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WEEKLY MUSCLE BUILDING EXPERT *Interview Series*



Interview with Brian Cannone



MM: Hello everybody! This is Mike Mahon, your no BS fat-loss coach, and today I have a very special guest for you lined-up who's going to show you exactly what it takes to get absolutely shredded from head to toe, so you can literally steal the show and be in the best shape of your life.

Our guest tonight has done it all, from working in the health clubs to competing as a competitive bodybuilder, to judging bodybuilding events, and most recently, producing the biggest and best bodybuilding and fitness show in the entire world, the Fitness Atlantic Championships. So, without further ado, ladies and gentlemen, boys and girls, put your hands together for our body transformation guest of honor, and author of the best-selling body transformation system, [Stage Ready](#), my main man, Mr. [Brian Cannone](#). What's up, Brian? Welcome to the call.

BC: What's up, Mike? Hey, thank you. Thank you for having me on your show.

MM: Man, the pleasure is all on this side of the table, my friend. So, can you do us all a favor and let our listeners know exactly how you got started in the fitness industry and what inspired you to create the [Stage Ready](#) body transformation system? Let's get the biggest back of tricks out, my man.

BC: You got it. You go it. I started working out pretty much in the gym in about 1991. And I started getting into the bodybuilding and I was in a pretty hardcore gym for a while, but I didn't even look like a bodybuilder right away. So, a lot of the guys who were in there, they'd been working out for a long time. You don't know exactly what they're doing, you're trying to get started and I was going with my dad. So, we pretty much did the typical thing. We were doing the same workout pretty much every day that we were in. It was like chest and triceps and very little, if ever, doing legs.

After a while, I just...I was going pretty much every day. I was in there for three hours a day. I really wasn't seeing any type of changes, any type of results. And I knew it had to do a lot with nutrition. So, I was like 19-years-old at the time, so started... This is when you start buying your own food and getting into where you're going to the grocery store and buying everything that's low-fat and you're just eating a ton, especially when you want to gain muscle. You're just trying to eat as much as you possibly can, but nothing's happening.

Back then, too, there weren't as many cardio machines in the gym, too. So, it's mostly you're going in, you're banging the weights for three hours and you're going home and it's... These are times, too, of the baggy pants and then the string tank tops and everything. So, it was really a good time for bodybuilding.

But, after spending all that time, I decided, you know, I better hire a trainer. There was a guy in there that was a former Mr. Connecticut. So, I hired this guy, Bill.

He sat down with me; he gave me a nutritional plan and a three-day workout and just kind of let me go. It wasn't something that was a long-term thing. You spent a little bit of money on it. But, it really changed my way of eating. It was better, but it wasn't as good as it should have been. He had me on low fats and doing pasta and chicken and things like that. I still wasn't doing cardio. I saw some changes, but not a whole lot.

So, from there, I took a job in a health club as a full-time...this was all I wanted to do. So, I started working in a World Gym and that was in about the same year as...what am I saying here? I actually started...in about '89 I started working out, '91 is when I started working in gyms.

So, I was following this plan that the other guy...I did pay for, and I'm sitting there eating pasta with chicken on it and working in the gym, and this guy, Claude, comes up to me and he goes, "What are you eating?" I go, "Pasta, chicken." He goes, "Well, what are you trying to do, exactly?" I'm like, "Well, I want to get into bodybuilding." He said, "Well, you're not going to do it eating that."

So, that's really where things changed, when I met this guy who became my mentor. He really... There are some people that want to give you the information, that want to sell you some personal training packages, they want to...kind of just the quick sale, like the first guy I actually paid for the three sessions. I just kind of felt...really wasn't into helping me that much.

The next guy came along and he goes...it wasn't about money with the next guy. The next guy was very successful. He owned a chain of restaurants. He didn't go to work. He lived the bodybuilding lifestyle. He was an incredible bodybuilder and this guy was all drug-free. He kind of took me under his wing, but he told me, "I'll walk you through this stuff, but only if you follow it. If you're not going to follow it, I'm not going to train you at all."

So, he just became a good friend, a good mentor. And a lot of things, we just cut out. A lot of things that were in my diet that were supposedly healthy, were just eliminated. We took out the pasta. We took out the bread. We took out a lot of things and it became very basic, but the results were almost instant. I mean, it was unbelievable. Within like two weeks I had just dropped all this water weight that my body was holding onto.

So, that's really how I got into it, and stuck with it and from there, competed in one of my first shows. This guy just walked me through the whole thing, the process in like 12-16 weeks I competed. And from working in gyms, it was just a great experience. A lot of people were interested and all came out to the show. So, it was a really good...probably one of the best thing I've ever done in my life. So, from there, it just

became a really great experience for me, the whole thing, the whole process. Especially having so many people excited for the fact of what I was doing.

So, it's like, I was getting lean, I was getting...abs came in, and I saw the results. But, at the same time it was like...there was a lot of gratification because people were supportive of me, more than even. And, because I had this deadline of this contest I wanted to put myself into, it really made me stick to it a lot more. And I told a lot of people what I was doing. I explained... You know, I mean, they saw me...just the changes that were going on in my body. They saw everything from the way my face looked to how lean I was getting. People would come up to you in the gym and tell you how great you were looking.

So, it was a lot of gratification, but a lot of support. And it made me stick to it because I'll tell you, if I wasn't doing a show, I probably wouldn't...I definitely wouldn't have went through as much as I did and got as lean as I got as lean as I got. So, it's having that deadline and sticking to it was really the main thing that works for me, and having this guy that helped me out and can teach me some of the secrets that I didn't know. Nobody else was telling me, and definitely...I was reading every magazine. It definitely wasn't in the magazines, I'll tell you that.

So, it's from there, things just changed. From there, the excitement of that, becoming a show promoter, was something that was offered to me through just from doing that for a show. And that's where everything kind of changed from there and getting this involved and running all these shows and judging national events and world championships and being... And I still feel the same way about it. I really, really like the sport of it, but also just helping the other people get into shape, too.

MM: Awesome, awesome. One of the things I heard with you was you were passionate and I fully believe that being passionate about anything, when you're completely focused is that incredible key to success. And with that being said, transitioning to my next question, you have three main keys to success. I believe they were your mental, your commitment and your deadline. And there's a lot of callers on the call right now who maybe haven't made it their best. You, with your real world experience, actually making your personal transformation and also seeing some of the most spectacular drug-free physiques in the world, what really separates the successful transformers and their body to people who just fall off the charts or never realize their full potential in their physique transformation?

BC: Well, absolutely. I mean, it's the commitment. A lot of people say they're committed, like, yeah I really want this. But it's like, well, okay, when you actually enter into a physique competition. You know, you're putting yourself out there in front of a huge crowd of thousands of people, you don't want to look stupid. So, you really make

sure that everything you do is as best to the 'T' as possible. You know, if you're told, hey listen, eat every three hours and this is what I want you to eat. You're going to do that. If you're just getting ready for the beach because the summer is coming up, you're not going to be as dedicated because it really doesn't matter. I mean, there's nothing on the line for you. You're not competing against anyone. You're not putting yourself in the position to where...it doesn't really matter. If you're in shape or you're not in shape, just because you're walking the beach.

You have to find the reason behind what you're trying to accomplish. You really need to really think hard about do you really, really want to do this. And if you're a guy and you're 14% body fat, your average. You're not fat, you're in shape, you're decent. You work out every once in a while like a casual lifter, but if you've been working out pretty hard and you're going to the gym a bunch of days a week and you're still average, then something's wrong.

It's like, either... You want to think about it. It's not that it's not for you. You know these peoples' excuses. Well, it's your genetics, it's this, it's that, it's all these other things. That has nothing to do with that. It has to do with, well, is your nutrition down? Do you really eat right? There are so many people I talk to that are like, oh, I eat really good. I eat real good. Well, what does that mean? I mean, I eat really good. Well, okay, but break that down. You've got to really, really look at it, because I thought I ate good too, and I really didn't. I didn't eat right for changing my physique, I'll tell you that.

I wasn't fat. I was a pretty big guy, but I wasn't like the bodybuilders who were in this gym. I didn't have abs. So, if I took my shirt off, I was a regular guy, actually probably more on the smooth side of my physique.

