muscle growth. If we want to take it a step further, I would say that if you **exclusively** ate brown rice every day, you would still have enough daily protein. Here's the truth. Protein is not difficult to attain. It's found in practically every food, and once you consume the numbers that fall within your TDEE, your protein typically falls into the

appropriate range. “What is this range?” you ask? Well, it’s a lot less than you probably think.

According to the research, **one does not require more than 0.8g of protein per pound of bodyweight per day in order to maximize tissue growth.** Consuming more protein has not been found to provide any additional benefits, other than suppressing appetite. Now if you ask me, this ratio is really not hard to attain at the end of day. Here’s an example. Imagine you weighed 150lbs. If we calculate $150\text{lbs} \times 0.8\text{g}$, we end up with a total number of 120 grams of protein a day. Seriously, how hard is that to get? You’d have to eat bird seed to get less than that. Now what if you weighed 200lbs? It’s the same thing. We calculate $200\text{lbs} \times 0.8\text{g}$, and the final protein intake is only 160 grams. What a joke! As you can see, your total protein intake needs not be high, nor even concentrated on (personally I don’t count it). **By focusing on your carbs and fat alone, 99% of the time your protein will fall in the right range, especially if your diet is legitimately balanced.**

In terms of reversals, I would say there exists two exceptions which would require you to consume slightly more protein than usual. For one, if you are using performance enhancing substances, chances are some extra protein could be of good use to you. After all, protein synthesis will be elevated for long periods of time (sometimes up to a full week), therefore creating a higher demand for protein. Your metabolism may also be affected, which leads you to consuming more protein. Moreover, because of the higher levels of hormones in your body, your fat free mass index rises considerably (can go beyond 25). This increases your TDEE in a major way through a higher body composition therefore creating a demand for higher protein.

The second exception is if you are cutting weight, particularly when using a higher cutting percentage (20%, as discussed previously). Due to your body being in a highly catabolic state, you risk losing muscle tissue. The increased protein intake can help retain some of the muscle that would normally be broken down, which will keep you fuller and performing

better in the gym during this cut. Plus, once you're lean you won't look like a toothpick because of all your gains going away.

In summary, your body requires all three macronutrients, being carbohydrates, fat, and protein. **It's important to keep carbs on the higher side, fats low-moderate, and protein low-moderate.** With this type of setup, your body will function and perform in the most optimal way possible. By the way, I'd like to mention that you don't have to calculate every macronutrient that goes into your body. **You should focus on counting calories, not macros.** The macros will naturally fall into place if you stick to my general guidelines mentioned above. Unless you're a competitive bodybuilder who wants to get ready for a show, extreme precision is not necessary or recommended for results and psychological well-being.

Micronutrients

We talked about macronutrients, which constituted carbs, fat and protein, but we did not discuss micronutrients. Just like in economics, where there's a macro there's a micro. In the case of nutrition, **micronutrients would constitute all your vitamins and minerals.** Although we do not require large amounts of micronutrients, it is still imperative for disease-prevention, proper health and development, and overall well-being. To give you a reference point, it's why in the past people would die from Scurvy, which was a Vitamin C deficiency (often times cured via oranges).

The fact of the matter is that micronutrients are absolutely essential in everyone's diet. Hence brings forth the quote "eat your fruits and veggies". Your parents may have annoyed you on this topic during childhood, but they were damn right. Eat a variety of greens (the greener the better) in addition to multiple fruits. I recommend 6-12 servings of fruits and vegetables per day. Choose the ones that you like and make you feel good. There will be a strong cultural component in selecting these foods. Also realize that this will

constitute a major source of your carbs (as sugar is found in fruit) in addition to fiber. This keeps your G.I. tract working correctly, and provides you energy as a side benefit.

On a side note unrelated to nutrition, spend at least 10-20 minutes outside every day. This will give you the right amount of Vitamin D3, which keeps your body's hormones in check. Notice, however, that the whiter you are, the faster you can synthesize Vitamin D3 (typically six times faster). Depending on your skin color, you may need to spend a bit more/less time outside. Just don't stay in your house all day.

If you successfully bring yourself to eat adequate amounts of fruits and veggies in addition to going outside every day, you will have sufficient vitamins and minerals in your diet, thus preventing nutritional deficiencies. You also won't need supplements, which is a huge relief in terms of time and money.









Hydration

Let's talk about hydration very quickly, since our bodies are roughly 70% water. If you are not fully hydrated, you will run out of energy during training and throughout your day in general. You'll feel like shit, can suffer heat stroke, and will have stinky yellow piss. At the same time, your breath will smell bad, and your bowel movements aren't going to be too pretty. So if you think that hydration isn't important, you're dead wrong.

To know if you're hydrated, all you must do is look at the color of your pee. If your piss looks like water, you're hydrated. If it's the color of orange juice, you have a serious problem. The next page displays a commonly used pee-hydration chart.

AM I HYDRATED?

Urine Color Chart

1		
2		If your urine matches the colors 1, 2, or 3, you are properly hydrated.
3		Continue to consume fluids at the recommended amounts.
4		If your urine color is below the RED line, you are
5		DEHYDRATED and at risk for cramping and/or a heat illness!!
6		YOU NEED TO DRINK MORE WATER!
7		
8		

Through looking at this chart, you can see what I was talking about before. The clearer your urine, the better. In terms of reaching this level of hydration, there are three types of recommendations that I can give you.

In the first method, you can try consuming a gallon of water a day. This in itself should be more than enough to cover all your hydration needs. If you work a manual labor job and train very frequently, you may need to up that number to 1.5-2 gallons of water per day. This would be in extreme situations though.

For the second method, you can have 2-4 cups of water every 30-60 minutes for the entire duration of the day. Come night time, you will have fully hydrated yourself.

The final method is to have large amounts of liquids with each meal. Have water or soup before your meal, during the meal, and after the meal. Whatever method you choose, the overall message is that your piss must be clear. Once it looks like water, your job is complete.

What to Eat



Up until this point, we discussed the entire philosophy behind weight manipulation. You learned about the TDEE, macronutrients, micronutrients, and hydration. However, we have still not talked about **what** foods to eat. You learned the how, but not the what. Sure, 1 gram of carbs is 4 calories, but **where** should these carbs come from? This is the fundamental question that I want to answer right now.

The solution I'm about to give may shock you. I will not tell you to eat brown rice, chicken, and broccoli 24/7. Rather, I will recommend that **you follow a diet that is specific to your cultural tastes**. As a result, your macronutrients will come from very personal choices, which essentially means that **I cannot give you specific food recommendations**. There are far too many cultures to consider, and naming but a few foods would be biased and false.

Here are the facts. Your food choice does not matter provided that you are eating a “clean diet” (no artificial crap, refined sugars, trans fats, etc), and eating within the desired caloric intake. Remember the holy grail of weight manipulation, the TDEE? Whether you’re in a 10% caloric deficit from brown rice or pasta does not matter. You’ll still reach the desired caloric intake, while being intelligent with your food choices. **Therefore, the foods you decide to eat are all up to you.**

For instance, I’m of Italian and Greek descent. Thus, it’s no surprise that I enjoy Mediterranean cuisine. Pasta is probably my favorite food of all time. I eat multiple variations of it every day. Now just because I follow this type of eating, does it make it right for everyone else? The answer is, hell no!

Whatever culture specific foods you enjoy, eat them! Let’s stop with this ethnocentric attitude of “my way or the highway”. If you want your primary source of carbs to come from noodles, do it! If you want your primary source of fat to come from olive oil, do it! If you want your primary source of protein to come from chicken, do it! The point is, it doesn’t matter what culture the food comes from as long as YOU enjoy those foods. At the end of the day, a Mexican guy will have the same macros as an Arab guy. Absolutely nothing changes even though the foods are vastly different. Do you understand?

Don’t eat what someone else eats if you don’t want to. Stop copying other peoples’ diets or trying to buy expensive meal plans on the internet. It’s all bullshit. Eat foods that you and your ancestors grew up on. The foods that make you tick. I mean, some of these recipes have existed for thousands of years. They are time tested, much like proverbs. So please stop thinking about the food choice. Eat culture specific foods while of course staying within the desired caloric intake, and you are COVERED. This I can promise.

Substitution Method



Now that you understand the basics of following a culture specific diet, you may have caught one flaw with this system. That is, some foods in these cultures can many times be very unhealthy and filled with useless calories. Therefore, if you were to follow my advice literally, there's a chance that you'd be eating pure crap, which would destroy your health and body composition.

For instance, in the Quebec culture, there is a very popular dish called "poutine". It consists of deep fried French fries with gravy poured on top, in addition to melted artificial cheese turds. It's probably the unhealthiest dish known to man. It's a pure heart attack recipe. Yet it is still "culture specific". That's why I mentioned previously how it's

imperative not to be a dumbass with your food choices. You must ensure that the foods don't disrupt your macronutrients ratios, and are "clean".

"But that doesn't make sense! You just told us to eat a culture specific diet but lots of these foods aren't good for you in the first place! What now, Alex?" is what you may be thinking. Well, since I knew this would be a global issue, I came prepared. Folks, I now present you the substitution method. **That is, you continue eating the foods that are apparently bad, but you substitute the harmful ingredients for better ones.** In other words, you replace the negative aspects of the food for positive ones, thus making it still culture specific, but now healthy at the same time. For instance, going back to the poutine dish, we identified three key ingredients.

- 1) Deep fried French Fries
- 2) Gravy
- 3) Artificial Cheese Turds

With the substitution method, we can easily modify this recipe. First, you replace the deep fried french fries with oven baked sweet potato french fries. Second, you replace the gravy with olive oil (mono & polyunsaturated fats can help reduce bad cholesterol levels in your blood which may help lower your risk of heart disease and stroke), and then finally you replace the artificial cheese with low fat real cheese. Voila! You now have a healthy poutine that contains all the macronutrients necessary to fueling your body, **and it is still culture specific.** If you want to make this dish even better, you can always add your own little twist to the recipe by adding some extra protein in there, such as chicken, beef, beans, etc. How cool is that? This, my friends, is the basic premise of the substitution method. **You replace all the crap with things that are good, and sometimes even improving the recipe.** In my opinion, this is the best way to sustain healthy eating habits for the rest of your life, because the food is palatable and good for your body. I hope you start enjoying your foods now. No longer will you ever be forced to eat brown rice, chicken breast, and broccoli all day ever again.

Meal Frequency & Timing

You now know what to eat, but you may wonder how frequently you should consume food throughout the day, and if the meal timing itself is important. To answer your question, meal frequency is a very individual thing, with more-so an emphasis on convenience rather than true physiological benefits. **The fact of the matter is that we all have a TDEE, and if we can reach that number within a 24 hour time frame (a whole day) our weight will change accordingly.** Whether we consume 3 or 6 meals a day is irrelevant. **What matters is the total amount of calories that you consume in a day.** However, as mentioned previously, meal frequency is a very individual thing. If you find that 3 meals a day is not sufficient towards reaching your desired caloric intake, then perhaps eating smaller more frequent meals throughout the day is a better idea. Likewise, maybe you prefer having very large meals, say 1-2 times a day (through fasting protocols). That definitely works too. No matter what route you take, you'll succeed as long as you pay attention to your body. This means paying attention to G.I. tract distress, lethargies, loss of training performance, etc. In terms of body composition, if you reach your total daily calories by the end of the day, there won't be a problem. That's all you must know regarding meal frequency.

In reference to meal timing, this is a slightly different topic than meal frequency. For instance, if you train in the morning, but decide to skip breakfast, you may find yourself losing performance in the gym. On the same day with different circumstances, where you would eat 1-2 hours before training, you might find yourself having more energy. Similarly, if you fast for 8 hours, and decide to train at the 6 hour fasting mark, this may not be the best choice for you. It might be smarter to train after your fast is complete, where you actually consumed some food. Obviously, what I'm describing isn't going to make or break you, but it can certainly make your training career more productive while giving you slightly better gains than if you were to not monitor your meal timing. **The key factor to**

remember is that this too is an individual thing, as it varies heavily on what time you enjoy training at.

In the case of myself, I go to the gym at 9:00 PM. I feel stronger this way, because I ate a good 4-5 times throughout the whole day. All my glycogen storages are full, my energy is at its peak, and I feel alive. Like I said though, this is an individual thing. You must identify what your circumstances are and work around them. Meal timing isn't going to give you huge edge, but it's still something to consider. If it allows you to get 1 more rep in the gym, I think it's pretty worth it. With a bit of experimentation, you too will learn what works for you.

Pour Conclure

That's all for this chapter. You now have all the tools necessary to manipulate weight. If you closed this book right now, you'd be able to achieve any type of bodyweight you ever dreamed of. However, don't forget that you learned only the basics. If you continue reading, I will teach you special strategies to enhance this weight manipulation journey. At the same time, there are certain myths that need to be debunked, and seeing as you now have a basic understanding of nutritional science, you will relate to what I am talking about without being on the defensive. Finally, I'll teach you cool tricks that make you look leaner and more muscular than you actually are which is a great way to look amazing without changing your body composition at all. So are you ready to keep learning? If so, let's get started now!

