

Aggressive Fat Loss

[The Secret Code To Building A
Chiseled Physique]

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KINOBODY

The Secret Code To Building A Chiseled Physique

Let me preface by saying that when I say 'great body', I am referring to a lean, well muscled and absolutely chiseled physique. The type of physique that would blow both men and women's socks off. Incredible definition, great proportion and just the perfect amount of muscle without being overdone.

Step One – Taut Waist

The first and most crucial component of building a great body is achieving a taut waist. This will ensure a sleek low body fat and will support a powerful shoulder to waist ratio – the most powerful sign of physical attraction in men.

Look at any super aesthetic Hollywood actor and invariably they have a very slim waist. In fact, most Hollywood actors are going to have a waist measurement of around 31-32" and sometimes less. Zac Efron easily has a 30" waist. That said, some of the bigger guys like Chris Hemsworth and Henry Cavill have around a 32.5-33" waist.

When you drop a couple inches off your waist your physique will instantly take on a more masculine appearance. Your upperbody will appear bigger and broader relative to your slim waist. You'll also seem leaner and taller. Your shoulders will become more separated and your chest will start to become more square like – this is a result of having a lower body fat.

I recommend setting your target waist at around 44-45% of your height. Measure your waist first thing in the morning around bellybutton level (don't suck in and don't push out). Someone who is 5'10 is going to want to aim for a 31-31.5" waist.

When you get your waist at the ideal measurement, you're going to weigh a lot less than you'd expect. In fact, someone around 5'10 with a solid amount of muscle is going to weigh around 165 – 175 lbs. That said, most people are going to think they are much bigger.

Now the most effective way to slim down your waist is by dialling in nutrition while eating proper macro's and engaging in proper strength training to support strength and muscle mass.



This is exactly what the Aggressive Fat Loss Program is honed in on. You're going to be aggressively dropping body fat while supporting a solid level of strength and muscle development. You'll be slimming down while increasing strength and muscle density.

Waist Standards

Decent - 47% of height

Good - 46% of height

Great - 45% of height

Godlike - 44% of height

Notes

These waist standards are not locked in stone. Sometimes someone will hit a waist measurement of around 44-45% of their height and still have some fat to lose. Although this is quite rare.

It's especially not an issue when you've put in the work to build a high level of strength and muscle density. Combine a great waist measurement with great lifts and you will look fantastic.

In fact, at 5'10, when I achieved a 31.25" waist, my body fat was only 7.7% at a weight of 175 lbs and my lifts were around godlike or just shy.

The first step to a very aesthetic physique is focusing on getting that waist down to 44-45% of your height.

This is considered the golden ratio! Now by all means, strength train and focus on improving your strength and muscle density.

But don't worry about packing on muscle until you dial your waist measurement in. Losing 1-2" off the waist, looks better than packing on 5-10 pounds of muscle.

In fact, train properly, as outlined in this approach, and when you drop those 1-2" off the waist. It may in fact look like you gained some solid muscle.

This is because the increased proportion (your muscle size relative to your waist size), plus added definition, creates the illusion of a more muscular physique.

With the Aggressive Fat Loss Program, you should expect to drop 1-2" off your waist per month.

That said, if your weight is going down but your waist measurement is stuck, that's not the end of the world.

Sometimes, guys will lose fat from other parts of their body before it starts to come off their midsection.

Don't let this freak you out! It's all part of the game.

How to measure your waist

Measuring your waist is quite simple. All you need is a cloth measuring tape. I recommend measuring your waist first thing in the morning, before drinking any water.

If you have to use the washroom (restroom), then do so. Then measure your waist around belly button level. Don't flex, don't suck in and don't push out. Try to stand with normal posture.

If you want to record your flexed measurement also, that is fine, you can do so. But we will be basing your scores off your normal, relaxed measurement.

You can measure your arms, chest, shoulders and legs if you want. That said, if you're going to be dropping fat, it's likely that those measurements may go down, even if you're building muscle.

That's because, we store fat throughout our entire body. Not just our abdomen. Anyways, within the context of your weight, height, waist measurement and key lifts, you have everything you possibly need to know, to achieve a jaw dropping physique.

As your relative strength goes up, naturally your physique measurements and ratios will improve. So it's not necessary to track everything. That just becomes more confusing.

Remember, focus on the essentials. Track your key lifts, weight and waist measurement and you'll be golden.

As for the waist measurement, when you're tracking your weight, make sure to weigh yourself first thing in the morning for the most accurate measurement.