So, for somebody to go and invest this amount of time into working out, if you're not going to dial-in that nutrition and really break it down where you understand the numbers, where you're looking at it and you're saying, okay, fine. I have to start eating egg whites in the morning instead of whole eggs, instead of a bowl of cereal. I'm going to eat six egg whites and then I'm going to eat a bowl of oatmeal and maybe either a banana or a grapefruit and I'm going to have some black coffee. I'm going to cut-out the sugar, I'm going to cut-out the milk. I'm going to cut-out some of these things, but I'm going to replace...actually, the calories are probably about the same if you really look at the numbers, maybe even more.

And then, you're going to go, okay, so instead of eating a bagel for breakfast, I just had a bowl of oatmeal, six egg whites and some black coffee. And now, three hours later, I'm going to eat something again. So, I'm probably going to eat a piece of chicken, a sweet potato and a cup of vegetables. And then, three hours later I'm going

to eat a cup-and-a-half of brown rice, a can of tuna fish and some more vegetables. And then, three hours later, I'm going to eat this and that. You know your day. You fill the whole thing, it's planned-out, you know exactly what you're doing.

There's a lot of people that are just like, well, I don't want to put in that kind of effort.

MM: You don't want the result then.

BC: Yeah, they still want the physique, they just don't want to do that. Or, they think it's a bunch of shakes. I've seen guys spend so much money. I mean, I see them with the shaker cups. They're working out, they're leaving the gym, they're shaking their shaker cup and they're walking out, sipping this drink. It's like, do you know how many calories are in the shake? Do you know how many calories you're eating in a day? Well, no. Well, you're being counterproductive. That's what I find.

There are so many people being counterproductive. They go to the gym, the work out like it's the best thing...you know, like...it's not planned. And that's the problem. They're not adjusting to what they're going to do. So, it's like, listen, if you want to change your physique in 12-weeks, I can show you exactly how to do it. I can show you how to burn a pound of body fat, which is 3,500 calories, a week. You've got to burn at least 500 per day. You're going to break it down.

It's like, this is how you do it. You just... You take the numbers and you crunch them. And once you do that, you follow through with it and it has to be progressive. A lot of people, they used to tell me all the time. They'd be like, well, just write me a diet. I'm like, I can't just write you a diet. I need to know a little bit about you first. I need to know what your lean body mass is right now. When I do your body fat and I can tell you how many...you know, your lean body mass is going to have your basal metabolic rate, how many calories you burn at rest before you get out of bed. You're laying in bed, you burn X amount of calories. I need to know that number.

Then, I also need to know what your occupation is. So, I need to know if you're a landscaper or I need to know if you sit at a desk all day. I'm going to average out the amount of calories you burn every day. And then, I want to know how much cardio you're doing, how much weight training you're doing. I want to know what your diet is right now, because your metabolism could be off because either you're eating too little food, and if I start giving you the right amount, you'll probably gain some fat. So, I want to know that I can really adjust this for you first. I need to know what you've been doing all along.

So, I analyze how many calories somebody has been eating first, before I recommend something. So, there's so many people that just want...just give me the

one diet. Well, how am I supposed to figure it out in my head? I need to take a look at you, first, and you need to give me a little bit of information before I can break that down for you. And then, you can't follow that one-day diet forever. That's just not going to work anyway, because you're going to get bored out of your mind, because you're going to be like, I got to eat the same thing every day? All right, I'll follow this for two weeks.

So, you want somebody that's going to say, okay, listen. I know you're 20% body fat. You want to get down to 9. You've got to get under 10% to see your abs. So, I've got to get you to that point. So, I need to say, on average, for every percent lost, is 2-pounds. So, I'm going to figure out the math and I'm going to tell you exactly where you're going to be in 12-weeks.

So, you want to break it down to that degree, where you're doing it the right way. People, they want to lose five pounds in a week. Well, maybe if it's a little bit of water weight, but most likely, if you stick to that two pounds a week mark, you know exactly how long it will be to have your abs in place.

So, for a guy, it's to get under 10%. For a girl, it's usually under like 14 to 13 percent. Because they mostly average about 20, and a guys mostly average about 14. So, once you start to understand the numbers and you break it down to see exactly where you are and what you want to do, you can figure out the exact time period it's going to take you to look the best ever.



MM: Did you say...adjust me if I'm wrong. But, did you say that for every percent lost it's two pounds, right?

BC: I've always seen it to be an average of two pounds per every body fat percentage. Unless you're building mass at the same time. If you're putting on muscle at the same time, it could be like adjustments are the same. But, usually, it's either one way or the other. You're either building muscle or dropping fat. I have seen some guys do both at the same time. I had one guy who trained for a contest and his weight never changed because his die was so low in calories beforehand that as he was dropping fat and doing his cardio, we dialed his nutrition in so well that he maintained the same weight and got ready for a contest.

MM: That's amazing.

BC: It was incredible. And it worked so well for him, he's so excited about it, that he was in the insurance business. Eventually he left that, he moved out to California. He worked for a couple of different supplement companies and he works for Dymatize now. He's just a really good friend of mine and it just completely changes your life.

When you learn this stuff and it works for you, and you see what it does for you, it's different than just how it makes you feel on the outside. It's like it's this great feeling of accomplishment, because it's like you map it out and you follow it through and you see the result, and then it completely just changes the way you think about a lot of different things in your life. It really gets you to look at the little details that you never really paid attention to before.

MM: Amen to that, Brian. It makes sense, all about the little details. If we can just get one percent better every day, I always say this, in 100 days you'll be 100 percent better. So, when you start paying attention and making small changes, big things can happen.

On that note, since we're just talking about nutrition, it's obvious that to be the best and if you ever want to look like a fitness model or if you ever went to compete in body building at stage-ready, you have to dial it in, just like Coach Brian said, in order to get ripped.

So now, obviously people listening to the call right now, Brian, we don't know anything about their lifestyle. We don't know how much they weight, how active they are or what they've currently been doing. But, would you be able to maybe give us eight staple foods that they should mandatorily have in their diet right now if they ever want to achieve a champion physique and max-out their genetic potential?

BC: Absolutely. I mean, the different things you want to take a look at is for when in each meal, you want to have a quality protein. So, for each meal you're eating, if it's the

breakfast meal, normally you're not going to eat your chicken in the morning. So, normally most people would have either egg whites or fat-free cottage cheese or some type of breakfast-style food. So, for the most part it's egg whites, for the staple of most bodybuilder fitness competitors.

From there, the rest of your day, you really want to make sure that you're looking at either chicken, turkey, fish, low fat dairy products and lean beef. But, for the most part, it's chicken, turkey and fish throughout the day. And when I say turkey, you don't want to just go and get a whole bunch of lunch meat, deli-type stuff. You want to eat the best.

The way I started looking at your foods is, you have your best foods, your better foods and your worst foods. You have these different categories you can put things in. If you're going to eat breaded chicken, of course, it's not as good as grilled chicken. If you're going to eat lunch meat, turkey, it's not as good as cooking a whole turkey, like a whole, natural turkey and you just eat the white meat. If you're going to eat fish, you could take a look, salmon is higher in fat than would be like cod, scrod, flounder, sole, any of the white fishes are much lower in fat.

If you're going to take a look at your carbs. When you start taking out your pastas and your cereals and your breads, you want to replace those foods with better quality foods. So, with that I would say sweet potatoes, brown rice, oatmeal, those types of things. You really want to take a look and break down your carbs. You're really focused on increasing the amount of fiber in your diet. That's the main thing. Fiber, when it digests in your body, it really doesn't fully digest in the way that white rice would. Your body is going to suck-up a lot of the white rice, where if you're eating brown rice, there's so much fiber in it, it passes through your system.

So, that food digestion period of having a lot of fiber actually increases your metabolism, because you want the most...not only good quantity food or quality... It's quality and quantity. You want both. You want to be able to... If I said this to, for example, you can eat as much lettuce as you want. The more lettuce you eat, it's so low in calories your body has to break that down and digest it.

So, if you didn't eat a salad and then one day I said, listen, eat a humongous salad and do it seven days in a row. I've seen people lose fat and get leaner just by doing that. And one of the big secrets and that great thing that I've told people to do is add vegetables almost to every diet. So, every meal of the day you're adding vegetables to it. You're increasing your fiber so much and it's just more food your body has to process for lower calories.

So, even in the morning, you're eating egg whites. You're throwing a cup of broccoli right into it and you cook those up like an omelet with like spray Pam or something. You have such a better quality of nutrition.

