



**THE BONUS MODULE**

**SUPERHERO  
BULKING  
PROGRAM**

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# Why Building Muscle is So Damn Easy

The fact of the matter is that being ripped to shreds means nothing unless you have the right amount of muscle mass to frame your physique. This is the cold hard truth! If you're putting in the work tracking your macros, recording your workouts and destroying it in the gym then surely you don't want this to go unnoticed. Unless you build a solid amount of muscle, your physique will hardly stand out.

At the end of the day, you have to ask yourself, why are you really training? When we are really honest with ourselves, it largely comes down to wanting to be more attractive to the desired sex. You may disagree with me but fundamentally we are genetically programmed for two things - survival and reproduction.

Consequently, almost everything we do can be traced back to increasing our chances at spreading our genes further. If you want to get better results with women (or men), then hey, it wouldn't hurt to add a nice looking amount of muscle.

## **Advantages of Muscle**

Carrying around a solid amount of muscle is a clear indication of healthy genes and because of this, women will naturally be more inclined to have sex with you. This is why a nicely muscled and defined physique is so damn attractive! You're positioning yourself as the absolute cream of the crop, albeit, from a purely physical standpoint. Now it does go with the saying, a great physique only gets you so far. It does a lot of the heavy lifting for you, pun intended, but if you don't harness the right emotional state and belief system then it hardly means anything.

A guy with a great physique that doesn't take himself too seriously (free of ego), lives in the moment (fun and spontaneous) and is strongly connected to his masculine desires (sexual) is a lethal combination. You're essentially a women's ultimate fantasy and invariably, women can just open up to you without feeling pressured or judged. Unfortunately, most guys have buckled under the social weight of the system, the very system that tells them a false narrative on how to act and behave to get the girl. Hide your sexual interest, be really nice and impress her by flashing money and talking about your accomplishments.

The best advice I can give you is to do the exact opposite. Be very sexual, girls love sex! Don't be 'nice'. Niceness usually comes with a hidden agenda, it's not real. You're being nice to get her to like you and so you can feel all warm and fuzzy from her validation and girls can see right through this! Be raw not nice. And last, but certainly not least, don't be flashy. Trying to impress a girl sub communicates that you're not enough. Instead be self deprecating. When she realizes you're not trying to impress her at all, there will be a turning point and attraction will ramp up. But anyways, I've been drifting off into a long winded tangent so let's get back to the core!

## **Building Muscle Has Always Been Easy for Me**

Now I'll be completely transparent, I have never really struggled to gain muscle. Then again, I'll say right now, no one really needs to struggle to build muscle. With dieting, it's different. Dieting is tough! We're genetically programmed to want to eat lots of food and keep out body fat levels within a certain range. A range that doesn't lend itself to shredded abs. This is a survival mechanism to protect yourself in case of a famine.

The human body is built for survival. Therefore gaining muscle is most definitely in our favor. If you challenge yourself week in

and week out, lifting heavier and heavier loads, your body will make the necessary adaptations to better handle the task. This means a few things – a) you will become more proficient at doing the exercise. b) You will be able to utilize a higher threshold of muscle fibers. c) You will create more muscle tissue. Assuming you're getting stronger each week, you will be improving in all three of these areas to some degree.

Now the question shouldn't be, how does one build muscle, but rather, how does one screw up building muscle! I will address three of the biggest reasons why building muscle is so challenging for most people. Once you avoid these three pitfalls, building a highly muscular physique will be highly rewarding and will require minimal effort.

## **1. Unrealistic Expectations**

Most people have a completely skewed perception of how much muscle mass they can realistically gain. They want to gain 5-8 lbs of muscle per month, equating to roughly 1-2 lbs per week. This is absurd! If this were even remotely possible, you'd see life size action figures walking around everywhere you go. The reality of the situation is that gaining 15-20 lbs of muscle over the course of your first year of proper training is excellent. The most muscle

I ever gained in a year was 20 lbs and this was with puberty on my side. So chances are a sizeable portion of that weight was simply driven from maturing. In the second year of proper training 8-10 lbs of muscle is fantastic. Then after that, 5 lbs per year is great!

Most people don't want to hear this! They don't want to accept it. They think that if they work their butts off, take all the supplements in the world and eat 12 meals per day they can gain 20 lbs of muscle in a matter of a few months. Yeah right! The good news is that it doesn't take 50 lbs of muscle to look awesome. Stay lean and gain 15-20 lbs of well placed muscle and I guarantee that you'll look fantastic.