Chapter 2: Enhancing The Process



Welcome to Chapter 2! You will now learn secret techniques that will make it a lot easier to manipulate weight. Remember how at the very start of this book, I alluded to the fact that your TDEE would be the most important thing for manipulating bodyweight? Do you remember the Guy 1 and Guy 2 example that I provided? If so, you probably know what I'm going to discuss next. **That is, how to actually raise your TDEE, thus making weight manipulation a legitimate joke.**

Just imagine if you were burning 4000 calories a day from doing nothing! Wouldn't that be wonderful? Well, that's exactly what you're going to learn to do. Let's dive right into this topic.

Gain Muscle to Lose Fat

In the first chapter, I discussed how having more muscle mass will lead to a higher TDEE. If we know this to be true, I'd say that it's only common sense to try and gain muscle. If you can put on a good 10-20lbs of lean tissue, which typically takes a good 6-12 months to achieve as a first year lifter, **your TDEE will raise considerably** (probably around 500-1000 calories). If you continue gaining muscle after that point (usually we see diminished returns after the first year), your TDEE will rise yet again. That's how come I can eat 4000 calories in a day without suffering any weight gain problems.

For me, I am 5'5, 181lbs, and 10-12% bodyfat. As a drug free lifter, I am carrying tons of muscle mass. We know this to be true simply by looking at a Fat Free Mass Index (FFMI) calculator. The closer you are to 25, the more lean body mass you carry. Therefore, by definition, the more you approach this magical number, the higher your TDEE must be. For these reasons, it's absolutely essential to raise total muscle mass. If you can get near your natural limit, your TDEE will be extremely high, making weight loss the easiest thing in the whole damn world.

At this point, I am confident that you understand the importance of increasing muscle mass to raise your TDEE. However, you may now ask yourself how such a task may be accomplished. After all, gaining muscle, unlike weight loss, can take a lot more time and is a lot more complex in terms of programming and recovery. There's also a genetic component, which makes this task even more difficult. These facts may sound scary to you, but do not worry. Although gaining mass may be difficult as you approach the intermediate and advanced stages, as a novice lifter it's an easy goal to accomplish, irrespective of your circumstances.

Luckily for you, since I'm a strength and conditioning professional, I have a free novice program that you can follow down below. [As a bonus, if you go on my site I've included a](#)

Q&A section, where new questions are always being added and answered. If you have questions regarding the program, don't be shy to leave a comment on the page. By doing this, I can common questions in the Q&A question, which will help thousands of other people! So hop on my free novice program for a good 6-12 months, and you will have gained a good 10-20lbs of muscle, which will have SIGNIFICANT effects on your TDEE.

The Alpha Destiny Novice Program

Workout A

Box Squat 3/5×4-6

Floor Press 3/5×4-6

Pendlay Row 3/5×4-6

Overhead Barbell Extension 3×6-10

Barbell/Dumbbell Preacher Curl 3×6-10

Stiff-Legged Deadlift/Good Morning 2-3×6-10

Weighted Plank 3×30-60s

Workout B

Box Squat 3/5×4-6

Paused Overhead Press 3/5×4-6

Trap-Bar Deadlift 2×4-6

Close-Grip Bench Press 3×6-8

Weighted Chin-up 3×3-5

Weighted Plank 3×30-60s

NOTES: You train Monday, Wednesday, and Friday. You take weekends off. Each time you train, you alternate between the two workouts. So for week 1 you would do A,B,A,

and week 2 would be B,A,B. This process would continue forever. For rest between sets, the lower the better, but as a general rule it should be 2-5 minutes for the major compound movements, and 1-2 minutes for the accessory work. Finally, do not modify anything in this program unless specified.

Although my novice program is great for first year lifters, it's practically worthless if you're already acquired your newbie gains. What if you're currently in the intermediate and advanced stage? What now? Well, I got you covered on that one too. If you're interested, I have a complete book called "The Alpha Body" which covers all that is relevant towards gaining maximum muscle mass and strength. If you decide to invest towards it, your TDEE will continue to raise, which as I mentioned earlier, assists the weight manipulation process in a major way. So it's all up to you. Just never forget that gaining muscle is an excellent way to help lose weight.

The Truth about Cardio

When one is trying to lose weight, the first course of action is to usually start doing cardiovascular work. It has been widely accepted as a fundamental truth that cardio is in fact the best way to lose weight. Chances are you too believe in this concept.

However, I am here to tell you that **cardio is not necessary to lose weight**. Rather, it acts as a convenience tool and nice placebo effect. Here's why. We all have a TDEE, and it is well known that eating outside this range results in weight manipulation, right? Alright, so say your TDEE was 2500 calories a day. You decide to eat 2000 calories in order to lose weight. At this point, you've induced what we call a caloric deficit. **My question to you now is, will cardio be necessary?** If you answered yes, why would it be? You're already going to lose weight because of diet. It's simple calories in versus calories out. There are less calories in your body than your TDEE, which automatically results in weight loss. That

is undeniable. Therefore, by definition, cardio cannot be necessary to lose weight given the fact that nutrition already takes care of that process for you.

With this simple example, you can immediately recognize how cardio isn't a must-do activity for weight loss. If we know this to be true, why do people still recommend cardio for weight loss? Well, as I alluded to previously, **cardio acts as a convenience tool**. Going back to the previous example where your TDEE is 2500 calories a day, say you were trying to lose weight and accidentally overate that day. Hence, you ended up eating 2500 calories rather than 2000. In this scenario, you would maintain your weight, (because you are eating exactly at your TDEE) which wouldn't be appropriate for your goals. **However, through the usage of cardio, you can burn a good 500-1000 calories in a single session, which allows you to enter a caloric deficit once more. In these ways, cardio becomes a tool to control appetite.** This is even more important for women, who tend to have a much lower TDEE than men. Likewise, men who've not yet acquired their first 10-20lbs of muscle will probably have difficulties losing weight because their appetite will make them consume too many calories, thus not working WITH their TDEE. In these instances, incorporating cardio into one's training regimen would not be a bad idea. Does this make sense?

I hope you now understand the truth regarding cardio. It isn't necessary to lose weight because eating below your TDEE already controls that. Nonetheless, it still remains convenient due to having the luxury of eating more without naturally having a high TDEE, which allows you to lose weight because of the burned calories from the cardio session.

With these facts in mind, you're probably wondering what type of cardio would work best for you. Interestingly, there's a lot of flexibility when it comes down to cardiovascular exercise. I'll break down the different types and explain their pros and cons. You can select what's appropriate for you.

Low Intensity

The term low intensity cardio is in the name. In simplest terms, it **refers to cardiovascular work that can be sustained for long periods of time**. This would include things like brisk walking, jogging, cycling, swimming (depending if you do it for a long time) and certain sports like tennis and badminton. **If you are looking for a low stress on the body type of exercise that helps you burn calories, then low intensity cardio is for you.** Interestingly, it can often times be performed every day without any real negative effects on the body. Low intensity cardio is best performed for 20-60 minutes a session. You can burn a good 200-800 calories (+/- 15%) within this timeframe.

Moreover, it's best to separate cardio sessions from your weight training. If you perform low intensity cardio right after a heavy strength workout, you can interfere with the adaptation process acquired from lifting. Therefore, cardio is best done either hours before your workout (include a nap and have a high carb meal), or on a separate day. Now that you understand the basic premise of low intensity cardio, let me provide you some training examples.

For starters, I really enjoy the concept of 5:00 AM morning jogs. I learned about them years ago from watching anime (Japanese cartoons). Not only do morning jogs improve stamina and burn tons of calories in a single session, they also develop mental toughness. Trust me, when everyone is sleeping outside, that last thing you want to do is go jog at 5:00 AM in the morning. It's dark, chilly, and there are no cars around. You feel like you're going to get jumped any second. Through this form of isolation, you acquire a sense of salvation. You feel at peace with yourself, and you're relaxed. Plus, the air is fresh, and you can feel your lungs open up. By the time you are done (typically 6:00 AM) you feel like a new person. You've established the rhythm of the day, and now no one can stop you. You can go to work feeling refreshed and alive, unlike your zombie co-workers who recently got up. For these reasons, I highly recommend morning jogs. Start by writing down a route

(google maps can help you do that) and use this path as a marker for time. As your cardio improves, your total time for route completion will decrease. At this point, you can extend the route, which will lead to more work done in a shorter amount of time, which in turn burns more calories.

Another way of performing low intensity cardio is through cycling. You can either do it as a method of burning calories, or ditch your car to start specializing in bike commuting. In either circumstance, you will be developing large amounts of endurance while burning several calories. If you choose option one, use the same strategy as described in the morning jogs, and if you choose the second option then simply bike everywhere you go and the calories will naturally ramp up.

Swimming is also an amazing form of low intensity cardio, as there is absolutely zero pressure on the joints and has you holding in your breath underwater which leads to major increases in VO₂ max (that's the maximum volume of oxygen one can use). Swimming also burns a significant amount of calories, probably exceeding that of jogging and cycling combined. It allows you to eat insane amounts of food, as demonstrated by the infamous Michael Phelps who ate 12,000 calories a day. In terms of the training itself, I recommend combining various types of swimming strokes in a given session. Use the front crawl, back crawl, breast stroke, flutter kick, treading water, and possibly the butterfly for several sets of 50 meters. Moreover, every once in a while try doing a 12 minute non-stop swim test and see how many meters you can achieve. This will tell you how much your swimming fitness has improved. The more fit you become, the more calories you will burn in a short amount of time.

Finally, you can do low intensity sports such as volleyball, badminton, and climbing. These sports won't burn as many calories as jogging, cycling, or swimming, but it's still a fun way to eliminate extra calories. I cannot tell you how many calories you'll go through in a session or give you many guidelines, but I will say that it can aid your weight loss process.

You will have to experiment a little bit to find out how many calories this type of training burns.

Anyhow, just remember that when performing low intensity cardio, you should be able to train for a very long times without suffering any forms of burnout. If you can't last 20-60 minutes, then you're doing what is known as medium to high intensity cardio. In fact, let's discuss that right now.

Medium to High Intensity



Medium to high intensity cardio acts as a good tool if your time is limited and you wish to burn calories very quickly. It is a lot harder to do than the low intensity stuff, and can only be sustained for 5-30 minutes at the absolute max. For this reason, any sport that requires explosive elements will be your best friend. Usually, there will be some sort of interval training integrated in the medium-high intensity cardio. Fighting sports, especially striking ones such as MMA, Muay Thai, and Boxing do this the best in my opinion. An example

would include hitting sandbags as hard and as fast as you can for 30-60 seconds, followed by taking a very quick break and restarting the whole process for several sets. This is very tough to do, and can only be performed for so long. It makes you sweat like an animal to the point of pure exhaustion, but the reward is that you burn masses of calories. By the way, you can do this interval training stuff with sprinting and cycling as well. It needs not be limited to combat sports.

Another method of training medium to high intensity cardio would be to include GPP work (general physical preparedness). This typically refers to general conditioning to improve speed, endurance, strength, flexibility and coordination. **It typically refers to weighted cardio done for extremely short amounts of time.** Examples would include things like farmer walks, using the prowler, the yoke (strongman training is very good for GPP), high repetition lunges, sled pulls, and high volume squats (5x20). This type of conditioning is very intense, and is usually only sustained for 5-10 minutes at the absolute maximum. However, it burns insane amounts of calories, and delivers major performance benefits in sport and the weight room. As a bonus, GPP work builds muscle mass which can raise your TDEE. In sum, anything that you would consider “anaerobic conditioning” is what you’d be looking for.

As far as the frequency of medium-high intensity cardio, it all depends on the personal preferences and recovery abilities. Typically speaking, it cannot be performed very frequently throughout the week. Otherwise, it starts to replace your weight training sessions (which is impractical) and begins burning you out. Although you’ll find what works best for you over time, I suggest that you only perform medium to high intensity cardio 2-4x a week. In my opinion, going above this recommendation will destroy your ability to recover, and doesn’t provide any real benefits.

Refeed Days



Let's now discuss the magical topic of "reefed days". Chances are you've heard about them, but never truly the concept. After reading this section, you will know all that is necessary regarding refeeds, and how you can utilize them to your benefit, particularly when trying to lose weight. Let us now discuss what a refeed is. Essentially, when you are doing a cut, you take one day of the week (typically the 7th day) and go OVER your maintenance calories for that day. These surplus calories must stem from a very high carb setup (700-800g is not uncommon).

Furthermore, the fat intake is on the low-moderate side, being no more than 10% of your total calories (do not go above 100g of fat). When you take on this style of eating for this single day, two important things happen.