Years ago, I saw this, too. When I first started getting into working out and I went to this Gold's Gym and I'm at the juice bar and they had protein shakes and stuff like that. There was this guy, his name was Kim; he was an oriental guy, and he was at the counter. He was waiting for his food to come over. And he was training for his first show. He was all dressed in like his workout clothes. Everybody wore baggy shirts, baggy pants back then. So, I wanted to see what this guy was eating.

So, they bring over his Tupperware, he opens it up and this is lunch time, 12 o'clock in the afternoon. He's eating like a fillet of sole, like brown rice, vegetables, all laid-out in this Tupperware. I'm like, imagine that, and I'm going to go eat a Subway sandwich? What am I thinking? I mean, that's...a lot of people say, well, these people, they diet for these shows and the crazy foods they eat, just boring and bland. I looked at what this guy was eating and it changed my whole perception. I'm like, this guy is eating like he's a king. I mean, that's unbelievable to eat something like that throughout the day.

Imagine if you could eat like that. It does take a lot of work; you've got to cook your food. But, once you do, it's like man, you eat so well. It's just the one thing I think about. It's like, would I rather have a pizza or would I rather go get like a gourmet meal somewhere and be treated that good. You know? It's like I'd rather eat the good stuff. When you really take a look at it, it's unbelievable what this guy was eating and it just changed my whole mindset about that.

MM: Oh, yeah, it's like injecting all the vitamins and minerals and just instant energy through your veins when you're eating like that, versus the Subway sandwich and pizza. No comparison, no comparison.

BC: It's the same for me with these guys with the protein shakes. It's like, okay, you want to eat a shake? They think the shakes, because there's a bodybuilder or a fit model of a girl on it or something, they think that that's...oh, if I do a couple shakes a day... You know what you could be eating? You know the quality of food you could be eating? You don't need... The shakes are supplemental to when you can't get any food in your system. That's when you have some kind of job or you're working for a slave driver who won't give you a five-minute break to go eat something.

If you can eat six quality meals a day, every...not less than two hours, no more than four, you're drinking a ton of water, you're eating these meals that are unbelievable. If you have a microwave at your job or something and you heat them up,

nobody... I mean, for people to look at what you're eating, it should be like, oh, my God. I can't believe the quality of food you're having.

MM: Yeah, yeah.

BC: And the changes in your body are just going to be like incredible, just right away, because you change everything up. I mean, you go from eating all that bread, all of that pasta, all that cereal, you start eliminating and replacing these types of foods with better things, and you eat so much more. That's the other thing people don't understand. They think diet and they think starvation mode. They think, okay, I'm going to cut out all these things and they're thinking in their heads, they can't wait to get off the diet so they can have them again. You've got to change... This is it. This is a change.

MM: It's a lifestyle. Permanent.

BC: Yeah. You won't way to go back. Why would you want to go back to that? Once you change the quality of food and the types of food you're eating and how you feel about it, you'll never completely go back. You'll go out, sure. You'll enjoy pizza. You'll enjoy different foods. But, for the most stable of the way you eat the majority of the week, is going to stay healthy and you may not be shredded, shredded to the bone after a contest or something, but you can do it. It's like, well, if I do have a goal, I want to get back down to it. I could just...let me just tune it right back in again. Let me just get right back in place. It will take me six weeks. You know exactly how long it will take when you want to get your body back.

MM: Back to the fundamentals. You can't hammer that home enough. You'll have that roadmap to go in and you'll know exactly what to eat. That's awesome.

Here's something I thought about on the call, and I know this personally from when I... I actually eat gluten-free now, and when I changed the quality of my food, I actually changed the quality of my life. Because, I had more energy, I could think clearer. I actually...when I became gluten-free, I probably sleep 1 ½ to 2 hours less a day than I had to before. My recovery time has decreased and I get a better quality of sleep. I'm more restful and my vitality has gone up on every aspect of me.

What Brian is talking about is the real-deal. When you start eating clean and you eat foods packed with vitamins and minerals and proteins and all your macro nutrients, you're just going to feel better.

Here's a little side note, and I'm not bashing protein shakes and Brian's not either, but if you had to choose and you wanted a faster metabolism, between a protein shake that is just going to go in and out of you, which at times, like Brian said, you have that slave driver or you're in a bind, versus eating the quality, high quality, lean chicken

breast or a piece of turkey. I mean, I like my steak from time to time, I don't know if Brian does, but when you eat those foods, not only does it taste better and not only do you feel more energized from eating it, but it actually takes your body more calories to burn the food than it does when you're actually taking in that shake. So, that's going to help you get to your goal faster.

So, why not eat well? Why not eat better if it's going to help you live better and look better? It's just...it's a no-brainer to me.

BC: There's a little joke I have, too. Some of the guys at work, at the gym and stuff, a lot of the personal trainers, they think they have this window of opportunity right after they workout. So, they have one of these shakes with sugar in it and all these crazy things and I'm just like...it's just of wacky the things that people believe. Like, you were saying, the gluten is something that you experience because you tried eliminating it and you see how your body felt. Some people just read things and they're like, well, I have to do this. But, they don't see that or feel that change.

So, it's like, you want somebody to really give you the information that as soon as you implement it, it's like, boom. You feel the change and you see it. You look in the mirror and you see the change. It definitely has a lot to do with the process of food digestion as far as whether or not you're going to drink this protein shake or an after workout meal or whatever it is, a mix of some kind of powder dust. Or, you're going to sit down and have a grilled chicken breast, a sweet potato and a cup of vegetables.

It's like, if you really had the choice, it should be so obvious to look at both and say, well, what is my better choice? Your better choice is the full meal than some kind of like powder. You know? The protein dust that you're just going to drink that down with water or whatever else you're mixing in there. It really is like...it should be a no-brainer, but some people just get so hyped into the marketing of it that they think that they have to have that shake.

MM: Hey guys, here's a wake-up call. Back in the gladiator days, there were no protein shakes. They ate real food and they had some of the best physiques of all time. Early bodybuilding...tell me if I'm right or wrong, you've been in the game longer than me, Brian. But, they would make their own shakes by using egg whites. They'd crack the egg white and make it themselves and put their vitamins and minerals and then they'd take it, just like that. They were actually using real food. And only recently when the marketing machine came into the mix, have they actually supplemented everything.

I always say supplements are only a supplement to a balanced diet, and that's your macro nutrients and your micro nutrients. I think you'd agree with that.

BC: Absolutely. It's kind of funny when you take a look at all these products through the years and then everything that's been around. You know, you have your basics. You have your protein, your creatine, your glutamine, your basic things. Back when I was into it, people were taking a handful of amino acids with every meal, the branch chain aminos before and after they worked out. There's been a lot of stuff that's come and gone. There's been a lot of different creatine drinks, but these pre-workout and post-workout shakes. We've seen all the energy drinks loaded with caffeine and all the different supplements that kind of get you hyped up and kind of feel like your hair's sticking on the top of your head and all of a sudden you crash really hard right before your workout's done.

MM: Oh, yeah.

BC: There's all kinds of stuff out there, but the people, they get into the marketing, they find these things that they want to do, but when they don't change their nutrition, they don't see any change in their physique. It all comes down to that basic nutrition and really taking a look and dialing it in.

It's not that it's basic, but it's very much getting into the numbers and understanding the numbers of where you're at and where you want to be. If you break it down and you follow it through, you see incredible results right away, and you should see them every week. That's the thing. You shouldn't be stuck. It shouldn't be that your one buddy gives you the diet written on scrap paper, you follow it for a week and you see some changes and then you're stuck. It has to be progressive along the way.

There has to be that change of what are you going to do next week that's different than this week, now? And you have to do it adjusting your calories and tweaking them out. It's either you're going to burn more, or you're going to eat less, especially getting leaner and really trying to get ripped-up.

But, you don't want to do it too fast. I've seen people that are so low in calories that they just mess themselves up. They see changes right away, but their calories are too low that their metabolism just shuts right down and nothing happens. I've seen it more with girls than with guys. They just lower their calories like 800 calories and they're doing all kinds of working out. It's so counterproductive and they think they're working out so hard. They think they're doing extra.