If you don't first accept that gaining muscle is a long term process then you will have set yourself up for failure. After a few weeks or a couple months, you will get frustrated at your lack of progress and you will fold your hand. This is truly a shame! My advice is simple – learn to love lifting! Love the journey! Love pushing yourself in the gym and making progress. Love the feeling of lifting heavy and conquering the weights. Let the muscle be a side benefit. If all you focus on is gaining muscle, you will get bored and quit.

## 2. Fancy Techniques and Chasing the Pump

Building muscle is quite simple – get stronger in the 5-10 rep range on key movements. This is truly where the magic happens! Below 5 reps and volume is too low and consequently most strength gains are due to increases in neuromuscular coordination. Going above 10-12 reps means lifting light weights that don't provide enough tension to adequately stimulate muscle growth. If you build significant amounts of strength in the 5-10 rep range on solid movements – weighted chins and dips, shoulder presses, rows, bench/incline and lowerbody lifts you will be gaining muscle like crazy!

I should also mention that it's important that you take full rest periods of 2-3 minutes or longer between sets. Training in the fatigued state is inferior for promoting long lasting strength and muscle gains. The pump you get from cumulative fatigue only accounts for a small percentage of your muscle growth potential.

If your workouts consist entirely of several exercises per body part, short rest periods and fancy 'hypertrophy techniques' like drop sets, super sets and pump tactics then you are seriously wasting your time. Great natural physiques are built around



getting extremely strong not from trying to make curling 20 lbs dumbbells really tough. A productive muscle building workout should consist of 4-5 exercises, three sets per movement, long rest periods and a note pad for recording your progress.

Now with that said, there are a few very effective high volume pump protocols that we will be using with the superhero workouts. These are used in conjunction with heavy lifting, so it's only a small piece of the workout and will help to build that extra 20-25% of muscle growth to take your physique to superhero status.

My concern is that most people focus 80% of their effort on the pump work that only delivers 20% of their results. We'll be doing the opposite.

### **3. Time and Money**

Are you spending 5-7+ hours in the gym each week, \$100+ on supplements each month and precious time cooking, cleaning and preparing 5+ meals each day? If yes then take a moment to pat yourself on the back. You just turned a very simple process into a full time job. I spend three hours or less in the gym each week, eat 2-3 delicious meals per day and hardly use any

supplements. In fact, the only supplement I've been consistent with is a cup or two of black coffee before training! And my progress and gains have been nothing short of incredible.

I've spent months taking 'essential supplements' and the only difference I noticed was a lighter wallet and a more complicated life. I prefer to get as much of my nutrition from whole food and save bank on supplements that hardly make a lick of a difference. It's important to understand, if your life revolves around your fitness, it's going to be hard to stick with it. Besides, what fun is that? Stop wasting time and money on things that don't payoff. Eat 2-4 whole food meals per day, train three times per week and minimize your supplementation game. I guarantee you that you will realize better results because of it and you won't have to miss out on life.

Furthermore, if you are in the obsessive fitness mentality then one of two things generally happen. Either you're completely a bore to be around and let your life revolve around fitness. Or you try to balance a life with your hectic training and diet schedule and constantly slip up. This usually results in the all or nothing outlook. If you miss one workout or one meal then you throw everything up into the air and decide that you'll start back fresh next monday. We know how that works out.

# The Magic of Lifting Three Days Per Week

I've built my physique off three training sessions per week, sometimes even less! Further, each client I've worked with has been on a three-day workout routine and their progress exploded because of it. I've flirted around with training more often in the past, but this invariably led to stalled strength gains. Training more frequently requires temperance, you need to be willing to stop a few reps shy of failure, otherwise you will overburden your nervous system.

Unfortunately, this style of high frequency training hasn't been nearly as effective as max effort heavy lifting three times per week. In this article I will explore the interesting phenomenon as to the magic behind training three days per week!

## Optimal Training Frequency?

Now I've been getting an endless supply of questions from people on why I opt for three workouts per week over a higher training frequency protocol. In fact, just the other day I had a very interesting comment on my blog. The quick rundown is that this individual who goes by the name John, has switched

over to a more minimalist strength training program that has him lifting three days per week on non consecutive days.

However, with almost everyone suggesting lifting 5 days per week to maximize muscle growth, John can't help but wonder if he should go back to a 5 day routine because he doesn't think he's working hard enough.

Funny enough, he has been making better progress on the 3 day routine and feels much less worn out. He then goes on to ask me why so many people advocate and use a 5 day method when it seems just as effective or more effective to give your body the little extra rest and just work 3 days per week with an emphasis on just a handful of key movements.