Step Two – Relative Strength on Key Lifts

When your waist measurement is dialled in, gaining strength and muscle will have a much more profound visual effect. This is because, unless you're very lean, any muscle you gain will be obscured by a layer of fat.

That said, you can still gain strength and some muscle while focusing on dropping your waist down. You will precisely be doing this with the aggressive fat loss program. However, don't expect to gain 20 lbs of muscle and lose 20 lbs of fat. Building muscle is a slow process. The good news is that you may be able to gain 10 lbs per month to your key lifts, I've seen this consistently with people who are cutting using my programs or coaching.

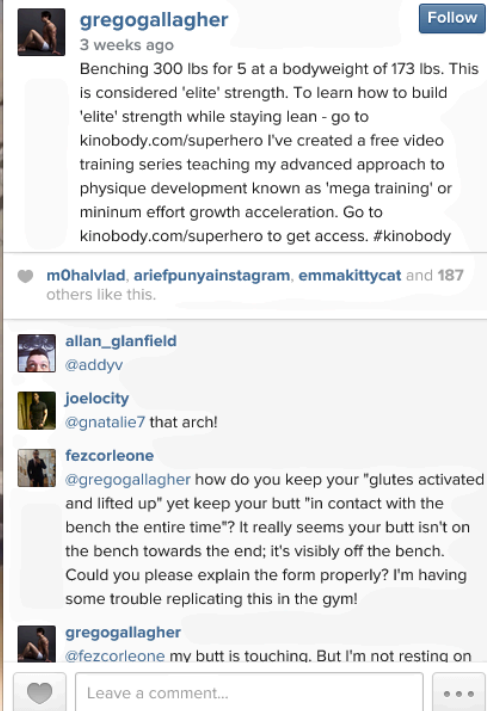
Now as far as optimizing your physique is concerned, the key is gaining relative strength on key lifts. Relative strength is a powerful indicator of body composition or your fat to muscle ratio. The more relative strength you have, the better fat to muscle ratio and the better you will look.

It is not enough to solely add strength, since that can result in fat and muscle gain. To ensure pure muscle gain, you need to focus on boosting relative strength. This is done by adding a lot of strength with a proportionally smaller increase in body weight.

Relative strength is different than absolute strength. Bench pressing 300 lbs may sound impressive, but it's not that impressive if you're 300 lbs.

That's simply a 1x bodyweight bench press and chances are that person is going to have a horrible muscle to fat ratio. Now a 175 pounder bench pressing 300 lbs is a feat to admire. This guy will automatically have a very high level of muscle mass to fat mass.

This is why I based the three key lifts in the Aggressive Fat Loss program on Relative Strength (we'll be talking about that more in a bit). Relative strength is really the secret code to an aesthetic physique.



So in essence, the better your relative strength is, the better you're going to look. Anytime you improve your relative strength, you will look better.

There are two ways to increase relative strength: you either get stronger on your lifts or you lose weight. *Or a combination of both.*

If you're gaining bodyweight, make sure that your lifts are going up at a much faster rate. So gaining 10 lbs in body weight should result in a 30-40+ increase on your bench press and weighted chin ups. This will ensure that the weight you gained was predominantly or exclusively lean mass.

And if you're losing weight, you want at the very least to maintain your lifts. This way you're maintaining muscle mass while stripping away the fat -and thus, improving your relative strength and body composition.

The 3 Best Lifts For A Chiseled Physique

Let's take a second and be brutally honest with ourselves. We want to be sexy Greek Gods. There's simply no denying that fact. Now, yes, we want to feel great, be strong and powerful and improve our health, but if working out made us less attractive, most of us would probably hang up the towel.

Let's embrace the fact that we want to look sexy as hell. After all, evolutionary biologist and author of the Selfish Gene, Richard Dawkins, suggests that nearly all male behavior can be traced back to improving our chances at reproduction.

In other words, the desire to be attractive is programmed into our very genes. On a primal level, it's why we're here, to reproduce with a 'desirable mate'.

Unfortunately, most 'lifting routines' do little to build the type of body that women actually find sexually appealing.

Moreover, the amount of time and sacrifices these 'muscle building guru's' expect you to make by following their programs and rules pretty much pulls you off the sexual marketplace.

For example, the popular meme →

Guys are taking pride in the fact that they are married to the gym and protein shakes. Instead of the gym becoming a tool to improve their life, it has become a source of ego validation to cover up their sexless life.



Well, take solace in the fact that to build a great looking body, you don't need to lift 6 days per week and eat every 2-3 hours. Now as far as what to focus on in the gym, there are three exercises that are better than anything else to build a physique that women find sexy.