If I told somebody, listen, I'm going to give you a 12-week diet, and I gave them all 12 weeks at once, they would probably jump to week 12. It's like, the worst thing you can do is jump so far ahead. You want to go as slow as possible. You want to stop on week ten, if you can, and hold it and hold it and hold it. You want to just... The key things that work really well are one, increasing those vegetables, increasing all your

fibrous carbohydrates, coming down a little bit on your simple carbs and keeping your protein consistent and then adding a little bit more cardio.

You don't want to... I've seen so many people that want to get ripped-up and they start super setting everything. So, they're on their weight training and they're doing all these different exercises, one to the next, they're keeping the reps like at 20. They're trying to burn all this fat by lifting weights. But really, the fat's going to come off by really tweaking out your diet the right way and doing the cardio. The cardio is the fat-burning part.

So, you target heart rate, stay on your cardio. You go longer durations, less intensity. Try not to beat your body up. You don't want to be running. I tell a lot of people this. Increase the treadmill to like level 15 and walk at like 3.5. You see the kind of workout. And then do it with your hands off the machine, actually get your arms moving back and forth. You don't realize how hard that is, but how low the intensity is on your physique. You're not going to beat-up your knees by running on the street. You're going to really just train the right way.

So, if you're doing 45-minutes of cardio and you're in your target heart range and you're walking on this incline, you're actually walking really slow, but your heart rate is up where it's supposed to be. So, you're going to get the most results from that time period. And a lot of people, they're into cross training, they're into all these different types of workouts, Crossfit, this and that, just to mix it up because mentally they need to change it, otherwise they'll get bored. But, if they're seeing results on a week-to-week, they usually don't. They're usually changing it right away because they're stuck. They're not seeing any changes so they're looking for the next best thing.

But, when it comes down to the basics... So like, if you're doing chest one day and you're focused on one body part a day, that will still work. It comes to dialing your calories, understanding what you need to burn for that week and at the end of the week you're going to see that result.

But, I would say the longer... The more food you can get into your body, the better off you are, because you want to maintain that muscle. So, if it's a female and they're eating 1,200 calories and they're doing 45-minutes of cardio, if they can either go to an hour of cardio, which I would top it out at, I wouldn't go any more than that. It just get too much. That, in a week, you're going to see a change just by doing that.

Where if I said, okay, keep your cardio the same, but just come down in your calories, 100 calories a day, and I want you to put a salad in at the end of the night, like a huge, huge bowl of salad. You can still drop it. You're still going to drop fat.

There are these small, subtle changes that can have such an effect, but you do them, like you said, you do them week-to-week, you're seeing those changes. So, over a period of time, you get unbelievable results without killing yourself. Because, you're looking to maintain this. You're not looking to do this...like in a four week diet, here you go, I'm off it. Let me go back and do what I was doing. Because when you do go back, you're probably going to look worse.

MM: That's for sure.

BC: You get these people that they get on these trips where it's like, okay, I'm going to lower my calories. I'm barely going to eat anything, and then I'm going to go to the beach. I'm going to go on vacation and when I'm on vacation, I'm just going to party like a rock star, and they put it all back before they even get home.

You want to do it and you want to do it right. It works faster. This is the thing that people don't get. They think they jump ahead, they're going to get better results. And all they do is screw-up their metabolism pretty bad. So now, it's like, how do you get back? Now to get you back... I've done this before, especially training girls for shows.

They try to jump ahead and when they come to see me, I do their body fat, I go, okay, tell me what you're...and I don't show them their current diet, and I give them a piece of paper and I go, write down what you ate yesterday. And then when they do that and I see it, I'm like, you're not following anything I told you to follow. And I just know. It's like, you just know what they're doing. You're just like, you're not following it. Yes, I am, yes, I am. I'm following it. But you're not. Look what you just wrote down. And then I pull out my thing. Are you doing this? Okay, you need to go back and do this again and then come see me, because now you just postponed the results you're going to get by weeks. Okay? You're throwing me off. Don't try to jump ahead.

If I tell you to do a half-hour cardio, don't do an hour. Don't let me hear you going twice a day, because you're going to mentally burn yourself out, you're going to just do this for a little while. You're going to binge. You're going to go off it. You're going to lower your calories down to 800 calories. You're going to be starving. You're going to be driving by McDonalds, you're going to want to pull in, because your body can't take it. You're at that point where your calories are too low, you're starving your body. You're not going to see... You're shutting down your metabolism and you're going backwards.

So, it works both ways. You've got to be dead-on so that you see these changes. Because if you're eating too much, you're going to get fat. If you're eating too little, you're going to kill-off your metabolism. You may lose weight on the scale, but it's not the right weight. You're going to start losing lean body mass.

MM: That's correct. That's correct. It's all about dialing-in that nutrition. I think one of the ways you really can dial-in and stay on track and stay focused on your goals is to tap into the biggest and strongest muscle in the body, and that's your mind. You have a lot of really cool mental training techniques, and I don't want you to give away all your secrets on the call, Brian. But why don't you share with us right now maybe a few rituals that you teach the competitors who compete at Fitness Atlantic and that you also share in your Stage Ready System that can just get them that laser-like focus and their mental part in line so as they activate their mind, they can kind of see all those people working for them. They can visualize that trainer training them. They can visualize eating those meals. They can visualize doing whatever it takes to get to their goal, to get ripped as fast as possible.

BC: I'm trying to think of some of these secrets. You caught me on this one.

MM: That's okay.

BC: You know... I'm trying to think of some of the stuff we were talking about here. I just keeping going back to the basic stuff all the time. When you take a look at basal metabolic rate and understand how to come up with that, it definitely has to do with lean body mass. And then, figuring out your expenditure level from there and dialing that in. But, you have to... Okay. I'm thinking about it now. I've got it.

MM: No problem, Brian.

BC: I was to tracked-up into what we were talking about before. All right. So, one of the things we were talking about in the book is visualizing where you want to be. Okay? And one of the things I recommend is definitely taking these different fitness magazines and finding that person that's your inspiration, that physique that you want to get to, that person that you admire the most. Somebody that's realistic, too. You know what I mean? If you're looking in there and you're looking at Jay Cutler and that's your inspiration is to look like that, well, it's just not the person that I look up to the most. And I don't want to offend anybody, because a lot of people listening to this are like bodybuilding fans.

But, we're talking about something that's realistic, like a realistic goal. And somebody maybe like a fitness model like Greg Plitt or one of these guys who are like one of the top fitness models. You may not even know that person's name. And somebody that when you look at the magazine you see this fitness model and you just rip out that picture and that's the one you're trying to get to. Something that's a goal for you, especially the girls. Most girls look at Jamie Eason. That's like their goal is one of her. Jennifer Nicole Lee. There's different girls that people admire the most, that I've seen. Most currently the people though...back in the day they...I want to look like Arnold. They still want to have this certain physique, you know, the Frank Zane look.

It's hard when I talk to people and they want to look like the big league bodybuilder that's 280-pounds. I'm like, okay, you weigh 180 now...100-pounds of muscle. I don't know about that one. Try to find something that's realistic, that you can accomplish if you work towards.

We talked about this even before the call. Not everybody that's going to want a stage-ready look is going to want to be the number one bodybuilder in the country. People want to look like these fitness models. They want to know how they got there. There's a lot of tips in my magazine that I include on the people who have done my shows, who've made it on the covers of magazines, which is a huge accomplishment. And a lot of people look up to these people.

So, it could be done. It's absolutely not impossible. I've had more people come through my website and do my show for the first time that ended up on these fitness magazines themselves. But, that's always the goal of looking forward to...what do you want to look like? Where do you want to be, and then trying to make the deadline. These contests are great for the deadlines.

You know, all the hype about being a pro bodybuilder and all this stuff about it. But, it's first of all just... Even if that's not your goal, you make such a commitment to it, it's such like a deadline drop date that you're shooting for, and you're putting everything on the line for it. You're telling everybody you're doing it that it's so important.

So, knowing what you want to look like and then having a date of when you want that to be are the two most important things that I would really recommend to somebody. You have to have both. You want to know where you want to be, but if it's on stage with a bodybuilder or fitness contest, bikini contest, it's something that you're really putting yourself out there. You're really making a huge commitment to be judged by a panel of judges that are going to see how you do against other people. So, you absolutely want to follow it to the 'T'.

And if it's fitting into a dress, it's kind of okay. A lot of people say, get on the little black dress and try to be committed to it. Going on vacation. But, those things are a little different. When you fully commit yourself to saying I'm going to put myself in a physique competition, you're going for it.