My response: "John, you can't look to what the masses are doing to determine the most effective approach. You must kill that mindset right now, it won't get you anywhere in life. You need to put faith in yourself, first and foremost. If you're making better strength gains and feeling better with a three day routine, then you'd be a fool to let anyone convince otherwise."

## **You get out what you put in: True or Not True?**

At first glance, it would make sense that training more often would lead to better and faster strength and muscle gains. Like most things in life, the more you put in, the more you tend to get out. However, because of the nature of strength training, recovery is a huge part of the equation. You don't get stronger in the gym, the gym is a major stressor and it's only until you give your body sufficient rest that it makes positive adaptations towards improved power output and levels of muscle mass. If you train too often and too long, you'll be beating your body down and causing more harm than good.

Now you're probably about to call erroneous, erroneous on all counts! After all, it's likely that even your 5-day workout routine allows for full muscular recovery between sessions. So maybe you're training chest Monday, back Tuesday, legs Wednesday, shoulders Thursday and arms Friday.... Or what have you! Surely each muscle group is fresh for each session. Unfortunately muscle recovery is only half of the equation. This type of split training program fails to address the inevitable neuromuscular fatigue that heavy lifting triggers. In fact, after a heavy strength training session, it takes roughly 48 hours to recharge your nervous system.

In case you weren't aware, your nervous system is the powerhouse that calls your muscle fibers into action. An efficient and high functioning nervous system means a high degree of muscle fiber recruitment and therefore greater strength expression. Contrarily, a stressed and inefficient nervous system means a low degree of muscle fiber recruitment and poor strength expression.

As you can probably imagine, the more muscle fibers you can trigger, the more weight you can lift and the more muscle growth you can promote. On that account, we want most of our training to take place when we're as powerful as possible. Meaning brief, intense workouts with plenty of time for muscular and neural recovery between sessions.

## **The Magic of Lifting Three Days Per Week**

When you take at-least a day of rest between strength training sessions, something magical happens. You hit the gym feeling recharged and powerful! You're no longer training under suboptimal conditions with a depleted nervous system. And because of this, heavy weights begin to move with much less struggle on your part. When before you had to fight to make

every personal record, now it just seems effortless. Even though you're training with much less volume than before, your lifts are increasing with much more predictability and with these steady strength gains comes hard lasting muscle growth.

You're not carrying around puffy muscle size from sheer volume of lifting. Instead, you're carrying around muscle that was developed to directly improve strength and power. This type of muscle growth gives you the hard, dense look! It's also this type of muscle growth that looks great virtually all the time, even if you take a couple weeks off lifting. More importantly, it's this style of training that brings with it real world strength and power.

Now the beauty of lifting only three times per week is that it fits perfectly into a balanced and productive lifestyle. I believe that you should never let fitness take over your life, as to do so would be to defeat the very purpose of training. Though working out is incredibly fulfilling in its own right, it is still a means to an end and most people lose sight of that.

When you prioritize your training, you free up precious time to dedicate towards other areas of your life, allowing you to become a more well-rounded person. Read books, meditate,

socialize, learn new skills and put some work into your style, it will pay off immensely.

## **Put it to the Test**

At the end of the day, you have to make your own decision as to what style of training you will follow. I've worked with countless individuals who switched from training 5-6+ days per week to my approach and they experienced explosive strength and muscle gains. However, the only surefire way to know if this is the right training style for you is to put it to the test. Train three days per week for 6 weeks and see how it works for you. If you're following one my superhero workout routines this will transpire into some of the best strength and muscle gains of your entire life.



# Reverse Pyramid Training How to Gain Super Strength and

I'm now going to be sharing with you the most effective training method to gaining jaw dropping strength and building more muscle than ever before! Ironically, this is about the simplest and most sensible way to go about training, but sadly, no one ever does it.

In fact, nearly every workout routine you've heard about, read or seen someone doing in your gym, is in direct contrast with what I'm going to share with you today. Before we get into Reverse Pyramid Training (RPT), we're first going to talk about the inevitable drawbacks of most training approaches.

## The Three Mistakes People Make When Lifting for Strength and Muscle Size

### 1. Lifting Heavy in a Fatigued State

One of the main reasons why hard working lifters fail to consistently build strength and muscle mass is because they do most of their heavy sets in a pre fatigued state. I invite you to go

to your gym on a Monday afternoon and take 10 minutes to watch and see what unfolds on the bench press stations.

Invariably, you will see person after person burn themselves out with several high rep sets before they actually get to the real weight. They might hammer out 135 lbs for 12 reps and follow that up with 155 lbs for 10, 175 lbs for 8, 195 lbs for 6 and finally 205 lbs for 5.