These will be the cornerstone of the Aggressive Fat Loss Workout Program. Let's break them down!

Incline Presses



The incline press should be the king of all upper body exercises! It simply creates a masterful chest that looks like it belongs to Hercules himself.

You see, great chest development comes down to well developed upper pecs. This gives your chest a masculine, "plate of armour"

look.

Furthermore, great upper pec development will create the chiseled line down the center of your chest that so few people have.

Now, conversely, when you focus too much on flat bench presses and decline presses, your pecs become droopy and round on the bottom.

Incline presses should be a major focus in every guy's routine! In fact, it's the most important exercise that hollywood actors emphasize to get ready for a shirtless scene.

What's more, this exercise also hits the shoulders pretty hard, a muscle group that so many men are lacking.

I recommend using all variations – barbell, dumbbells and even machine incline presses for when you want to blast the volume without causing too much neural stress.

Weighted Pull ups

Ryan Reynolds has a very powerful shoulder to waist ratio – a universal sign of physical attractiveness in men.

Pull ups might seem like a surprising choice because they primarily work your upper back muscles and it's all about the mirror muscles, right?

Wrong!

One of the key traits to an attractive male physique is a high shoulder to waist ratio. This means having broad shoulders and a narrow waist.



Hands down, no exercise works as well as weighted pull ups to promote some serious upper body width. This is because shoulder width is primary the result of well developed lats.

Pull ups build the upper back and lats better than any exercise! This is why gymnasts and park workout specialists look so muscular. They focus heavily on pull up training.

Another advantage of pull ups is that to become proficient at them, you have to be very lean. If you have excess fat, you will make your job much, much harder!

So pull ups are like killing multiple birds with one stone. You build upper body width and you support a lean and defined physique (while also developing serious real world strength).

Bulgarian Split Squats



Bulgarian split squats promote proportionate legs and a great butt. There's nothing sexy about a pair of chicken legs! That said, tree trunks aren't attractive either. The key is to strike a balance.

One exercise I find exceptionally powerful for building a great looking lowerbody is bulgarian split squats.

The exercise activates the quadriceps hard, builds great glutes and develops the VMO (tear drop shaped muscle above the inside of the knee).

The VMO is important to develop because it makes your legs look more proportionate and longer by keeping the lower thigh in proportion to the upper thigh.

Squats tend to pack a ton of mass on the upper thigh's while doing little for the VMO. This gives you short stumpy, turnip shaped thigh's.

Another benefit of bulgarian split squats is that they put the glutes in a loaded stretch position. This will build a great looking ass! And if there's one thing I learned by spending a lot of time with women, it's that they actually appreciate a great butt just as much as we do.

Notes

These three exercises will play a big role in the Aggressive Fat Loss Workout Program. That said, we will be using some strategic supplemental exercises to fill in the gaps and ensure a complete workout and complete physique development.

Think of these exercises as your three key lifts. As you progress on them, you will build a better body.

Strength Standards For A Chiseled Physique

Naturally that brings me to the Strength Standard section. This is where I'll provide you with what I consider decent, good, great and godlike for each of the 'key lifts'.

If you can achieve 'great' on each lift, you will have strength and aesthetics that will blow just about everyone away.

If you can achieve godlike, well, frankly, you're a god among men and should probably write your own book.

** *bw = body weight*

Pull up Strength Standards

Decent - 0.2x bw attached for 5 reps

Good - 0.35x bw attached for 5 reps

Great - 0.5x bw attached for 5 reps

Godlike - 0.65x bw attached for 5 reps

Barbell Incline Press

Decent - 1.05x bw for 5

Good - 1.2x bw for 5

Great - 1.35x bw for 5

Godlike - 1.5x bw for 5

Bulgarian Split Squats

Decent - 0.2x bw per hand for 5

Good - 0.3x bw per hand for 5

Great - 0.4x bw per hand for 5

Godlike - 0.5x bw per hand for 5

Notes

Don't worry if you have a long way to go before you hit 'great' strength standards! Just focus on making progress weekly.

Now here's the beautiful thing, even if your lifts are the same and haven't improved, but you've lost body fat, your strength scores will improve. This is because the lifts are based on relative strength. You know, how strong you are relative to your bodyweight.

If you can drop fat and increase strength, you will make killer progress in your strength standards and your aesthetics.

That's it for now... Use these tools to get chiseled!

Transform Your Physique &
Live the Life of Your Dreams

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