- 1) Helps you deal with psychological factors of cutting
- 2) Fully replenishes muscle glycogen

Both of these things are extremely beneficial for you. Let's discuss why. First, it's well known that the majority of people do not like cutting. It's slow, you get hungry, and it just plain sucks. You just want the definition to come, and handling the pain of cutting is a serious burden. In many instances, the pain is so great that people give up. These are typically the people that can "never lose weight". With these things in mind, it immediately becomes apparent why refeed days can be so psychologically beneficial. **You are allowing yourself to overeat for one full day on an ultra-high carb setup without suffering any forms of fat gain.** It's an empowering feeling! Imagine being able to gorge down thousands of calories of your favorite pasta, while simultaneously enjoying a nice cold beer with your buddies. Wouldn't it make the cutting process that much easier? Luckily for you, all this is possible with refeeds. It provides the necessary psychological freedom and confidence to continue cutting, which makes your likelihood of succeeding far greater than if you were to exclude these special days.

The second explanation why refeeds are beneficial is due to physiological reasons. During the long week of cutting, your body is in a caloric deficit, which causes you to burn off muscle glycogen and have crappier training sessions. By the time you reach the end of the week, your glycogen storages are pretty depleted and it's not uncommon to feel weak and flat. **With the refeed day, however, since it is founded off very high carbs, you essentially get to fully replenish your glycogen storages, without experiencing any additional fat gain.** Plus, since you were so depleted, the very high carbs from the refeed day will usually give you a supercompensation effect, thus giving you more glycogen than normal. The result is that you are now supercharged. Your muscles are full, your energy is back, and you feel like a boss. All this happened without any fat gain! **This will allow you to have better training, thus helping you retain muscle mass more efficiently, which in turn assists the calorie burning process over the next coming weeks.** Talk about getting the best bang for your buck, eh?

With these explanations, I hope you can understand why refeeds can be such a valuable tool when cutting. And if you incorporate them with the next section that I will discuss, you'll see why refeeds truly are magical.

Recomping

Let's continue discussing special weight manipulation tactics. One of the most common questions I receive is if it is possible to gain muscle while simultaneously losing fat. The answer is yes, however there are some factors to consider. Probably the most significant one is your training experience. Typically speaking, the more advanced you are, the harder it is to lose fat while gaining muscle. For the novice lifter, recomping is an easy task, and almost automatic. For the intermediate/advanced lifter (even with drugs), recomping is not only difficult to do, but also requires meticulous planning. In these ways, **there's an inverse relationship between muscle gain and fat loss**. You eventually reach a crossing point where this task is practically a physical impossibility.

Nonetheless, I'm sure there are many of you who don't want to do long cuts followed by long bulks. After all, you've worked so hard getting down to a low bodyfat percentage, and you may not want to get fat again. Likewise, maybe you're really fat and strong now, but don't want to lose your muscle mass too quickly. In another situation, you might need to cut down or make weight for competition (fighters, powerlifters, weightlifters, etc). In all scenarios, recomping can be of good use to you. Right now I'll teach you how to recomp properly by explaining the basics of it.

When trying to recomp, it really comes to manipulating two factors. That is, nutrition and training. For nutrition, it's really quite simple. You essentially go on several days of a calorie deficit (above 10% is recommended) immediately followed by a few days being in a caloric surplus. This is usually a refeed that exceeds the **total amount of calories lost from days of being in a deficit**. So if you burned 1500 calories in 3 days from being in a

500 calorie deficit, on the refeed day you would essentially eat in a surplus that would regain those lost 1500 calories.

An example would be to do 3 days of a caloric deficit, followed by a refeed on the fourth day and repeating the process over time. Or, you can do 5 days of being in a deficit, followed by refeeding the entire weekend. No matter the approach you take, this strategy of yo-yo'ing your calories will work wonders for recompositioning your weight. This method is far superior than just saying "eat at maintenance and let the gains come". The way I just described recomping is supported by nutritional science, and has been shown to be the most effective way to date.

Other considerations when recomping is to monitor your macronutrients and micronutrients very carefully. For instance, on the refeed days it's recommended to eat ultra-high carbs in addition to low-moderate fat. Not doing so can lead to unnecessary extra fat gain. You must also ensure that you are eating lots of fruits and vegetables, being much more than you would normally eat on a regular diet. It's been documented that those who are deficient in micronutrients tend to have inferior results when recomping. Finally, you must come to terms with the fact that **when recomping you will never gain as much muscle as you would normally gain from a calorie surplus**. It just won't happen. Just accept it and move on. If you can't, simply get your ass on a true bulk and be quiet. This is your decision after all.

In reference to training during a recomp, certain modifications must be made to prevent burning out. **After all, you have far less food in your system, which creates a need for perfect programming.** For these reasons, I recommend that you keep your volume far lower than usual, and that you really focus on heavy compound exercises. Hammer them hard and go heavy. You must also keep your isolation exercises to a minimal, because if you overdo it here it may severely impact your ability to recover. **I suggest that you only isolate your worst body parts, as this is what matters most.** However, if you find that these extra exercises are causing you to get weak during the workout, drop them

immediately. Keep in mind that the amount of extra work you can do will be directly related to your training experience, work capacity, age, genetics, and possible drug combination.

Additionally, I would not recommend that you perform high intensity cardio during this time of recomping. Due to high intensity cardio (as discussed previously) being a form of “weighted cardio”, **it uses similar energy systems as found in weight training.** Consequently, it can interfere with the adaptation process of strength training, which will hinder recovery. And as I mentioned earlier, **recovery is the most important thing during a recomp due to your food intake being far less than normal.** Any little screw-ups can make or break you. Therefore, refrain from high intensity cardio. For strength training, do weights and that’s it. I suggest 3-4 days a week at the absolute max, while using 1-2 compound exercises per bodypart with few isolation exercises.

In sum, monitor your nutrition and training the proper way, and recomping should work just fine for you.

Intermittent Fasting

The topic of intermittent fasting has become increasingly more popular over the last couple years. It has been promoted as an excellent strategy for losing weight. Thus, I want to discuss what intermittent fasting is, and what benefits you **may** acquire from utilizing it. The real magic of intermittent fasting is that it gives you appetite control. Now let’s discuss what it actually is.

Basically, **intermittent fasting is a calorie restriction system that is founded off time periods of fasting and non-fasting.** For instance, one may fast for 8 hours, and then have a 4 hour eating window. This is not to be confused with Ramadan, where you can only eat/drink after sunset. With intermittent fasting, you create your own eating windows based upon individual preferences. In addition, during your period of fasting **you are**

allowed to drink as much water as you like, in addition to having unlimited black coffee. As long as there aren't any calories from the beverage, you are fine. As far as the liquids themselves, they increase your stomach volume while suppressing your appetite temporarily, thus making it easier to cope with the fast. The fluids can also make you feel more energetic than if you were not to drink, especially if consuming coffee. Don't forget that you won't have solid food in your body for several hours on end. **Any liquid that you do consume can make a huge difference on how you feel.** If you don't believe what I'm saying, simply ask a Muslim how he/she feels like during a Ramadan fast. Most likely they feel tired, dehydrated, and lethargic. Consuming liquids as executed in intermittent fasting prevent these uneasy feelings from coming up.

In terms of the benefits of intermittent fasting, I'd say that they are more so about convenience, rather than having true physiological effects. Some people claim it raises growth hormone and metabolism which helps burn fat, while others say there are no benefits whatsoever. Personally, I don't like to think about semantics. Nor do I believe these physiological benefits are actually true. We know that weight manipulation comes from calories in versus calories out, as mentioned several times throughout this book. **Besides, even if these physiological benefits were legitimate, they would account for around 1% of your total fat loss, thus making it statistically insignificant.** It's much like peak fluctuations in testosterone throughout the day won't do much to affect your total testosterone. At the end of the day, if you truly want hormonal benefits, fasting won't cut it. Drugs will, which I do not condone or recommend.

So if the benefits are not physiological, why would I be recommending this system? Well, I believe that intermittent fasting is very much a convenience tool. Here's what I mean. If you woke up at 9:00 AM, and had an 8 hour fasting time period, by the time you'd be allowed to eat it would be 5:00 PM. If your eating window is only four hours, you basically have until 9:00PM to eat all your calories. Chances are, you won't be able to stuff in more than 1-2 meals, and maybe 3 at the absolute max. You'd also have to eat very large amounts of calories in these meals, which may be difficult to do especially after the first

one. You'll be so full that each meal after the first will become lower in calories. **As a result, trying to eat anything more than a calorie deficit is almost impossible to do.** Even if you ate out at a buffet and had over 2000 calories in one sitting, you'd still be in a deficit. This kind of reminds of me of university students who are at school all day, and come the end of the day they stuff their face with all kinds of food without gaining any weight. What these students don't realize is that they are actually doing intermittent fasting. **Their weight being maintained is not coming from magical growth hormone benefits, but rather that it's become too difficult to eat what is necessary to gain weight.** Remember that you only have so much time in a day to reach your desired calories, and with an eating window that is so small, this task becomes increasingly more difficult to accomplish. With these facts in mind, I'm sure you can realize how intermittent fasting can be beneficial for fat loss. **You have the capacity to eat like a pig for hours, but without surpassing maintenance calories.** Thus, you are not only psychologically satisfied from eating lots of food, but you are also reaching your desired amount of calories per day without any real negatives. That's why intermittent fasting is a good tool for fat loss and why I'd ever recommend it in the first place. If you were trying to gain weight, I'd tell you to stay the hell away from intermittent fasting because the eating window may be too small for you to eat in a surplus. However, if your goals are weight loss related, definitely give intermittent fasting a shot.



Restaurant Method

Let us now discuss something very special, which is the restaurant method. I like to believe I coined the term, although I could be wrong. Nonetheless, **the restaurant method refers to having a pre-eating ritual that aids in appetite suppression.** Here's what I mean. When you go to a restaurant, you typically receive what is known as the entrée. This usually consists of soup, salad, bread, and water. Most people think it's just cool or fancy to eat this way before having their real dish, but in reality **this is a special strategy used to fill you up early.** Restaurant owners know this, and it is their intention that you fill up fast. After all, they want you feeling that you're getting your money's worth. No one wants to feel scammed. So if you come out of a restaurant feeling full from a small piece of steak, you will psychologically believe that the meal was totally worth it, even though it was in fact the entrée that helped suppress appetite. In this way, your tummy is happy, and the restaurant owners are saving money. It's a win/win for everyone.

What I just described is the restaurant method, which is typically a meal before the main meal. If it works when going to restaurants, why not incorporate pre-meals as a daily eating habit? It will allow you to get full on low calorie foods, which prevents overeating on the more calorie dense foods. As a result, you end up consuming fewer calories by the end of the day, which makes reaching a caloric deficit a far easier task without suffering horrible feelings of hunger. If this sounds cool, simply start today! Every time you're about to eat something, make sure there's a pre-meal incorporated in there. I highly recommend soups and big bowls of salad. This really helps reduce appetite.

Liquid Meals

Having liquid meals can be extremely beneficial when trying to gain weight. One of the most common complaints I receive from skinny guys is that they simply aren't hungry. They eat tons of food, but fill up very fast and consequently can't reach the state of being

in a caloric surplus. Usually these people will label themselves as “hardgainers” and shall believe that they have a hyperthyroid problem, even though the real issue is that they aren’t eating enough. So what’s the solution? If we can’t get these kids to eat, there’s only one other option, which is to start having liquid meals. Let’s now discuss why they can be so damn good for gaining weight.

Firstly, liquid meals can easily contain 1000-2000 calories in one sitting. If you throw 15 bananas in a blender, combined with oats and various other ingredients, you can easily have a meal that constitutes over 50% of your daily calories. The best part? It’s also consumed very quickly! You can down a smoothie in less than 30 seconds, and bam all the nutrients are now inside your body. If you were to eat the equivalence of a smoothie in solid form, it would take you a very long time to consume everything. **Actually, you’d probably get full a quarter of the way through and give up.** With liquid meals, however, you do not have this problem. It’s all compacted into one drink, and in but a few seconds you have received tons of calories.

Secondly, liquid meals do not fill you up as much as regular foods. This is due to the fact that the meal goes straight to your gut. The blender/shaker has already done the job of breaking down food for you, hence being fast-absorbing (#broscience). At the same time, your body can’t really tell the difference between a liquid meal and plain water. The result is that you end up excreting out all the unnecessary fluids while still absorbing all the nutrients. **In turn, this opens up your appetite once more (because your stomach is no longer full) and since your stomach volume has expanded from the extra liquid, you can now hold more food than before, which makes eating solids far easier later on.** With these facts in mind, can you see why liquid meals are such a valuable tool? It’s no wonder why Mark Rippetoe advocated the infamous Gallon of Milk a Day (GOMAD) diet! Although the lactose might be too high for most people (60% of the population), GOMAD still works. Do I recommend it? Not really, unless you like frequenting the toilet bowl. However, I’d have to be biased to say it didn’t work. In the end, liquid meals are a gift from

the Gods. Become best friends with your blender/shaker cup, and the weight gain will follow.