But, you want to also have somebody to admire that's realistic. That's what I would say, even if it's an actor or somebody that's not just necessarily a bodybuilder. If you want to be going for a look of a girl that looks good in a bikini, and she's an actress, then that's the one you want to...rip that out of that magazine and hang that up.

MM: That's a great answer. What I really liked was how you spoke about the deadline and there's something in your mind called your articular activation system. It's like a

mental missile. And for some reason, when you write things out and you do an end-date to it, what's going to happen is your mind is going to start to set in motion, telling that signal to attract different events in your life to help make that happen.

Maybe you didn't have the right nutrition, you didn't have the luxury of Brian and you don't have stage-ready yet. Hopefully you get it by the end of this call, but maybe you're not there. You say, I want to get this physique in 12 weeks, maybe you'll run into a nutritionist and you let them know your goal, because you were vocal with your goal. Just like Coach Brian said for you to do right now. He was the one that helped you and he was the one to mentor you, just like Brian's first mentor helped him to get there.

It's so important that you tap into your mind, because honestly, if you can't win the game upstairs, you will never, ever be stage-ready and win that contest, whether you're competing or not. So, I think Brian will agree with that.



BC: Absolutely.

MM: Awesome. Well, I'm glad we just got started training our biggest muscle in our body, and let's get these wheels going. The next question I have for you, people might not like your answer, but it's time for tough love, everybody on the call. So, if you haven't right now, take out a notebook and get out a pen or get out a pencil and you're going to want to really write this down.

Brian, why don't you let them all know what the number one most critical factor for transforming their physique is? Number one, not bones about it, no BS, let our listeners know.

BC: Oh, God, the number one, one. Let's see what we got here. I get so caught-up in my other things I'm talking about here. The number one factor... Let me go through some notes here.

MM: No worries. Guys, he is on the hot seat and it's burning up. And that's why the answers you get are so high quality, because he feels that fire going and he wants to ignite your flame and passion for transforming your body, like we are right now.

BC: I got a number for you.

MM: Okay, let's do it.

BC: Thirty-five-hundred calories. That's what the number is. Thirty-five-hundred calories. When you want to change your physique, in one way or the other, what you need to determine is the amount of protein, fat and calories you should consume. Okay?

This person requires 3,500 calories to either start losing body fat or building muscle. So, that's really the magic number, right there, is 3,500. Always remember that. Over a 7-day period. So, what that means is, if you... First off, you've got to figure out your basal metabolic rate. So, you've got to know what calories you burn at rest, because I want you to figure out your total calorie expenditure per day. So, once you know your total calorie expenditure per day, you can then make that adjustment to either increase 500 calories to build muscle, or decrease 500 calories to lose fat.

Now, if you want to stay right in the middle, like my friend Rob did that time with his contest, you've got to have a pretty good calculator. But, you could really stay right at the middle. You keep your calories and you adjust the nutrients that you're eating. And if you really dial it in right...this is so hard to do, because you've got to really just get it dead-on. But, you can do the right amount of cardio, right amount of weight training. You can keep your weight exactly the same and burn fat and build muscle.

A lot of people say, well, you can't do that. You have to do one or the other. And I sort of agree that usually your goal is going to be one way or the other. But, like my buddy Rob, he was about...I'd say he was more like 12 or 13% body fat. He was fit, but to get him down to 9, like under 9, like 8... Usually a competitive body builder is about 6%. I mean, for him to make that kind of change in that much of weight that changed in his physique, we really had to dial it in. He had a fast metabolism, so he was probably still at about 3,500 calories on this plan. But, every week we change the micronutrients.

We'd really tweak it out by adjusting his carbs, keeping his protein and going up a little bit more on his protein week-to-week, and tweaking out his carbs with the types of carbs and going higher and higher of fiber.

So, like as he got closer to his contest, he was eating a lot of salads, a lot of vegetables. Asparagus is a good natural diuretic. He was really adjusting all the micronutrients week-to-week, and increasing his cardio. So, by the end, I mean, he was up to an hour a day of cardio and his body fat just got lower and lower and lower, like near 6%. But, the amount of food he had to eat and really adjusting that was very...just being dead-on, really doing the math and the numbers.

Most people are either going to do one way or the other. So, they're either going to have to lose more body fat or they're going to increase the muscle. And a lot of times you'll see a problem with the guys. Their body fats are already too high, but their goal is to be big and massive. And what happens with the guys, they get hooked on this mass-kick, right? And they just start increasing their calories, and really all they're doing is getting fatter.

They think they're getting stronger because they weight more on the scale, so they think their bench goes up and their squat and they're working out. They're going through it, but it's like, if they take their shirt off you're just like...oh, man. What's this person thinking?

I always tell, especially the guys who already have their body fat up like past 14. You're just like, dude, come on. Just get leaner. You take off...you get yourself down to like 10% body fat, you're going to look so much bigger.

Some of these guys get hooked in how they look in their clothes. It's like, you're wearing a long sleeve, button-down shirt, you want to walk in, you want to feel massive. But, you go and you put a tank top on, you're in the gym and it's like, oh. That guy, he's here every day, man. Come on! Get into it. Do something.

And just by being that 10% body fat, now they take off their shirt and you're like, I didn't know that guy looked like that before! That's crazy! The compliments will start coming in like crazy when these people make these changes.

And like you said, it's all in their head. It's like, listen, come on. When you start taking off the fat and seeing this muscle, how much larger a guy would look is unbelievable, now much muscle that they actually have and seeing their abs come in. It's so much more just impressive when somebody really just makes that kind of change in their physique when they get that lean than when somebody just says, no, I want to be massive. I want a bulking program. I just want to put on size and muscle.

It's almost like a powerlifter routine or something, but they're buying a program like this, or really looking for an answer with something like this. It's like, hey listen, just get your perspective straight. Really just think about the big picture. The muscle is going to make you strong, extra body fat isn't going to do anything for you.

So, and the girls, their main problem is just going to low in the calories. They're not really taking a look. A lot of people say, well, I know how to eat. I know how to eat. It's like, it's not about knowing what kinds of foods, it's about knowing how many calories you should be at. You've got to break it down. You've got to eat the right amount of calories.

That 3,500 calories per week, that should be really what...you're really tuning everything into. Over the period of days, that 500 calories a day difference, are you going to stay in that difference? If you're going to do that, and you're going to split up your meals, the more meals you have, the better off it is. Eat no less than two, no more than four. Drink plenty of water, increase your metabolism. That's the magic number.

MM: That's awesome. That's actually something I had no idea before, 3,500. That's beautiful and you guys that are listening to this call and you haven't written that down, you should write the 3,500. And if you forget and you have a forgetful mind, what you should do it go to the tattoo parlor immediately and get that tattooed on you right or left arm, 3,500 so you'll always know. If you need to gain muscle or you need to get leaner, that's what you need to adjust, at the 500 calorie-a-day clip. That's an awesome thing that I actually wrote in my notes right now. So, I hope that everybody listening right now is getting as much out of the call as I just have.

I want you to expand a little bit on this question. We were talking about micronutrients and macronutrients. You've been in the game for over three decades. I've been in the game for just a little over 12 years. We know that like the back of our hands. But, for everybody else on the call, why don't you break down a little bit about macronutrients and micronutrients?

BC: Well, that would be how you break down your foods. So, if you have the different foods, you're really getting into it, you're thinking about the percentages of carbs, proteins and fats per food. And also, the vitamins and minerals. That's what would make up those different factors.

So, when I say you have your different foods, when it's like your better and your best foods, and you really start breaking down the types of carbs, proteins and fats these foods offer, it's taking a look and saying, well, you have wheat bread, rye bread, pumpnickel bread, are better than white bread. It's kind of common sense; you would know that.

And then, you would think, well, okay. Those are also better than white pasta. But, wheat pasta is better than white pasta. So, you start taking a look and saying, okay, well, brown rice is better than white rice. But, which one is the best? Now, you've got to figure out, where do you need to be? So, are you going to have oatmeal in the morning? Are you going to have oat bran, or are you going to have Cream of Wheat?

Well, which ones are going to break down to the certain amount of calories that you want to be? And for those calories, how many carbs are in the grams that make up the amount of calories? So, it's really taking a look at the numbers of your foods.