By the time they get to their heavy set, their muscles are already fatigued. They are then lifting under suboptimal conditions and will fall short of what they're truly capable of performing. This will drastically limit the strength and muscle building stimulus.

## **2. Pacing Yourself During Your Sets**

Another common phenomenon I see in the gym is pacing. This is when someone goes easy on their first couple sets to ensure they finish all of their sets with the same weight.

A commonly prescribed set and rep scheme for building strength and muscle is 3 sets of 5 reps or even 5 sets of 5 reps. In order to finish all sets for 5 reps you can't possibly use your actual 5 rep max. If you were to do so it would look like this, set 1 – 5 reps, set 2 – 4 reps, set 3 – 3 reps...

Realistically, you're looking at using a weight you can do for 8 reps to get multiple sets of 5 reps. This means that you're performing under your potential. You're capable of doing around 8 reps but instead, you're settling for sets of 5 reps. This is simply unacceptable.

### **3. Performing Multiple Heavy Sets Until Failure**

On the other hand, you have the no pain no gain lifters. These are the individuals that take every set to the brink of failure. They will use a weight they can do for 4-6 reps and they will push it until failure for several sets. This usually means grinding out 6 reps on their first set, 5 reps on their second, 4 reps on their third and a couple more sets of 3-4 reps.

With heavy lifting you create loads of neural fatigue. Performing multiple sets with a heavy weight until failure is just a recipe for overtraining and burnout. You'll very quickly hit a plateau and even struggle to maintain your strength with such a protocol. Talk about all pain no gain.

## **Enter Reverse Pyramid Training**

Reverse Pyramid Training will side step all of these issues and prove more effective than any training method you have ever done before. If you have a few years of training under your belt and feel you have hit a plateau, RPT will get the wheels moving again.

Alternatively, if you're relatively inexperienced, RPT will help you make the best strength and muscle gains compared to any other training approach. Let's talk about how it works.

### **1. Build up to your heaviest set without creating unnecessary fatigue**

With RPT you'll be doing your heaviest set first while you're completely fresh. This means being able to handle heavy weights with more ease and power than ever before. Now surely you can't jump right into your heavy set without a proper warm up, unless you're looking to get injured.

As a result, you're going to want to perform a couple warm up sets while minimizing fatigue. This is where I recommend the

5/3/1 protocol. Perform 5 reps with a light weight, 3 reps with a medium weight and 1 rep with a weight close to your heavy set.

Rest a couple minutes between these build up sets and a full 3 minutes before going into your work set. The good news is that you only have to do these build up sets for the first exercise of a muscle group. For your other exercises, you can just jump right into your first work set.

## **2. Perform one heavy set with maximum effort for each exercise**

With reverse pyramid training you're only performing your heaviest set once. That's it! One heavy set is all she wrote baby. If you take that set to the absolute brink of your capabilities, you will not be able to replicate that set again for the rest of your workout.

What's amazing is that there is a great wave of relief when you know that you only have to do that heavy weight for one set. Mentally this is a huge advantage, it puts you in the winning mindset and ensures maximum effort. This will lead to consistent personal records like you've never experienced before.

Moreover, by only performing one maximum effort heavy set per exercise, you avoid creating excessive neural fatigue. This means that you'll feel stronger and more refreshed than ever. Lifting heavy weights won't turn into the grind that it was before.

### **3. Follow the heavy set up with two progressively lighter sets**

The beautiful thing about your maximum effort set is that it will supercharge your body. You see, lifting a heavy weight requires near maximal muscle fiber stimulation from the very first rep. This is unlike light weights, which you only recruit all of your muscle fibers on those last few really tough reps.

By performing your heavy set first, you shift your body into a temporary state of heightened muscle fiber activation. This means that all the lighter sets you do afterwards will promote more muscle growth than if you did them beforehand.

You can see this for yourself when you go to do your lighter sets, the first few reps will feel suspiciously easy. This is because you'll be using more muscle fibers than you'd normally use for that weight. I recommend dropping the weight by approximately 10% for your second set and an additional 10% for your third set.

Rest at-least 2-3 minutes between these sets for full recovery and maximum performance. Aim to perform 2 additional reps every time you drop the weight by 10%. So if you performed 6 reps on your heavy set, shoot for 8 reps on your second set and 10 reps on your third set.

## **I Rest My Case**

Reverse pyramid training is the most sensible way to go about training. You're doing your heaviest set while you're as strong as possible. It's only when you push the envelope out of what you're physically capable of doing under optimal conditions that you'll realize incredible strength and muscle gains.

I attribute 75-80% of my muscle gains to reverse pyramid training. I utilize some strategic light-weight pump training to get some extra growth on stubborn muscle groups.