Olive Oil Shots

Let's talk about olive oil shots (not injections). This is a method that I stole from the clubs. If you've ever been clubbing, you've probably been offered shots of alcohol. That is, a cute girl with big jugs shows up and offers the whole group little cups of alcohol. Typically, the alcohol is very high in concentration, and is a mixture of straight liquor + sugars. In turn, it gets you feeling smashed fast. Now how does this relate to nutrition, you ask? Well, it's very simple. **Every once in a while, you may find yourself needing a few hundred calories to reach a surplus.** At the same time, you might not be in the mood for a smoothie or meal, because chances are it's late at night, or your appetite is just *shot*. In situations where this happens, I've developed the olive oil shots method. Just like in the club, you fill up a little glass with olive oil, and then you down in as fast as you can. As disgusting as this may sound, this trick works wonders. You can easily get 500 calories without any effort. It's almost like taking your medication. You down the pill with water, and boom the procedure is complete. The same holds true for olive oil shots. They act as your "weight gaining medicine".

Food Psychology

In college, I took a course called "The Psychology of Food". One of the key things I learned was how to manipulate appetite by using simple psychological strategies. I want to talk about those strategies, and how you can use them to your advantage.

The first strategy relates to gaining weight. One of the best ways of increasing appetite is by adding lots of variety in your diet. Your mind enjoys novelty, and sameness gets dull and boring fast. **By having multiple foods in one sitting, you can actually eat far more**

than if you were to eat the same quantity/calories with just one food. It's better to have many small portions of different food in a single meal rather than having one large portion of the same food. This automatically makes you eat more. As a matter of fact, this is one of the reasons why you can easily eat above 5 plates at a buffet. Each plate is different, and the moment your variety is gone, that's when your buffet streak typically ends. Can you relate to what I'm saying? Say you went to an Asian buffet. For plate 1, you stock up on sushi. Plate 2, you have a variety of chickens & rice. Plate 3, you grab some ramen and fish. Plate 4, you enjoy various forms of seafood. Plate 5, you consume various meats. By the time you reached the 6th plate, your food variety will now be limited because you've now had most of the foods in the buffet. That's typically when you settle on one plate of dessert, and bam you are done. Do you see how this all works? **Food variety in a single meal equates to more food being consumed as a whole.** It works for buffets, and it will certainly work in the comfort of your own home. Try it out!

The second food psychology strategy is to start consuming foods with bigger/smaller utensils, plates, and glasses. Here's why. Say you wanted to have a "plate of pasta". Typically speaking, this will equate to the entire plate being full of pasta. That is what constitutes a portion. It doesn't matter how many cups of pasta you put in there. If it does not fill the plate, you feel like you're eating a little bit. Likewise, if the plate is full, you believe you're having enough. Alright, well this is where the different sized plates come in. If you can reduce/increase the actual size of your plates, you will fill them up to the max with pasta, while still calling it "a full plate". Whether the pasta fills a medium plate or big plate is irrelevant. **Your mind will believe what it sees.** After all, we are very visual creatures. In turn, you will eat until the plate is no longer full. Therefore, if your goals are to gain weight, use larger plates, while if you wish to lose weight, use smaller ones. Moreover, if trying to lose weight, I also recommend that your plates have an upward angle to them, thus making the base smaller but the circumference of the plate the same. This will trick your eyes into believing the plate is full, even though base by which your pasta is being held up again is actually smaller.

In terms of utensils, by having bigger/smaller forks and spoons, you can carry more/less food per grab. Therefore, it will take longer or shorter to consume everything, and will feel like you've had a lot more/less food. If you're using gigantic forks and knives, you can easily eat a big bowl of pasta in but a few minutes. With small utensils it may take 2-3 times longer, which can make all the difference in the perception of food eaten. This little trick can cause you to have much larger or smaller portions of food because of the time taken to eat the food. **As a general rule, the longer it takes to eat something, the faster you fill up and the less you can eat of it.** That's why competitive eaters will shove food down their throat at the speed of light. It's a game of time. The moment they slow down or take too long is when they fill up and lose.

Additionally, I also mentioned that the size of your glasses (the ones you drink from) can affect your appetite. Typically speaking, we pay attention to the length of a glass, and not necessarily the width. In other words, **if I filled up a short wide glass with juice that is equivalent to the length of a tall skinny glass, the amount of juice would be exactly the same.** However, with the wider glass you would have more portions because you **wouldn't be thinking about the length.** We tend to focus more on length than width. That's why bartenders serve alcohol in tall skinny glasses. The customers get tricked into believing that they are drinking a lot, and the owners of the bar get to save money. It's a win/sin situation. With this example, it becomes apparent how glass size can affect the amount of liquid consumed. If you want to gain weight, drink in wide short glasses, while if you wish to lose weight, drink only in tall skinny glasses.

Sunday Meal Packing

I shall now discuss the amazing phenomenon known as Sunday Meal Packing. I learned about this strategy from observing my parents cook fresh meals every night. It would take them 1-2 hours every day to make a family meal, only for it to be 90% consumed within the same night. Sure, there were always leftovers, but it was usually for one or two people.

Since I was strength training, I was the guy who ate all the food. Nonetheless, I eventually started thinking about all the time my parents put into cooking. Assuming a minimum of 1 hour per day, this would equate to a total 7 hours of cooking a week! To me, this number was just absurd. There had to be a smarter way of getting all your food in without expending that much time. **After all, I'd rather make money with those 7 hours than to be wasting away time in the kitchen!** To me, time is money baby. So this is where I started digging into the whole Sunday meal packing phenomenon. Let me show you how to do this.

The first step is to identify what foods you will be eating for the week. You might be having pasta, rice, breads, couscous, beans, ground beef, chicken, pork, etc all dispersed over a 7 day timeframe. **With all these foods, you'll want to mass produce them.** I'm talking feasts that would feed families, almost as if you were hosting a hall party. **You must also create as many variations as possible, and to ensure that all this food will satisfy your caloric needs for the entire week.** So if your TDEE is 4000 calories, and you want to maintain your weight (4000×7) you will need a total of 28,000 calories for the whole week. You must make these calculations before the food is made. The entire process of calculating and cooking the food might take you a good 2-3 hours. Once everything is done, you now have your own mini restaurant.

The next step is to buy yourself a bunch of food containers (30-100) and start filling up each and every one of them with the different foods that you made. Once this is done, all of your food is prepared for the week, and you are ready to rumble. For the foods that will be eaten within the next 1-3 days, put them in the fridge, while for the ones that will be eaten later throughout the week, shove them in the freezer. And voila, your Sunday meal packing is done! You now have an entire week of being 100% lazy. You've effectively managed to save a good 5 hours of your time, which can be expended into other acts. You'll also feel like a king, because you can just heat up some of that already-made food and start eating. If you're on the road, you can eat it cold. No longer will you have to wait

long amounts of time for your food to be cooked for that one day. Nor will you require going to expensive fast food places. From this point forward, your food is on the house.

Pour Conclure

That's the end of this chapter. We covered lots of technical stuff, which stemmed from nutritional science and common sense. You should have a pretty thorough understanding of nutritional science. I have no doubt in my mind that if you just listened to the advice found in the first and second chapter that you would acquire the body composition of your dreams. The science and practicality is just too damn strong. For that, you should feel proud of yourself. Now, if you decide to stick around longer, I can talk about some interesting nutrition myths. Some of these myths may have great implications in your life, which is why I recommend you read the third chapter. If you're interested, let's start discussing these myths right away.

Chapter 3: Nutrition Myths



Congratulations on making it this far! You have now reached the most controversial chapter of this book. The information you're about to see may question your belief system in a major way, thus causing you to turn away from my advice. **However, I want you to remain objective like you have been up until this point, and really try to see things through like a logical human being.**

Detach yourself from what you think you know. Acquire that childlike sense of curiosity, and seriously try to listen to what I'm saying. You may find yourself agreeing with most, if not all of my points. With that said, are you ready for some myth debunking?

The Shredded Myth

It's usually preferred to save the best for last, but in the case of the shredded myth, I just had to debunk it right away. This is a myth that affects millions of people around the world. **In fact, it's one of the primary motivators why people want to get in shape in the first place.** The majority of the population wants to get ripped abs so that they can look good on the beach. They believe that they will feel better, look better, and perform better in the weight room. After all, these same people have been exposed to tons of magazines, articles, videos, etc about shredded guys showing off their six packs and training hard. As a result, they feel jealous and insecure about their own bodies, and wish to also look that lean. Some people take this shredded thing to the next level, by which they will show up shirtless to EDM festivals in the pursuit of bedding hot women. No matter what the motivator of shredded abs may be, it's irrelevant. **People want to get shredded abs because they've been told that it's the only way to go if you truly wish to be fit.** If you don't have the cuts, you're "fat". Or so the marketing gurus claim.

I always find it amusing that people call themselves fat just because they don't have a six-pack. It's funny because the medical definition of fat (which is the only thing that matters) appears to be a far different definition from the one proposed by fitness gurus. **In the fitness world, anything above 12-15% bodyfat is considered fluffy and overweight, while In the medical world, anything above 20% is considered the equivalent.** So what's my take home message here? Well, if you're slightly below 20% bodyfat, you're technically healthy and have a good amount of body fat. If you tried cutting down, it would be due to body dysmorphia issues, rather than doing so for your health.

Now here is where shit gets serious. Folks, I'm here to tell you that **being shredded is not only dangerous for your health, but also makes you look horrible as a drug-free lifter.** That's right, all the benefits you thought would come true from having shredded abs is

false. The truth is that as a drug free lifter, once you go below 10% bodyfat, many bad things start to occur.

For starters, your endocrine system stops working as effectively as it used to. This leads to lower levels of testosterone and growth hormone, which results in lost muscle tissue, energy, and recovery abilities. Your body also enters a survival mode, **because being sub 10% bodyfat is classified as the starvation zone.** Your body is literally starving when you are that lean! Besides the lost training performance from the lower body composition and crappier leverages from lost adipose tissue, there may also be legitimate health problems. Being shredded may lead to nutrient deficiencies and electrolyte imbalances from the low food intake, which makes your body more prone to fractures, illnesses, loss of reproductive function, dehydration and starvation. And if that's not bad let's think about the medical complications. When you're a low bodyfat percentage it involves almost every body function. It includes the cardiovascular, endocrine, reproductive, skeletal, gastrointestinal, renal, and central nervous system. **By staying very lean, you are compromising every single one of these body systems,** which can of course lead to heart damage, gastrointestinal problems, shrinkage of the internal organs (low food intake), immune system abnormalities, disorders of the reproductive system, loss of muscle tissue, damage to nervous system, and abnormal growths. In the worst possible scenario (unlikely if you train) death can occur.

If the performance and health related problems weren't bad enough, let's talk about the aesthetics too. When you are shredded, your muscles appear flat and depleted. **"Growing into a show" is a physical impossibility when you are natural.** In other words, you cannot retain maximum fullness and size when being at a low bodyfat percentage. Anyone who tells you otherwise is a lying sack of shit, or on grams of gear.

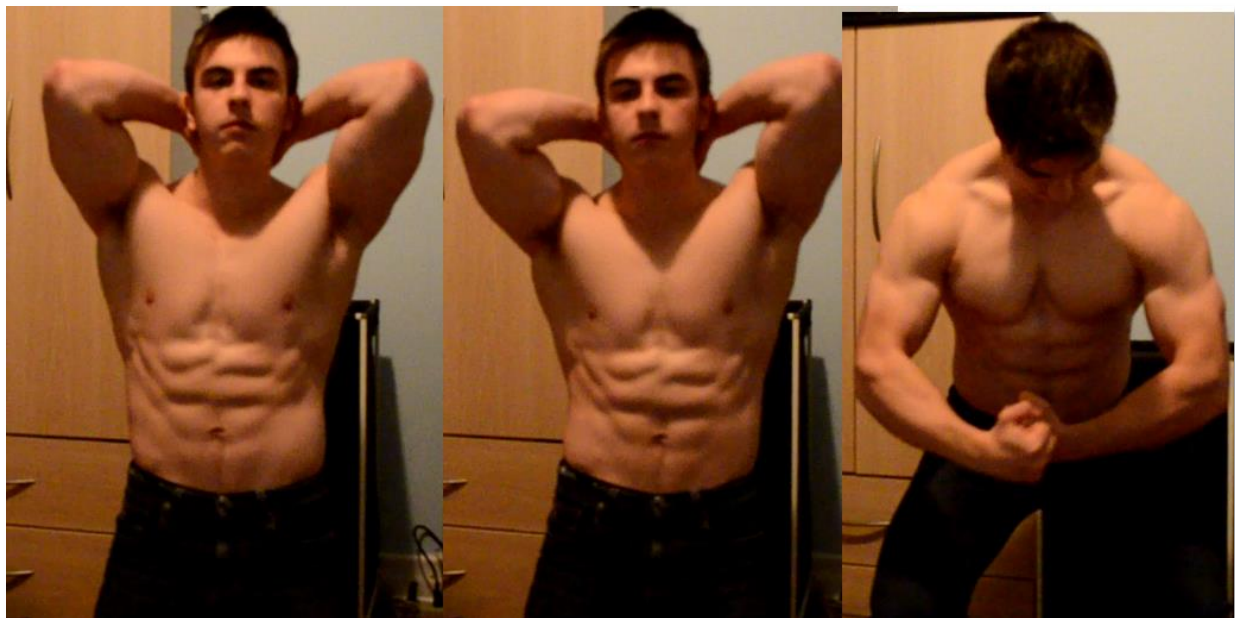
As you can see, there are literally no positive effects to being shredded. If you think there are find me proof otherwise. Where is the research that states how being sub 10% bodyfat is any more beneficial than being in a slightly higher range? As far as I'm

concerned, the only people who stay this lean are starving poor people and drugged up fitness models. Competitive bodybuilders have also reported the precise negative side effects that I previously discussed. We are talking thousands of people here. So who will you trust? The marketing guru that wants to sell you expensive supplements and e-books, or the individual who suffered horribly from being such a low bodyfat percentage, and who genuinely wants to help people?