Now, you have chicken breasts or you have turkey breast from the deli, or you have a can of tuna fish. So, let's take a look and then say, okay. Well, if I have six ounces of chicken breast, or six ounces of turkey from the deli or a six-ounce can of tuna fish. Which one is the better one? Which one has more protein? Which one has more vitamins? Which one is healthier? Which one is lower in fat? And then, once you know those numbers, you know what's my best choice.

It all has to do, too, with where are you going and what your day is like and what type of foods you like. But, a lot of people get caught-up, well, I don't like sweet potatoes. Okay, but a sweet potato is better than a white potato. So, let me kind of take a look at what your food exchange list...part of what I include in this package, in the "Stage Ready" book, is writing out this whole food exchange list. So, you can really take a look at it.

When you've given like a plan and say, okay, are you going to eat oatmeal or Cream of Wheat or oat bran? Here's the nutrients that are included in this food, so you can swap it out if you don't like that. If you don't want to eat egg white and you want to mix it up one day and you want to have no-fat cottage cheese, well, how much is equal to that amount? It's not just an equal swap. You can't say, well, okay... Especially when you look at...you mentioned beef, steak. You like that, right?

MM: Right.

BC: So, you want to eat like flank steak or a t-bone steak or a sirloin steak. Well, what's the difference with each one? One of them is going to have more fat than the other one. So, if I'm going to say, okay, Mike, you can have four ounces of flank steak, because that's probably the leanest steak for you. Or, you can have six ounces of grilled chicken breast. Or, you can have fillet of sole, 12 ounces. They're all equal to the same amount of calories.

So, it's up to you which ones you want to eat. But, out of those, you know that the nutrients are different in each one. So, you start to really pay attention to just what

is making up these foods and not just, well, I like this one. I don't like that one. I like this; I don't like that.

I deal a lot with people that get like that. They're like, "Well, I don't like to eat this." Okay, geez. What can I do with that? So, you try to just figure out the best way to get somebody to reach their goals, and also have them eat foods that they like. But also, teach them how to even make those foods so they like them better.

I mean, there's little tricks you can do, too. I mean, there's some really fast meals that you can come up with. I've trained so many competitors I have eat this meal, it's like... It sounds kind of nasty, but once you start doing some stuff, you're like, okay, I'll eat that.

So, you take a cup of brown rice and then you take a can of tuna and you dump it on it. And then, you throw in like...you could throw in some vegetables, you don't have to, like broccoli or something. And then, you take like two tablespoons of salsa and you dump it on it and you just mix the whole thing up. It's like you put it in your Tupperware and you eat the whole thing warm, and it's not bad. It's like, tuna fish is so awful and to eat something like that, the salsa just kills everything. Everything tastes like salsa.

So, one of the guys at the gym just did a show this year and he puts hot sauce on everything. So, even today, he was eating a sweet potato, grilled chicken and he had asparagus and he put hot sauce on everything. So, there are certain things you can do that makes things taste better so that you're enjoying them more. But, you also have to get used to really changing the things that you like and don't like.

You can't just do everything that you like, because that's just getting you to where you've gotten so far. So, you have to make these changes in the micronutrients and still enjoy the types of food you're having. And this may take you a little while.

When I first started drinking coffee, I think I was like 18 or 19 or something when I started drinking coffee. I didn't drink coffee in high school or anything. But, you start drinking it light and sweet and it's like, light and sweet, look at all the sugar and look at all the cream that's in it. I would drink like small, light and sweet coffee, and that was like the thing I would have.

You get used to having it that way. But then, it's like, when are you going to start drinking it black? When you first start you're like, aw, I don't like this. But, after a while you get used to it and you're just like, well, I would probably never drink a regular coffee anymore. It's just nothing I would ever do.

So, it takes you a little bit of time to change that habit of really taking a look at those micronutrients and adjusting it for what's going to work for you and what are you

used to and what do you like, and just tweaking it out as best as you can. But, it's really understanding the choices and the quality of food that's going to make the difference.

And of course, there's the vitamins and minerals you don't really taste. I mean, if you want to add vitamins to your day. But, certain foods have more for you. Certain vegetables will be higher in certain types of vitamins than others. So, you're either going to have better choices in the vegetables that you choose.

A big one that most people know would be like Romaine lettuce compared to iceberg lettuce. Well, iceberg lettuce doesn't have the same amount of nutrients as Romaine lettuce would be. So, Romaine lettuce would be a better choice than iceberg lettuce.

MM: It tastes way better, too.

BC: Yeah, definitely. But, some people wouldn't say that though. What if somebody said, well, I don't like Romaine lettuce. Well, what do you want me to tell you? You know? It's better for you. So, I mean, you can either start to like it or you can keep eating your iceberg lettuce and at you can sit there and not have any lettuce at all. So, that's the part that kind of gets a little bit tough. It's like, you have to change your taste buds a little bit. You have to start trying something a little new and get away from an old habit.

But, it's knowing the numbers and breaking those down for the micronutrients. So, it's understanding that. And when you start really looking at it, a lot of people don't know all that. They think they do. It's like, I know what healthy eating is. I know how to eat healthy. But when you break down the numbers like that, you're like, oh geez. I didn't realize I didn't know that.

MM: I'll be the first to admit, guys, I know a lot about macronutrients and micronutrients, but I didn't know to the level that Brian just broke down for you guys right now. So, this is truly a treasure for me as much as it is for you guys. So, keep on talking. That was awesome.

BC: Thanks.

MM: My pleasure. Another thing I want to talk about, you were talking about the quality of food and the quality of life, and a lot of people, they still want to have a social life when they're transforming their body, because that's part of their make-up and that's what makes them tick. So, let's say you're training really hard and you want to get shredded, you want to get that six-pack, whether you're a man or a woman. What are some easy tips that they can apply to still eat quality food and still have a quality life by spending some time with their family and friends when they go to eat?

BC: Well, here's what I always recommend, especially...we're talking about people at a pretty...they're trying to do something at an elite level. You're trying to go into a bodybuilding, fitness model competition. You're trying to get into the best shape of your life. Of course, most of the time you're packing your foods. So, you're making your six meals a day, you're putting them in Tupperware, you usually eat your breakfast. So, by the time you're traveling and you go somewhere for the day, you may take two meals with you, because two meals are going to get you through like six hours, right?

So, you go to a party and all of a sudden you bust out that crazy meal I just told you, your brown rice, your tuna fish and salsa. Everybody's looking at you like, what are you doing? What are you doing? I would say at that level, kind of keep it to yourself about the foods you're having. It's cool to have support when you're around supportive people, but if you're around non-supportive people, it's tough, because they're going to take shots at you because that's the way people are.

They're going to be like, I don't want to do what you're doing. I'd rather sit here and eat a pizza in front of you. You're at the family dinner and they're eating lasagna and they're looking at you and make fun of you. Look at the salad, ha! So, it's the way...people are like that. That's what they're going to do to you. They're going to just try to sabotage your goals and they're going to do it because it's fun.

What I would say, especially if you're going out to a restaurant, it's not that hard to be okay to order special, and you get the people that... You don't want to get too complicated in asking for a lot of favors. You talk to a waitress or a waiter that comes over and you're going to say, "Listen, I really need to eat healthy." And they'll go, "Oh, we can do that for you." And then, they end up bringing you some slop that's loaded with butter. Because, they don't really get it. You have to break it down to people. You have to tell them exactly, really, what you need.

One guy I trained, way back in the day, that I was very impressed with how he did it. He was going on vacation, but he called ahead to the hotel and said, "I'm on a very strict diet and I really need to know if you can help me with something. If you can have available for me special meals that I could request. I need grilled chicken breasts and I need like brown rice and a salad. Can you do that for me?" "Oh, yeah, no problem."

They had all of his meals ready every time he just called. "Hey, I need my next meal." Boom. Hand him the next meal. Boom. It was like he was so dead-on and I was so impressed by this guy to actually go away, call the hotel and have them make the meals. And to me, that's a better quality of food eating, because if he tried to pack his food in Tupperware and take them and ask for a refrigerator and ask for a

microwave, that food will be nasty. You don't even want to eat it. You'll be like, oh, God. At least he had a nice, warm, fresh cooked food. It was like, he enjoyed himself.

So, I would always say, think ahead. Really plan your day ahead and understand where you're going to be and where you're going. Don't make it into a scene. Like I'm saying, don't bust out some nasty food in front of your whole family. Go away from the family and eat food, if they're at the table, and go and eat your thing and come back. They'll be like, "Oh, aren't you going to eat anything?" Don't put yourself in a situation that's going to be a little weird. You know? It will make it hard enough to follow this stuff.

