**Lesson #3: Form**

Form.

Too many people I see in the gym are ego lifters (almost everyone).

All they care about is how much weight they can lift for their bros. This makes absolutely no sense when you're trying to build an aesthetic physique.

You want to build muscle, not strength.

One of the key ways to maximize hypertrophy, which is muscle breakdown during a workout, is to focus on the eccentric part of the lift. This is the part of the rep where you lower the weight. Studies have shown that this is where most of the hypertrophy takes place during a workout. It's during the eccentric part of the rep.

Too many people lower the weight down as fast as they can so they can do more reps at a higher weight. Yes, an explosive concentric part of the rep is good. You should be pushing as hard as you can throughout the entire concentric part of the rep, but the eccentric part of the rep should be slow and controlled.

I like to take about three seconds to lower the weight.

Remember, the concentric part is the part where you're going against gravity and the eccentric part is the part where you're going with gravity. Doing this, you're going to be lifting considerably less weight, but who cares, man?

Your friends might brag about being able to lift more than you, but you're going to be getting more girls because you're actually putting on muscle and building an aesthetic physique.