In fact, I think it's about time I tell you a story of mine. Years ago, I was very intrigued with the idea of being shredded. I, like the rest of the population, was brainwashed into believing it was okay. Eventually, with enough hard work and dedication, I finally made it below 10% bodyfat. I had tracked it professionally, and discovered my bodyfat percentage was 6%. I was the epidemic of shredded. I had striations all over my body, and visible veins in my abs. When I would grab my belly, there was skin but not fat. In this picture you can see all my definition and striations, even though it was recorded in 240p on a horrible camera with bad lighting.



One would expect that I not only felt good, but looked and performed amazing too. Well, none of these things held true. Just like the competitive bodybuilders who reported negative side effects, I too suffered these **precise** issues. For one, I didn't look as full as I thought I'd look. Rather, I appeared extremely flat and depleted. There was no bulk whatsoever to my frame. When I would wear a small-medium t-shirt, I would float in it. **Sure, I had cuts all over my body, but the size was not there.** This went against what I'd been told by so-called natural lifters. Additionally, I felt low on energy all the time. I would constantly take naps and sleep in way past noon. Being shredded was turning me into a lazy, lethargic bastard. I didn't want to do anything because my energy was so damn low. This lack of energy also showed up in the gym. All of my lifts went down substantially, in addition to my work capacity, training frequency, and volume/intensity.



With all these negative side effects, I still didn't realize I had a problem. It took a painful event in my life to recognize what I had done to my body. That is, I had met up with an extremely sexy woman, and we were going to go back to the house for some fun time. This chick was a hot blonde with a slim, tight hourglass figure. The type of girl you see on pornographic websites. In my mind, I was excited about what was going to happen next. Little did I know what would REALLY happen. Things were getting hot, and it was getting

time to perform my magic. Right when we were about to start, something came to my attention. My dick wasn't getting hard. As a matter of fact, it was loose like a piece of spaghetti. Of course, I didn't let the girl know I was having this problem. I just kept it cool, and continued with the foreplay. I hoped that if I just let a bit more time pass that I would be ready to rumble. However, nothing happened. **I was psychologically aroused, but physically dead.** It felt like someone had poured ice all over my dick, and then shot it off with a gun. I never felt so embarrassed in my life. The woman thought there was something wrong with her, even though it was my own fault. As you can probably imagine, nothing happened that night. When I tried calling her the next day, the phone didn't answer. Nor would it ever answer again. The one chance that I had, and I blew it. Boy did this piss me off. So much so that I went on an eating rampage. I bulked back up to 10% bodyfat in less than a month.

From that point forward, I decided that I would never allow myself to get shredded ever again. I knew what it had done to my body, and I wasn't about to take chances again. Today, I cruise around at a slightly higher bodyfat percentage. 10-15% is the name of the game (and what I recommend). I believe this is the perfect range for looking lean (flat stomach with some definition) while simultaneously having maximum gym performance and sex drive.

“But this guy is always shredded, and he claims that he feels great and looks amazing!” you may be wondering. **Well, the people who experience such wonderful effects either have very good genetics to not suffer side effects (minus the staying full in a lean state), or are on so much gear that it doesn't matter what they do.** You may not believe me, but a person who stays shredded year round can often times spend up to 10,000\$ or more every single year on drug stacks. This is not an over exaggeration. Often times, the bills are so expensive that they will engage in prostitution (not uncommon). Hence brings forth the phenomenon known as “Gay for Pay” (G4P). So when you see the 1 percentile of men who are promoting the idea of being shredded, you aren't really seeing the full picture. You don't think about the genetics, the heavy drug use, or the prostitution.

Never forget that there's always a second side to every story. Most of the time, it's not kitties and rainbows. It's usually dark, sad, and pathetic, just like what you learned today.

“What about the hot babes? Don't they shredded abs?” you might have thought. The answer you're about to hear may surprise you, as it goes against what mainstream media says is true. In my opinion, the abs don't help you much when trying to get woman. **Rather, it attracts MEN to come after you.** That's right, folks. You will get hit on by men more so than woman. **The women don't really care about shredded abs, and as a matter of fact many find it disgusting, especially when coupled with veins. Most of them prefer a flat stomach with some definition, rather than having a full blown six pack.** Of course there are exceptions, but these are typically fitness models and highly trained women. For 99% of the women you will meet in your life, having a flat stomach will be more than enough to get them thinking you're hot. As a matter of fact, think of all the Hollywood actors who leaned up for a movie roll. Probably none of them ever got shredded, yet women fawn for them (think Magic Mike). Like I said, it's usually men that complain about these things. **As long as you are decently lean (10-15% BF), you have more than enough sex appeal to attract the ladies.** This is great for you, because you'll have retained all your muscle size from the high bodyfat, will still look and feel good, and your sex drive will be through the roof.

So whenever you think about being shredded, just remember what I told you. Think about my story, and all the negative side effects of being shredded. There can be no good from getting that lean. All it will do is wreak havoc on your life, as it did to mine.

Low Carbs, High Protein

In the 21st century, carbs have been marketed as the culprit of fat gain. It is claimed that the glycemic index is super important, and that when one eats carbs their blood glucose levels rises which causes the pancreas to secrete insulin which in turn results in fat gain. I

don't know where these ideas come from, but **basic nutritional science does not support this theory!** In what fucking world are carbs supposed to make you fat? Last time I checked, we all have a TDEE and if we eat outside this range weight will be manipulated. Whether those calories come from carbs, fat or protein is irrelevant. You should never gain fat from carbs unless you have a serious medical condition, in which you should be consulting a doctor, not this book.

Now that we got that out of the way, I want to break down this myth piece by piece. Let's first talk about the whole insulin spiking bullshit that is founded off the glycemic index. First of all, the glycemic index is an old theory that was founded in the mid-1900s. It's old, and has been regarded as pretty much useless by registered dieticians. Even when it comes down to diabetics, the glycemic index doesn't hold much value. Why? Well, for one, the whole theory was developed from testing rats. They noticed that high carbs led to large increases in blood glucose levels, which spiked insulin in a major way thus gaining fat. It's funny, because these scientists thought the same would hold true for humans. Well last time I checked, we're not fucking rodents. Our insulin sensitivity is astronomically different to that of a rat.

The truth is that for humans, the whole blood glucose to insulin spiking relationship is not physical and scientific reality. Large insulin spikes can only occur if you are in a severely fasted state, and it's debatable whether this insulin spike can lead to fat gain in the first place. And for your information, are you aware that various meats can lead to insulin spikes as well? Some foods are just as homogenous if not more so than carbs. Sugar isn't even on the top of the list! Besides, even if large insulin spikes were actually true, this wouldn't matter in the first place because the moment you introduce fat into your diet, the digestion process automatically slows down. What these glycemic dieting people don't realize is that we do not eat foods in isolation. In turn, any supposed insulin spike that would have occurred will be dramatically reduced to the point where it's insignificant. Hence, there will be zero fat gain. So if you are following a balanced diet that includes low-moderate fat (10-20%), you can automatically render the insulin spike as useless. As long

as you aren't starving yourself for several days in a row, there shouldn't be a problem. And since this is the modern world, chances are you won't be fasting for days on end, therefore rendering the low carb fad as ridiculous. Physiologically, it provides no benefit. It's calories in versus calories out, and that's final.



If all the things I mentioned are true, how come people still recommend low carb, high protein diets? Well, it really comes down to two factors.

- 1) You can eat a lot of carbs, which can rack up calories pretty quickly
- 2) Protein gives you a higher thermic effect, which aids in satiety

In the first factor, it's pretty apparent that carbs can be consumed in large quantities. For instance, in 1 cup of pasta you usually end up with 50 grams of carbs. If we calculate 50×4 , we end up with 200 total calories from a single cup of pasta. Typically speaking, when one eats pasta, 1 cup is a joke. This is especially true if you're Italian. For me, I tend

to have around 3-5 cups of pasta in one sitting. Thus, 200x5 is 1000 calories in a single meal. If we want to take it a step further, you can count the meatballs, sausages, fatty sauce, and beverages. As you can see, this simple meal where pasta constituted the majority of calories easily lead to consuming over 1000 calories. Now let me ask you a question. If my TDEE was 3000 calories, and I had the precise meal that I just described to you 3 times in the same day, **would I have gained fat because of the carbs, OR because of the calories?** If you answered the calories, you pretty much understand the message of this paragraph. Carbs don't make you fat, but they sure as hell make it easy to ramp up calories, which can make it EASIER to over consume above your TDEE. Like I said before, if you're in a caloric deficit, it doesn't matter where the macros are coming from.

In the second factor, it only makes sense that having a high protein diet fills you up faster. It has a higher thermic effect (energy of breaking down food via heat) which results in you staying full for hours on end. If you don't feel hunger, then you're obviously not going to eat. Hence, by the end of the day your calories will be lower than your TDEE, thus losing weight. **It had nothing to do with the fact that you removed carbs in favor of high protein. It had everything to do with appetite control via the thermic effect of protein.** If you really think about what I just said, you'll see how true this really is.

Imagine that for lunch, you were presented a big bowl of noodles versus a large steak. Which do you think would keep you more full? Chances are, if you had the noodles (carbs) you'd be full temporarily, but in about two hours you'd be stuffing your face with more food, thus racking up thousands of more calories. If you had the steak instead, you'd probably be full for a good 4-6 hours, which result in fewer meals/calories consumed by the end of the day. **In these ways, you can see that high protein diets don't have magical fat burning properties, but rather that they are convenient in the way that it controls appetite.** By that same token, high carb diets have been looked down upon because of their ability to make you eat all day. However, that doesn't mean the carbs

themselves made you fat. It was only the CALORIES from the carbs that led you to eat more than your TDEE.

In conclusion, can low carb, high protein diets have merit? **I'd say if you have a ferocious appetite, then certainly.** Appetite control is one of the best ways to consume fewer calories, which can assist the weight loss process. Although if your goal was to gain weight, I'd tell you to stay the hell away from a high protein diet because of its appetite suppression effects. Eating a high carb diet will keep you less full throughout the day, which leads you to eating more food than normal, therefore gaining weight much easier. I hope this analysis has helped rid some of the ignorance that you may have been taught to by the internet marketing gurus. A low versus high carb diet is purely a personal choice, and is dependent solely on convenience rather than having true physiological benefits.

Reverse Dieting

The topic of reverse dieting is an interesting one. Typically speaking, when one has finished a long cut, the claim that the individual's metabolism has slowed down will be made. The evidence for this statement is the fact that once you start eating normally again, you easily regain weight. Hence, people believe that they must reverse diet, which essentially means to gradually increase your calories each day to restore your metabolism over time, thus preventing weight gain. After all, after a long cut your metabolism is "damaged", or so this is what the con artists on the internet will tell you.

Anyone who tells you reverse dieting is necessary is a lying scumbag who only wants your money. Not only is this dangerous from a health perspective, but the claim that rapid fat gain will occur if one resumes normal eating is also completely false. After cutting for long periods of time, one's TDEE is typically lower than usual (because of lower body composition, not hormones) and water weight is low. As the individual starts eating again, he typically sees rapid weight increases, which he believes to be fat. However, this is

nothing more than water weight, particularly intramuscular. **Therefore, when calories come back up there's a rebound of water weight, not fat gain.** Due to the individual having done a cut for a very long time, he is psychologically shot and most likely has some form of body dysmorphia/insecurity issue. He does not want to regain all the weight that took so long for him to lose. When he sees himself gaining 10lbs in a single week, he automatically believes that his metabolism is destroyed. This is enough to drive the person crazy, thus making them embark the reverse dieting quest.

“If reverse dieting isn't the solution to fully restoring metabolism, then what is?” you may be thinking. The answer to that problem is a lot easier than you might expect. **All you must do is re-raise your calories to maintenance for a good 3 weeks, and your metabolism will fully restore.** If you were shredded/contest lean, this process may be slightly longer, possibly being around 6 weeks. Nonetheless, after this very small time window your hormones inevitably shift back to normal. Hence, there is no “metabolic damage” that occurs.

For these reasons it becomes obvious that reverse dieting is only recommended for psychological reasons. **It has nothing to do with physiology or fat gain.** The only thing it can do from a physical perspective is slow down the regaining of water weight. **It can also destroy your health because you are forced to stay in a lower bodyfat percentage range for longer than needed.** And as I mentioned previously in the shredded myth, drug-free lifters don't handle being very lean that well.