But, for most people, you can go to a restaurant and you can ask...and try to get the waiter to help you a little bit more. "Yeah, yeah, we have that. There's not fat on this. There's no fat in this." Okay. No, I understand that. But, can you do it this...can you grill it plain? I mean, plain, like no butter. You'd be surprised even... Like, I was finding out like even at the Friday's and going to those type of places, that they take their potatoes, before they even cook them, and dip them in oil.

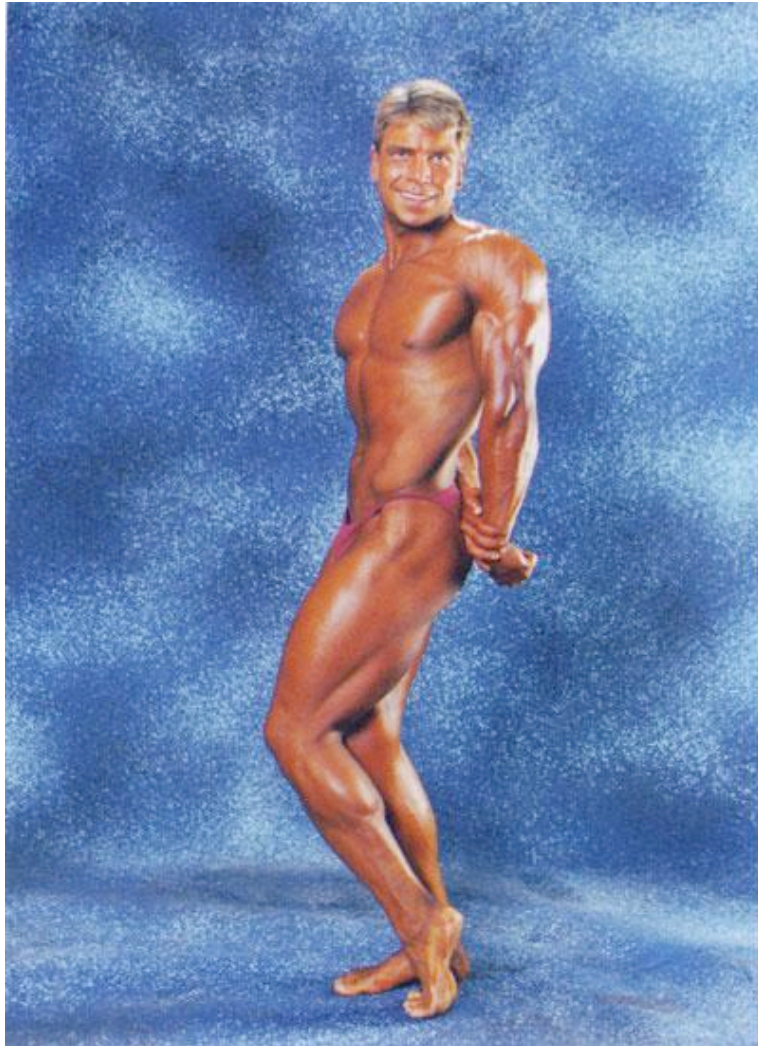
MM: Oh, wow!

BC: There are different things about these foods that are made in these more of sort of fast food-y type of places. You go to Wendy's and you think you're going to get a baked potato plain and it's going to be really healthy for you. But, it's like, well, maybe it's not. Maybe that thing they try to make it taste good, so they dip it in oil before they cook it. You're just like, oh, man. You think you're doing good and you're not.

That's mostly the time I find with a lot of the people that are doing things. You think you're doing great and you're really not until somebody really takes a look at it and tweaks it out for you and goes, well, hold up. Let me just tell you a little bit of insider information here. This thing...even eating turkey sandwiches from Subway and stuff. A lot of people would think...before this call they're going to think, hey, I was eating great. I eat turkey sandwiches. Okay. Well, instead of a turkey sandwich, why don't you get down to the best food you could possibly have and that's making the difference in the types of things you choose.

MM: Those are great tips. I'm actually possibly going on a trip pretty soon. I'm going to take that into account, calling them ahead and try to see if they can accommodate that. That's a beautiful tip.

I have a question for you, because I actually was going to have some tuna and brown rice, but what do you think of that with avocado and salsa? Avocado, can you still roll with that for the healthy fat?



BC: Yeah, avocado could work for you. It all depends on your total calorie intake.

MM: Beautiful.

BC: But, yeah.

MM: Okay, because that actually made me really hungry. I was taking notes on that. So, everybody, you know what Mike's going to eat when he's done with the call. But, that's awesome.

So, my next thing I have for you is, basically, and you could probably use this for a blog after this, or even some emails, Brian. But, what are the four immutable laws of

getting absolutely shredded? I think one of them, for you, Brian, must be nutrition. So, why don't you answer the other three?

BC: Well, it's your body statistics, would be number one. Your height, your weight, your body fat level, where you're at right now. So, you have to take into account where you are right at that point.

Then, you have your total calorie intake. How many calories you're going to intake based on what goal you're trying to reach. Your current level of training would be how much weight training you're doing and how much cardio you're doing. So, both of them burn calories, and like... I did say it earlier, when you're doing your weight training, don't do it to try to burn extra calories. Really focus on building some lean body mass. Focus on the muscle, building the muscle, toning. Even if you're looking just like...sometimes with women, they don't like all the muscle they have or something. But, don't go doing 25, 30, 40 reps of exercises. The biggest culprit I've seen people do on that is their sit-ups. They'll do 500 reps of sit-ups.

MM: Oh, wow.

BC: It's like, why? Cutting your time down. I mean, you can go on and do like some weighted ab crunches and you can do three sets of 20 and be done. You're going to do more for the muscles in your abdominals by adding that resistance and cutting down the amount of time spent, and then go get on the treadmill.

So, it's really looking at what you're doing in the gym. There are so many people that they spend too much time on the wrong things. So, I would say cut down on the repetitions and focus on cardio for fat burning. Too many people focus on their weight training for fat burning and it's really not what your focus should be on.

The next thing would be your body fat percentage and how you're going to test that each week to stay on track. You could use the mirror. I mean, you don't have to get into doing the whole body fat, but I think if you really want to be dead-on, your weight and your body fat should be tested. And when you do that, have it tested by the same person.

Don't go into a gym and have five different people do your body fat and get all bent out of shape when somebody tells you it went up. They might not pinch you the same way. Some people use the scales that they get on barefoot and just kind of adjust their body fat and they can kind of see it. You have to make sure you're on that scale at the same time every day. Don't get on it twice a day. You don't check it at different times. Check it in the morning before you eat anything and stay consistent with the time and the scale. Don't go check your weight on three different scales. Stay consistent with how you're doing your measurements.

So, if you're going to somebody to have your body fat and weight done, make sure it's the same person that's going to take you right through it. Because if it's a new person, count it as new. Don't get bent out of shape, don't get freaked-out. Just realize that they're going to pinch you in a different spot than the person did before.

And the other thing is time. Whatever goal you have, you have to base it on time to get to that goal. So, once you see these factors and you take a look at things, you're going to say, well, do I have nine weeks? Do I have eight weeks? Do I have 12? Do I have 16? What's the deadline for reaching that goal?

We see this a lot with people, especially people that don't want to do a show and don't want to get into a contest like this. They still should make the goal so that weekly they're getting that progression. Because, the more often people are cheating on their diet, the more far-off their goals are going to be.

So, you want to look at it and say, well, I figure this out and I want to lose two-pounds a week. I don't want to lose any more. If I lose a pound, it's okay. But, I don't want to lose more than two pounds a week. Some people would say, well, why not? They're all crazy, I want to lose 5-10 pounds a week. Sticking to the two pound thing. Don't go over that. And figure out how long it will take you to reach your goal based on the body fat loss that you want to accomplish. So, understand time. That would be the last one, I would say.

MM: Beautiful. So, those are four great tips. Those are the four immutable laws and if you just follow what Brian said, I guarantee you will get shredded. And all of this will also be available to you. You guys can download this, you can listen to it again and again. I know when I'm done with this call, I am going to listen to it and I'm going to take some extra notes.