For all these reasons, reverse dieting is a bunch of horse crap. It's fully unnecessary, being both impractical and dangerous. A basic understanding of nutritional science/physiology automatically discredits it. Don't you worry about this myth ever again.

Supplements

The nerdy stuff is now out of the way, so let's talk about some more common myths. We will first start with the idea of buying supplements. Supplements have been marketed towards improving strength training and aesthetic effects. It is believed by most people that consuming various supplements will allow one to maximize their natural development. Some of the most common supplements would include various protein powders, creatine, testosterone boosters, vitamins, fish oils, glutamine, pre-workouts, etc. The reality is that some of these common supplements may work, but not because of reasons you think. **These supplements do not add anything new to your diet, but rather, they supplement what can already be attained through normal eating.** That's right, supplements don't give you any bonus effects. They simply replace what is already found in a balanced diet!

Due to this shocking fact, I am not a fan of supplements. Instead of wasting your hard earned money on things that can already be attained through a normal diet, focus on buying food instead. Refer back to chapter 1, and start eating a culture specific diet that includes all the micro and macronutrients needed for optimal health and performance. You need not buy supplements, as they are nothing more than a mask for bad nutrition. I'm not saying that supplements are bad, but I am trying to prove that they are unnecessary if your nutrition is already in check. If you really want to buy them because you find it more convenient, then that's on you. If you ask me though, I wouldn't waste a single penny on supplements given that there are cheaper and superior alternatives.

As a matter of fact, supplements that claim to have super performing enhancing results legitimately CANNOT work. If they did, they'd be classified as illegal drugs by the FDA (Food and Drug Administration). Therefore, your supplements would essentially be laced with steroids. It wouldn't be the supplement itself that was providing the results, but rather the juice that was laced inside the supplement. **Therefore, a supplement is literally**

unable to produce results that are superior to those found in a proper diet, because doing so would make them illegal and not truly supplements. That's why many supplements such as Superdrol were banned, as they are not only toxic to the liver, but are also laced with all kinds of illegal shit. **In the end, if a supplement is giving you incredible gains, it means it's laced.** That means you're on low doses of gear without even knowing it. Then again, you shouldn't be surprised given the fact that not too long ago a certain company was sued for millions of dollars due to lacing their supplements with illegal drugs.

Another category of supplements that causes severe problems is pro hormones. These are essentially weak steroids found in an oral format. Surprisingly, you can buy them over the counter. **The problem with pro hormones is that it's never as effective as injecting the drugs directly into the body, and the fact that consuming them orally can lead to the destruction of your liver and other organs.** At the same time, they are far more expensive than pharmaceutical grade drugs. The result? **We end up with a shitty, dumbed down steroid that is dangerous to the body and much more expensive.** It's definitely not worth it no matter how you put it. If you really wanted performance enhancing results, get a legal prescription from a doctor. You will make better gains than ANY supplement or pro hormone at a much cheaper price, and it will be far healthier, especially when administered by a doctor. By the way, if you are over the age of 35, it would probably be a good idea to start getting regular blood work done. If you're low in testosterone, this can be fixed with a prescription of TRT. Not only will this improve your training performance and muscle mass, but so will your quality of life improve. It's something to consider if you suspect that you may have low testosterone levels.

In sum, supplements are nothing more than that—SUPPLEMENTS. **They supplement what can already be attained in a normal diet.** For this reason, if you want to buy them, that's all on you. As long as you realize the purpose that supplements serve, there won't be a problem. That is, if you believe that your results will be similar to taking steroids, you are dead wrong unless your supplements are laced with low doses of illegal drugs. Hence,

supplements cannot produce superhuman effects otherwise they wouldn't be supplements, but performance enhancing drugs.

Pre & Post-Workout Myth



I could have included this myth into the supplements section, but I realized that it needed its own analysis. Pre and post-workout nutrition has been overhyped in a major way by bodybuilders on the internet. Let's discuss both of these.

Pre-Workout

Firstly, we have the infamous pre-workout. This is usually a supplement that includes various stimulants in it, which is supposed to get you pumped for the gym. The pre-

workout is typically costly (usually around 60\$ for a good one) and has small quantities overall. As a result, one must continue buying these pre-workouts if good workouts are desirable. Now here's the real issue with pre-workout supplements. The number one problem (besides money) is that you are overexciting your body through the usage of many stimulants. **This elevates your heart rate tremendously which can lead to a heart attack during training, creates redness and prickliness in the skin, and burns out the central nervous system over time.** You may think you're doing yourself a favor by having a slightly better workout, but because the pre-workout itself damages recovery, in the grand scheme of things you'll suffer negative consequences. That is, you'll need to take more deloads, sleep more, and have a lower training frequency. In combination, pretty much all benefits that the pre-workouts were supposed to give you in the first place will backfire, therefore rendering them worthless.

Furthermore, if every time you go in the gym you can't train without a pre-workout, that's already a red flag. **You should come in the gym every time feeling fresh and recovered, and not requiring any stimulants. If you can't, then it means your nutrition, sleep, and training program is not good.** Therefore, you should work on fixing THOSE problems first before trying to rely on a pre-workout supplement. If after fixing all these problems, you still want a bit more of a training edge, then roll with simple black coffee. You'll only get caffeine, and not all the other stimulants typically found in pre-workout supplements. This will be more than enough to add an extra edge to your workout, without experiencing many negatives.

Post-Workout

Secondly, we have the commonly known post-workout nutrition. Just like before, it's heavily promoted by bodybuilders online. It's been claimed that the moment you are done your workout, your body acquires what is known as "the anabolic window". It apparently lasts for a good 15-30 minutes, and if you eat exactly within this timeframe (high carbs &

protein in liquid form), you will make significantly better gains by increasing protein synthesis. However, if you refuse to follow the anabolic window, it is claimed that your muscles will not fully recover, and possibly atrophy. Thus, post-workout nutrition has been promoted as essential.

Now here's my take on this idea. Yes, it's true that in **very advanced athletes**, there may be very small benefits (we're talking 0.5-1% here) from following the anabolic window concept, but for the majority of people who do not need that tiny extra edge, this phenomenon is practically useless. The gains are so insignificant that it's not even worth counting. Hell, if you ate 6 hours after your training session you'd still be fine. At the end of the day, it comes down to calories in versus calories out. **If you reach your desired caloric intake, you'll be fine irrespective of when you decided to eat after your workout.**

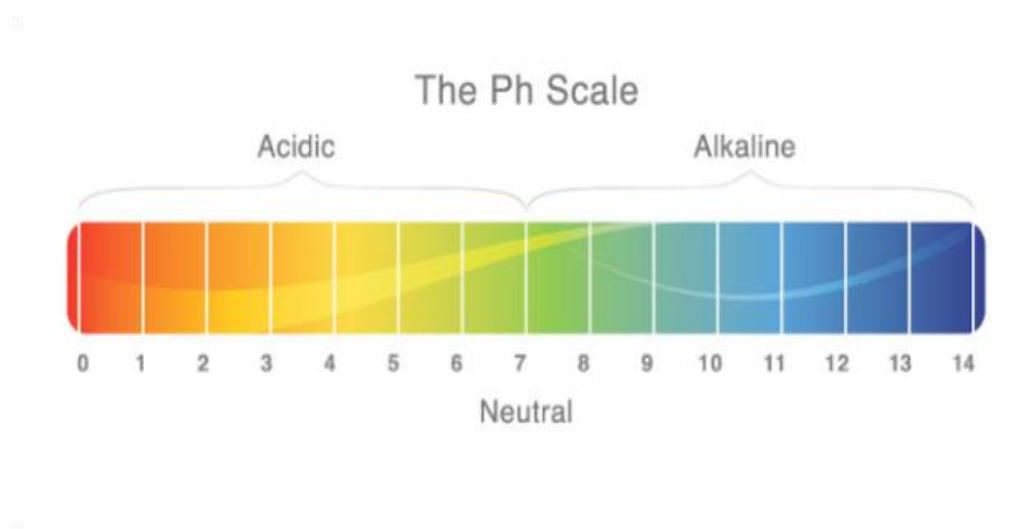
Now, am I telling you not to eat after a workout? Absolutely not! For me personally, I'm starving after a workout, and so I go home and eat like a pig. **I do this not because I seek extra protein synthesis, but because I feel like I earned some food after busting my ass off training, and I am genuinely hungry.** You should have a similar mindset. In the end, post-workout nutrition benefits only the competitive athlete who wants a 0.5-1% edge, and not necessarily the average gym goer. For guys like you and me, you should want food after a workout because you deserved it, and are truly hungry. Those should be your sole motives.

Cleansing Myth

The idea of cleansing one's body to eliminate toxins has become increasingly more popular, especially since this idea is promoted by top celebrities. The idea is to consume foods/liquids that "alkalize" the body. Things like lime, lemon and exotic beverages come to mind. Typically speaking, the manner in which one alkalizes their body is through

following a vegan cleanse. It is recommended to never eat foods that are acidic such as tomatoes, pineapples, etc.

All of which I've described is the myth known as cleansing. It sounds legitimate, doesn't it? If I did not understand basic physiology/nutrition, I'd probably fall for it too. Anyway, here's the reality. **The body is a very efficient system that knows how to clear itself of waste products.** If there are toxins in the body, it will signal commands to either a) puke it out b) shit it out or c) piss it out. **As for the whole alkaline versus acidic bullshit, it's well established that if you are consuming adequate amounts of water per day that your body will neutralize itself on its own.** You don't need special juices, exotic fruits, or special spices to "cleanse" your body. All you must do to balance out your body's liquids is to drink more water! In other words, stay hydrated! Problem solved.



By the way, the idea of fully alkalizing your body is also stupid. Not only is this almost impossible to do, it's neither recommended for health. Your body consists of approximately 70% water, and last time I checked water is neutral. The truth is that your body runs better in neutral, not alkaline or acidic. In conclusion, drink lots of water and shut the hell up. Don't think about cleansing your body through ridiculous vegan cleanses ever again.

Gluten Intolerance

It amazes me how everything in the supermarket has now labeled as “gluten-free”. Hell, this gluten-free fad has become so popular that even South Park dedicated a full episode to it! It was a funny episode by the way, and really outlines how our society perceives social issues.

Anyhow, the question to rise is if gluten is actually harmful to one’s body or not. Well we know that gluten is a protein found from wheat, yet you’re seeing ground beef being labeled as “gluten-free”. Based off this tiny little example, I think we can draw conclusions whether this gluten-free stuff is actually legit. It’s amazing, because on non-wheat products we see the label “gluten free” being portrayed. What the fuck is that shit? There’s gluten free yogurt, gluten free fruit, gluten free pork, gluten free whatever the fuck the corporations can come up with. And for what purpose? Do you guys even know why this gluten free thing is so popular? Apparently gluten causes “gut inflammation”, which makes it dangerous for the body. At least, this is what the big companies want you thinking.

Here are the facts. **You are not gluten intolerant unless you have celiac disease**, which is where the small intestine is hypersensitive to gluten, making it difficult to digest food. Interestingly, the disease has very low prevalence rates, occurring in around 1% of the population globally. **If you mean to tell me that this 1% should lead to reduced gluten consumption for the majority of the population, I would have to call you insane.** It’s like trying to use an outlier to demonstrate a global issue, which is just plain wrong and statistically insignificant. 99% of the time (quite literally) you will not have any issues with gluten, and as such should not avoid it. Enjoy your grains, and don’t think about this fad ever again. Let the gullible rats of society fall for this scam.

Toning Myth

This isn't really a nutrition myth, but it's still relevant on the topic of weight loss. Many people believe that if they use high repetition exercises done with very light weight for the entire body that they will appear "more cut". They think this is true because of the extreme burn that they get in their muscles, hence "melting away the fat".

I don't know where these ridiculous myths come from, but this entire toning concept is a load of bull crap. Firstly, you CANNOT spot reduce fat no matter what you do. **The places in which you store fat are a genetic feature, and it's uncontrollable.** Some people will store more fat in their belly, while others might get it in their face, thighs, or obliques. You can't just train the muscles around this region with high reps and expect the fat to melt away. It's a physical impossibility. The only thing you can do is reduce food intake thus entering a caloric deficit, and waiting until several weeks/months pass by. The lower your bodyfat percentage becomes, the leaner the rest of your body will be.

It's also imperative to recognize that the midsection was the first place to store the fat, and therefore the last place to come off. That's why you can have a lean upper body but still have a fluffy six pack. You need a lower bodyfat percentage for popping abs, say 6-12%. Doing endless crunches isn't going to melt away fat from your midsection. It will only make the abs larger, which will still hide below those layers of fat.

So enough with this whole toning idea. If you really want to look lean, muscular, and chiseled, simply start building yourself a good foundation of muscle mass by running an effective strength training program, and embark a caloric deficit/recomp. That is how you get "toned", not by doing light high rep exercises to spot reduce fat.

Pour Conclure

That's the end of this chapter. We pretty much debunked all the popular and relevant myths found in this fitness community. Through looking at basic physiology/nutritional science, we saw how most of these myths were just plain false, costly, and dangerous to the drug-free lifter. You may not have realized this, but there was a lot of science in these past 3 chapters, especially this one. I just used an informal way of writing to make you feel like you weren't reading a boring textbook. At this precise moment in time, you have enough knowledge to rationally debunk any new nutrition myths that come across your way. Since we stripped away all your ignorance, you are now an impenetrable shield of knowledge. The marketing bullshit will no longer affect you, and you too can educate those around you, while of course making gains yourself. You should feel totally awesome right now! Anyhow, there will be no more information pertaining to nutrition from this point forward. In the final chapter, I will discuss special illusion strategies that will naturally make you appear lean and muscular. This is great for you, because instead of working on recompositioning your body, you can employ these quick fixes instead, which can markedly improve your physical appearance. If you're interested in these illusions, turn the page.

Chapter 4: Illusion Strategies



We now enter the final chapter of this book. This time, rather than discussing nutrition, we will analyze secret techniques that can accentuate certain bodyparts thus making you appear more lean and muscular automatically. We will cover everything from fashion, grooming, and training tips. When you combine everything mentioned in this chapter, you will look the sexiest that you've ever been in your entire life. If you like women, they will all find you hot, and if you love yourself, you'll love yourself even more when you look like a king. Let's learn how to get sexy, starting first with the non-related gym stuff.

Custom Tailored Clothes

If there's one fashion tip I can teach you that will make a tremendous difference in how you look, it's having custom tailored clothes. Often times, we purchase regular clothes found

off the rack, only to find that certain areas are baggier, tighter, shorter, or longer than others. In turn, a sloppy look is created, which ruins all the hard work that you did in the gym. Sometimes when a very fit man wears wrongly sized clothing, he can appear as if he never lifted weights in his life. This happens a lot with gym bros who wear baggy sports clothing when they go out. They may look good with a shirt off, but with a shirt on they just look plain horrible.

The smarter alternative is to tailor these clothes, which will make it form-fitting against your physique. This shows off all your muscles and actually accentuates certain bodyparts (chest, arms, back, triceps) to pop put more. You end up looking like a Hollywood movie star, even though you might be rocking Walmart clothes. Trust me, people can't tell the difference when your clothes are tailored right. They will constantly give you compliments, treat you with respect, and stereotype that you're an important/rich person. Tailoring your clothes will do that, especially when you have the lean, buffed up body to go with it. This automatically separates you from the rest of the crowd.

Moving forward, even though the style and design of your clothes are important, the proportions are far more important. **A stylish shirt that doesn't fit you right won't ever look good if it doesn't fall nicely on your body.** Thus, it is my recommendation that you tailor all your best clothes. I'm not saying you must have a 100% custom wardrobe, but there should be some extra thought devoted to this area. For one, I believe that all your cheap blazers, jeans, dress shirts, and formal clothes should be tailored. If you do this, you can make even the lowest quality clothes look fantastic! Hell, you can get some cheap jackets/blazers at H&M for 50-100\$ and look like a rich guy if you get them tailored. Sometimes people will mistake you for a V.I.P. and let you into exclusive parties and social venues. In other words, you can make a 100\$ piece of clothing look like it's worth 1000\$. This all comes to life with simple tailoring. Best part? Tailoring your clothes is very cheap to do. Depending on what you're trying to tailor, it shouldn't cost you more than 10-20\$.

By the way, for casual ware that won't be tailored, it should be form fitting (find a brand that works for you), and a shirt size smaller than your actual size. Often times we want to feel like a big man, so we buy shirts that are too large for us to handle. Leave that ego out the door, and wear a shirt size smaller. It will fall better on your body without having to go the tailoring route.

Remember folks, you must dress for success to impress people in this world. That's a fact. As superficial as that may sound, it's unfortunately true. People who look better have higher chances of getting jobs, women/men, and general life success. Luckily for you, you already lift weights and have a better body than 99% of guys out there. When you combine that with custom tailored clothes, you have a recipe for looking your absolute best. Tailor your clothes, and you won't regret it.

Color & Style of Clothes

Even though tailoring clothes will cover the majority of your fashion needs, the color and style of clothing still remains important. A guy wearing a polka dot neon pink shirt with an orange tie will not look as good as if he were to have a striped black shirt with a red tie. With this simple example, you can see how basic color and styling patterns of clothing can either make you look stupid or awesome. It's important not to be a dumbass in this department. Common sense will take you a long way.

Color

In terms of color, you must recognize that it's not necessarily the color in isolation that gives off a bad look, but rather, the combinations of colors that you have from head to toe, and within the style of the clothes themselves. Typically speaking, you will have this problem when trying to be too trendy, creative, or exotic. If you keep your colors rather simple and basic, you shouldn't have much of a problem. Here's what I mean. Neutral

colors (not really colors but whatever) such as black, white, grey and different shades of brown are your best friends because they can literally be worn with everything, and provoke almost no emotional reaction. If you combine them together, or with other non-neutral colors it still works. Neutrals are also trend-proof! They always remain in style. The fact is, you can never go wrong when going neutral, because literally everything works.



“Okay, I see that neutral colors are great and all, but what if I want a bit more depth to my clothes? I don’t want all my clothes to be boring” is what some of you might be thinking right now. Well luckily for you, there’s another category of colors that are safe to choose. They are defined as universal colors, which are essentially colors that work well on anyone. This would include colors like Turquoise, Periwinkle, Medium Purple, Medium Navy (can include other shades depending on person), Medium Grey, Ivory, Teal, and Taupe.



There you have it folks. You’re now safe to use neutral and universal colors, no matter how little you know about fashion. Obviously there are thousands of other colors that you can use, but that may require a greater sense of how fashion works. I for one love the color orange and red. However, it’s quite easy to screw up your style when using these colors.

If you really want to wear more colors (probably you do) then simply ask a sales representative (must be a young hot woman) if she can recommend you what colors work well for you. As much as us men think we know about fashion, we are only amateurs. Women will help you pick the right colors that go with your own build and skin tone. You can trust them on this one.

Style



Having good style is absolutely essential if you wish to look good in clothes. After all, you can have the best physique, tailor and the coolest colors, but if your shirt says “World of Warcraft Level 100 Worgen Druid”, you will not be taken seriously. Your entire look is automatically defeated (surprisingly, a lot of men make this mistake). **For this reason, you must wear fashionable clothes that have cool designs on them, or wear clothes that have no designs at all.** Just don’t humiliate yourself with geeky clothes, especially the ones that include stupid phrases written in Times New Roman font. Anyhow, here is what you need in your wardrobe.

- 1) T-shirts, dress shirts, long-sleeved shirts, blazer, undershirts
- 2) Jeans, slacks, shorts
- 3) Leather jacket, wool jacket, hoodie, big winter coat

4) Dress shoes, casual shoes, sport shoes

In terms of all these items, if you simply go to a mall, there will be plenty of stores that have fashionable clothes with nice designs on them for a very reasonable price. **In today's world, it's almost impossible to go wrong unless you make the mistake of buying clothes that have stupid, immature sayings on them.** As long as the designs are cool, edgy, and possibly fun, you shouldn't have an issue. If you really have trouble finding interesting designs, just ask one of the chicks who works at the place. She's bound to help you find something.

By the way, here are some extra tips that could help you out when shopping. When buying t-shirts, make sure it's a V-neck. This will show off those upper pecs in a major way without being try-hard, because after all you are only being fashionable. If you want to look wider, wear tops that have horizontal strips, while if you want to make yourself appear more narrow (this is if you're short or have a high BF%) simply wear shirts with vertical stripes. Lastly, when buying footwear, make sure you buy elevated soles/shoes if you're below 5'7 in height. With all these general recommendations, you should be just fine when buying clothes.

Accessories

Want to know something cool? Style is not just limited to clothes. The truth is that your style will never be as good as it can be if you don't include accessories. This is the most important part of creating any look, and it will accentuate ALL pieces of clothing that you have, thus making you look cooler and sexier. You will need the following items.

- 1) Headgear
- 2) Necklace
- 3) Bracelet (optional)

- 4) Earring (optional)
- 5) Finger ring (optional)

For headgear, either wear a good quality baseball cap that doesn't have a team's sport name attached to it, a gangster/biker styled bandana, a fedora, or beanie. The first three options are good for looking edgy, while the beanie is more for a preppy/proper look. By the way, if you're bald or have a really cool haircut, headgear may not be needed. Also, if you are presenting yourself at an important business meeting, it may be best to not wear any headgear at all.

For necklaces, there's lots of flexibility. Dogtags, plain chains, religious symbols, beads, etc will all do fine. It's almost impossible to go wrong here. However, do make sure that you buy a high quality necklace. It shouldn't be some plastic shit that you bought at the subway. It must be gold, silver, steel, titanium, or some other good metal. You can either wear the necklace inside your shirt (less discrete) or outside the shirt (more edgy). To look normal, wear 1 necklace, while if you want to look tough, wear 2-3 necklaces.

The next three items are optional, but can make you look even better if you decide to go this route. For bracelets, you can either wear a high quality watch, metal bracelet of different colors, leather bracelet with possible belt, or beads. For earrings, some small diamond studs will work wonders, and if that's too expensive you can always get some fake diamond earrings. Chances are they're so small no one will tell they are fake. Just make sure not to buy those big loops or ear stretchers that women typically use. Earrings should be very small and discrete. For finger rings, either get married, or wear a good quality metal ring that is black, silver, or gold. The designs should be plain and simple, not funny or immature. For an edgier look, wear more than one ring (each finger) with different design combinations.

When you combine all accessories together, your style ends up looking out of this world. People will stereotype you all day as either a) a criminal/tough guy b) a player c) important

business man or d) all of the above. Overall, you'll look like a man of status who commands respect from everyone who gazes their eyes at you.

Proper Grooming



Let's us now discuss the amazing topic of grooming. I know it's very important based off my own experiences with women and business. When you have pre-pubescent facial hair, peach fuzz, a sloppy beard, or thick bushy eyebrows with hair in between them you come off as a guy who doesn't take care of himself. Chances are, if you don't take care of your grooming in the facial department, you most likely don't take care of "other" areas. This can be extremely off-putting for another person. At the same time, it doesn't look sexy, nor does it scream that you're a business professional. Ever seen a top salesman? They are usually clean-cut from head to toe, without any facial hair imperfections. **They understand that small details and imperfections detract customers.** The same holds true in all walks of life. As I mentioned previously, your looks DO matter. Don't let anyone else tell you otherwise. I'm not saying you need to act feminine and pay attention to every little detail,

but I am saying to make yourself look presentable. **Just like in volleyball, you must be able to throw the ball over the net.**

When trying to make you look leaner, the first thing to do is address the face. Ever seen a fat girl who had a really nice face? Well, you want to do something similar, but without makeup. Rather, you want your facial hair to outline the edges of your face (chinstrap), thus making your face appear more narrow and chiseled. **The shadows will create an angular looking face, which automatically makes you look like you're 6-9% bodyfat.** If you're cruising around 15% bodyfat, this tip will be even more beneficial to you. If you're on the fatter side, I'd recommend thicker facial hair (under your neck will work good too), while if you're on the leaner side, roll with a thinner facial hair style (think a drug kingpin). **Bottom line, always have some facial hair that goes all around your face.** Make sure you don't have random hairs sticking out on your cheeks or under your nose, as this will look patchy and unprofessional. You'll also look like an old polish grandmother. That's not exactly sexy if you ask me! Finally, if you want to look more stylish or rock a fresh new look, try out the goatee, soul patch, goat patch, stubble, or Balbo beard. All these styles are really fun and cool, thus granting you status and sex appeal. You just can't go wrong with these options.

In terms of the eyebrows, shave the thickness off at the top with a small electric razor. Plucking is annoying as fuck, and takes too much time, effort, and detail. When you do quick shaving sessions, you're basically quick-fixing your eyebrows. **This is fast and the furthest thing away from feminine as you're going to get.** And don't worry, you won't be perceived as weird. Having clean eyebrows will bring out your eyes more, and balance out your entire face. You never want caterpillars hanging above your eyes. It's a total turnoff sexually, and doesn't look nice when you're trying to negotiate business with someone else. Make those eyebrows more thin (but not too thin), shave the center hairs away, and you will look SIGNIFICANTLY better. I cannot emphasize this enough.

Next up on the list, we have the infamous haircut. Having ugly hair can make or break you. **As a general rule, to look lean and attractive, you want to minimize the width of your hair.** In other words, you want the hair on the side of your head to be completely cut off. Shave them off to “0-1” on your electric razor. This makes your face look longer and more angular, which is nice on the eyes. **At the same time, it accentuates your neck, traps, shoulders and back, thus making you appear more jacked.** At this point, all you’ll have left is the hair on top. You can either style that region with spiky hair or whatever other trend exists, or shave your head totally bald. I personally go bald because it works really well for my head shape and I’m too lazy to style my hair. If you’re a bit more self-conscious about this, you can always style the top of your head. That’s on you player. Just ensure that you always shave the sides of your head, as width will ruin the shape of your head and overall body symmetry. If you don’t believe me, look at some pictures of muscular men with afros. You’ll see that something doesn’t look right.

Last up in this grooming section, we address the body itself. I’m not going to tell you to wax or pay serious attention to this area, but I will tell you one thing. **You shouldn’t look like fucking King Kong.** If your chest has turned black because of all the hair that’s on it, you need to fix this as soon as possible. If your back looks like a werewolf, have someone like your mother, sister, friend or girlfriend shave it off. Seriously guys, this is the 21st century. Having lots of hair will make you sweat like a pig and scare people away. Trim your body so that your muscles show better. You should still have lots of hair, but it shouldn’t look like a damn forest, especially in the private part area. It’s imperative that you trim this region, as the 80s is unfortunately a thing of the past. The only exception to shaving your body would be the legs. Don’t get mad at me for it! Blame popular culture. However, if you want to trim them a little bit, that’s definitely fine. As long as they don’t resemble legs of a pre-pubescent girl, you’re okay.

In sum, proper grooming is absolutely essential in today’s world. It’s important for maximizing style, sex appeal, and business credibility. Remember, if you think like a caveman, your success will be like a caveman. Times are evolving, and you must adapt to

change. Make these small grooming fixes, and you'll only see positive benefits in your life. I guarantee you.

Special Strength Training



We now come to the final segment of this book. The next sections are all about training, and how certain strategies can accentuate the rest of your entire body, thus making you look bigger, leaner, and sexier. When you combine these training tips with the fashion and grooming, you will truly look your best.

Vacuum Effect

There exists a neat little trick that allows you to rock a higher bodyfat percentage than normal yet still look lean. That is, you must acquire what is known as the vacuum effect. This is where your stomach sucks in automatically, which gives you a deep ribcage look. It

makes your stomach look smaller from the front and side, and chest thicker from all angles. From an illusion standpoint, the vacuum effect is literally the best thing you can do to appear lean. Your gut will automatically be sucked in, which reduces inches of fat off your waist without doing anything to your body composition. Often times, it can make you look 2-3% lower in bodyfat percentage than you actually are! So if you were 15% bodyfat, you would look like 12-13% bodyfat, which is just fantastic! You've now successfully managed to retain complete muscle fullness and size, peak training performance, and leanness simultaneously without hopping on illegal drugs or entering the shredded stage. If you want an example of people who've done this, just look at the old school bodybuilders of the 40s, 50s, 60s, and 70s. **None of them were shredded like the guys of today, yet they still looked lean and full at the same time.** It wasn't due to the drugs, because the cocktails that we have today weren't available back then. **Rather, it was the infamous vacuum effect that made them look leaner.** It truly is a magical training effect.

To acquire it, perform dumbbell and/or barbell pullovers every time you go to the gym. 3 to 5 sets of 8-15 reps is more enough. **Furthermore, do not do any direct ab work such as crunches or heavy oblique work as this will build up the muscles of the midsection, thus making your stomach pop out more.** Look at strongman competitors and powerlifters and you'll see what I mean.

I'd also recommend that you stay away from heavy beltless squats and deadlifts, as this too will thicken your waist. If you're going to practice these movements, wear a well-crafted belt. Not because you want to "protect your spine", but because you want to reduce waist thickening. **Instead, you want the deep muscles of the midsection (transverse abdominals) to strengthen so that it brings your stomach in.** Puloovers will accomplish this, especially when you get to doing them with +100lbs for 10 reps and more. Additionally, perform tummy vacuums and bodyweight planks every single day at home, and you will see tremendous improvements in your midsection without losing any

amount of fat. Your own vacuum effect may not look as good as Frank Zane's, but it will sure as hell improve. That's what counts.

Johnny Bravo Mode

Many times, people will recommend that you get very strong at squats and deadlifts because they are mass building exercises. It is claimed that these movements will put up size all over your body, thus making you look massive and muscular. Although this is 100% true, there are certain problems that arise from getting strong at these movements. That is, your posterior chain (glutes, hamstrings, adductors) will get extremely large in size, thus making your upper body look very small. At the same time, your legs will be so big that buying pants will be the most difficult task in the world. You'll be forced to wear baggy sweat pants, track pants, khakis, and shorts. Jeans and slacks will no longer be an option for you. Not only will you look like a stupid clown, but you'll walk like a duck too. **Your legs will also be so big that your upper body will look small in comparison, thus ruining any body proportions that you may have had.** In sum, having large legs is a recipe for disaster when discussing fashion and aesthetics.



Instead, what you want are sleek, muscular legs that are defined but not overbulked. This can be accomplished through explosive leg training, which rarely ever results in size gain. The best way to do this is by perform tons of unilateral exercises, in addition to

plyometrics. This will get your legs very powerful so that you are still “functional”, while preventing the bulk that typically comes with squatting and deadlifting training. Below is a workout template that you can follow.

Powerful Legs Program Template

- 1) Pistol Box Squat/Regular Box Squat 1-3RM or 4-10RM with 3 Back-Off Sets
- 2) Depth Jumps (10-20 jumps total)
- 3) Reverse Hyperextensions/Glute Ham Raise

WORKOUT NOTES: Change the box height of pistol squats every week, and vary between with a box and without a box. Type of depth jump used must also change every week.

With this simple leg program, you can acquire very aesthetic legs much like the old school bodybuilders had. You’ll be powerful, fast, fashionable, and best of all your upper body will look MASSIVE without doing anything. Talk about going full Johnny Bravo mode, eh fellas?

Muscle Illusions

At last, in order to look leaner and more muscular than we actually are, certain muscle groups must be thoroughly developed, thus enhancing your entire physique. Below is a list of what muscles you’ll need to train.

- 1) Upper Chest
- 2) Shoulders
- 3) Lats
- 4) Long Head of Triceps

As you can see, all you must do is acquire a better upper chest, shoulders, lats, and the long head of your triceps. Coincidentally, these are often times the most difficult areas to develop as a drug free lifter. **For these reasons, you will need to run a program that focuses very heavily on these regions.** For the upper chest, you will need lots of incline bench pressing with dumbbells and barbells, reverse grip benching, incline machine presses, and incline flyes done with dumbbells, cables, and machines. By getting very strong at these lifts, you'll acquire a square, rugged, masculine-looking chest. You won't overbulk the chest, which prevents you from gaining the gorilla tit look.

For developing godlike shoulders, you must improve a) vertical pressing strength and b) rear & side delt development. For vertical pressing strength, this essentially means ALL overhead pressing variations. This would incline strict pressing, push presses, behind the neck pressing, overhead pressing with dumbbells, Viking press, landmine press, Bradford presses, and machine presses. Once you can strict press between 185-225lbs, and get strong at all these assistance movements, your shoulders should have all the meat necessary to be big. In terms of rear and side delt development, you will require behind the neck pressing, crucifix holds (40lbs for 30-60 seconds is optimal), power side raises, strict side raises done with barbells and cables, rear delt raises, scarecrows, reverse pec deck, and facepulls done with bands and cables. Upon getting strong at all these movements, your shoulders will have that 3D look, on top of the mass from the vertical presses. In turn, you will look juiced out of your mind, even though you are drug-free.

To develop large and wide lats, you must get strong at all vertical pulling variations. The truth is, you will never find a guy who lacks width in his back when he has very strong vertical pulling strength (100lb weighted pullups for reps). Therefore, you must get strong at weighted pullups using overhand, underhand, and neutral grips, in addition to all lat pulldown variations (machine/hammer strength included), pullovers (cables, barbells, dumbbells), and muscleups. By increasing the strength in all these movements, your back will be extremely wide. At the same time, because you avoided direct trap and upper back work through rows, farmer walks, and shrugs, you will have prevented overthickening the

back. **In these ways, you will have a wide back that is not maxed out in thickness.** This is perfect, because thickness can make you look meatier and fatter than you actually are, in addition to making you look narrower. Notice how the old school bodybuilders all had small traps. This was intentional for maximizing body proportions. A wide back is all you need, and getting strong at the vertical pulling variations will accomplish this just nicely.

Finally, it's important to develop an amazing long head of the triceps, because this is precisely the area which adds mass to your arms. The medial and lateral head is responsible for horizontal pushing strength and power, but doesn't necessarily give you the big arms. The long head is the largest part of the triceps, and is right on the backside of your arms. In other words, if you can increase the mass of this region, you can have bigger arms without having to do much to your strength. It's a win/win in all respects. **In order to develop this region of the triceps, you must get strong in all exercises that include shoulder extension.** This would include various dumbbell, barbell, machine, and cable extensions done overhead, since this is the best way to get a deep stretch on the long head. By gradually improving the strength of various overhead extensions, your arms blow up without having to unrack 315-405lbs on the bench press.

You've now learned all that is necessary for creating muscle illusions. I know there was lots of information which may have confused you, and so for this reason I've decided to create a free 4 week program that can help accentuate your physique. Only the upper body will be included, as the legs were addressed previously. Also, you perform this program 2-4x a week depending on your ability to recover. By the way, if you're wondering what type of training this is, it's full body concurrent training. It's one of the most effective training methods for preventing plateaus, and building incredible amounts of general strength as a drug free lifter. It's the precise system that I use on myself, and my clients. With that said, I hope you enjoy this program and make the gains that you're looking for.

4 Week Illusion Program

WEEK 1

Paused Overhead Press 1-3RM or 4-10RM + 3 Back-Off Sets/Triple Dropset

Incline Dumbbell Bench Press 4×12

Low Angle Cable Crossovers 3×15

One Arm Dumbbell Overhead Extension 3×12

Weighted Pullup 4-10RM + 3 Back-Off Sets/Triple Dropset

Dumbbell Pullover 4×12

Crucifix Holds 3×30s

Incline Curls 5×10

WEEK 2

Paused Incline Bench Press 1-3RM or 4-10RM + 3 Back-Off Sets/Triple Dropset

Z Press 3×8

Incline Dumbbell Flyes 3×12

Overhead Rope/Band Extension 3×12

Weighted Chinup 4-10RM + 3 Back-Off Sets/Triple Dropset

Barbell Pullover 3×10

Cable Side Raise 3×10

Dumbbell Preacher Curl 5×10

WEEK 3

Reverse Grip Bench Press 1-3RM or 4-10RM + 3 Back-Off Sets/Triple Dropset

Seated Dumbbell Press 3×20

Incline Cable Flyes 3×10

Barbell Overhead Extension 5×4
Neutral Weighted Chinups 3x10
Dumbbell Pullover 3×15
Power Side Raises 4×6
Spider Curl 5×10

WEEK 4

Push Press 1-3RM or 4-10RM + 3 Back-Off Sets/Triple Dropset
Behind The Neck Press 3x10
Pec Deck 3×10
Two Arm Overhead Dumbbell Extension 3×10
Underhand Lat Pulldown 3x12
Cable Pullover 3x10
Scarecrows 3x15
Barbell Preacher Curl 5x10

Pour Conclure

There you have it folks! The final chapter is now over. You learned all the tricks necessary to making yourself look leaner, muscular, and sexier than you actually are. We covered fashion, grooming, and special muscle building strategies to make this dream come into a reality. From this point forward in your life, you will look the best you ever did, which will make you more successful in business, seduction, and all walks of life. You should feel proud, confident, and ready to kick some ass. Never forget that when you look the part, people treat you like an important person. That's all that matters, and you're reaping all the benefits.

Conclusion

Well my friends, that's it for this book. I really hope that you learned a lot about nutrition, as I would have absolutely loved to have book like this when I first started training. It took me years of reading nutritional science textbooks, reading academic journals, watching informative videos, and hands-on experimentation to discover what worked. The fact that you can open up a highly organized book like this one and observe years of researching nutrition in such a small timeframe is a blessing that I am proud to have provided you.

This book is my gift to your mind, for it is a means of combatting ignorance. No longer will you fall for fad diets or be brainwashed by the fitness industry. You've been equipped with everything that is necessary for losing weight, maintaining weight, and gaining weight. You know what works and what doesn't work. You'll spot nutritional lies and scams a mile away. This is great, because you now have the power to move on with your life, and focus on things that go beyond eating and nutrition.

In essence, you would have succeeded something that millions of people never do. You would have escaped the dieting trap. The fact of the matter is that you will never be a slave to dieting or nutrition ever again. When it's time to eat, it's time to eat. When you're not eating, you won't even think about your body composition because your nutrition will be so damn thorough. That's what real freedom is all about, not being a slave to food or the kitchen. You can now effort reach any body composition. I am very happy for you, and I hope that one day you too can help the people around you one. I also look forward to seeing your progress pictures, because seeing you acquiring the body of your dreams brings me great pleasure and hope for our society. With that, go enjoy your life! I'll talk to you real soon.

Your man,

Alexander Leonidas

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The Alpha Diet!**

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Also From The Author: The Alpha Body will give you the bench pressing strength of a powerlifter, the overhead pressing strength of a strongman, the leg strength of a field athlete, the relative strength of a gymnast, and the aesthetics of an old school bodybuilder while having a life outside the gym. It also follows a full body concurrent training approach, which is very effective and unique.