So, make sure...because we're almost done with this call, I just want you to know. Don't just hear these tips. All right? Make sure you not only hear these tips, but you use these tips. And even if you just take one, that can be the difference between being soft or being ripped to shreds, and that's why you're listening today.

So, you don't need to have the fancy stuff in the world. If you don't have access to somebody who can test your body fat right now, you can use your mirror. But, if you're really serious and you're paying attention to the small details, like we've been focused on this whole entire call, you're going to do the things like weighing yourself at the same time every day. You're going to get your body fat tested by the same person who's pinching you in the same spots so that you keep getting consistent results and consistent progress.

The whole thing here, guys, be persistent, be consistent. It rhymes, it works and I guarantee you, this is Coach Mike approved, that it will get you ripped.

So, now we've been covering a lot of hard things, Brian, but let's move towards the end of the show today with a fun game. I call this game Good Carb/Bad Carb. You feel like playing, Brian?

BC: Yeah, sure.

MM: Okay, cool. So, what I'm going to do, guys, and you can do this at home to see if you win with Brian. I'm going to tell him a certain carbohydrate and he's going to tell me if it's good or if it's bad and why. So, Let's start going.

Here's the first carb, Brian, white rice.

BC: White rice would be bad. I would say to eat brown rice because there's more fiber.

MM: Okay, perfect. Ding, ding, ding. If you guys at home said brown rice was better than white rice, and white rice was bad, give yourself a hand.

Moving and improving. On to bananas. I'm feeling like a monkey with these questions, Brian. What is it?

BC: Well, fruit, it's hard to say exactly if fruit is good or bad. Depending upon your goal and where you want those micronutrients to be. But, what you're looking at here is fruit is high glycemic. So, a banana would be like two fruits compared to just one. Now, if you add an apple, it would be...you could have two apples for one banana. So, depending on what your goals are, it could be good or bad.

MM: Interesting. That's a tricky one. So, if you guys at home, you may have put bad. But, I'll tell you why I would say it would be good or bad choice on my end. It could be good if it's used at the right, appropriate time. So, maybe you did a really intense workout and you wanted to replace some of your glycogen stores based on your goal and you took that banana. That, in my opinion, would be a good.

As far as a bad, eating a banana with every single meal and blowing your blood sugar off and making yourself go bonkers, that would be bad.

BC: Those things, too. Absolutely. You can eat two apples for one banana. So, if you want to eat two apples. You can also find different fruits that are lower in the glycemic index. So, you can even have something else.

MM: That's a great point. As we play through the game, I think we might just reveal one of those fruits. But, I can't tell them yet.

So, moving on. Let's talk a little bit about potatoes. Sweet potato.

BC: Sweet potato is excellent. A sweet potato is a low glycemic carb. It's high in fiber. It's an excellent carb to have.

MM: Beautiful. Back again, flipping to the fruits. How about a cherry on top of the question, a little about cherries, buddy.

BC: Cherry on top of your sweet potato, go ahead. A cherry is, again, it's a higher glycemic carbohydrate. So, depending on the person's goals. If somebody is a week out from a contest, I would not have them eating cherries. Somebody's still eating a decent amount of carbohydrates and their calories are pretty high, if they choose to have a meal and they want to have a cherry with the meal, like in their breakfast. Say they had oatmeal and they wanted to have some cherries in that, then they could throw them in there.

I always try to get people to balance-out their meals, too. So, going through this thing, too, I don't want people to think, well... Like, my dad was common at this. He used to think that bagels were healthy. So, he would think if he had a bagel for breakfast it was a good meal. Well, that's not a meal, either. So, we're going through the foods, but I also want people to think how they fit inside a meal.

So, if you just had like a handful of cherries, it's probably bad. But, if you had a cherry and you threw it inside your oatmeal in your breakfast, then I'd say it's good.

MM: There we go. Good point, Brian. This next one, I don't want to spoil it, but I think this would be good with anything, would be broccoli.

BC: Broccoli is an excellent choice. Excellent choice. It's high in fiber, higher in all your vitamins. It's an excellent thing to have with any meal. Again, I mentioned it once, but try to add vegetables to every single meal, because it's definitely going to increase your metabolic rate.

MM: Broccoli would be one of those examples of a negative calorie food. It would take more to digest it than actual calories contained, correct?

BC: It's excellent. You have your broccoli, string beans, asparagus. You have all these different green vegetables that are just like...excellent to have throughout the day.

MM: Beautiful. Now, I know you and I know this one, and hopefully at home, you guys have been noticing a trend throughout the call. We actually covered this answer earlier. So, if you guys have your little mental thinking caps on, or were taking notes, you'll know this answer, too, before I even finish the whole thing. White potato.

BC: White potato can be bad, because it's very high glycemic. But, if you were like carbing-up for a big race or you were going into a body building physique competition and you wanted to fill your glycogen levels on purpose, very quickly, then I'd say eat a white potato. Because that will be sucked-up by your body so quickly.

The thing is, about these white carbs, high glycemic, your body just sucks them all up completely, because they're so low in fiber and they're so high in glycogen. So, it's something that depending on the time. But, for the most part, I'd say kind of choose the sweet potato over the white potato.

MM: Beautiful. Here's another white thing, the white bread. Gosh, I hope you playing at home get this one right. Go ahead.

BC: Well, with the breads, of course, white bread has very little fiber, very little nutrients in it. It wouldn't be a good carb to choose. Wheat, pumpernickel, rye breads, would be better choices to have. I'm not a huge bread fan overall, but Ezekiel bread is an excellent choice because it's made from sprouts. The Ezekiel bread is very low in the glycogen levels, it's super-high in fiber. So, if you are going to eat bread, I'd say Ezekiel bread is a really good choice of breads.

MM: And also, brown rice bread, if you guys haven't tried that. It actually tastes good, guys, trust me on this one.

BC: I haven't tried that one.

MM: I think you'll like it. Give it a shot and let me know.

We'll end this game on a good one, and this is the knock-out punch and I think you guys should consume this quite frequently, let's talk about celery.

BC: Celery, yeah. Celery would be an excellent choice of a high fiber vegetable. It would be great. Put celery... The one snack food I would say... You know, so many people get caught-up in snacks. What can I have for a healthy snack? Well, you won't need snacks if you're eating six to eight meals a day, all balanced-out. But, when you are going to snack, I would absolutely say vegetables, especially something like a celery stick. It's a great thing.

I try to get people to eat more and more vegetables because it does help you get so much better results. So, absolutely. Celery is phenomenal.

MM: Not just excellent, guys, did you hear me? Phenomenal. So, if you're not eating it, you're not stocking your shelves with celery, go get some.

Cool. So, I think the listeners and even Brian and I know myself, have been actually asking these questions. We've covered a heck of a lot about nutrition. No call is complete without a balance. So, let's talk real quick about training.

When it comes to training, there are some common questions that I know people starting out have emailed me with in the past, and people in person have asked me on a daily basis. What do I need to get shredded, Mike, and what muscles should I work out, how often should I work out and how long should I work out? I know you'll probably say it's dependent on the goal, which I'd say that, too. But, just for general...let's talk about training for fat loss.

BC: Well, yeah, absolutely. Training for the goal is what I would have said. And the other thing I would have said is the intensity of the workout is very important, but a lot of people think intensity and they think of the super-high repetition super-sets. And that's okay to mix it up and do it once in a while, but for the most part, I want to see the changes in what you're doing. There's your basic movements of your exercises. I want to see people stay consistent with the basic exercises.

So, if they're going to do a chest workout, I want to see you do a flat bench exercise in that range of motion. So, I don't care if it's a barbell, if it's dumbbells or if it's on a machine. Then, I want to see you do an incline for your upper chest. Again, I don't care if it's on the Smith Machine, dumbbells or pulleys. And then, I want to see you do some type of fly exercise, whether it's dumbbells or cables.

So, I would say you could throw in your pushups, you could throw in everything else, but I want you to look at the basic movements of what you're incorporating into your routine. I don't want to see you do three basic movements for flat bench when you're going from a flat bench to the Smith Machine to dumbbell presses. They're all the same movement. So, I want to see you start being smarter about your workout and what you're choosing to do.

You start doing back. Well, you can do lat pull-downs to the front, you can do close grip lat pull-downs to the front, you can do dumbbell rows, you can do bent over rows. I want you to see the variety in the movement of the body, not so much what that exercise is. Like, I don't care if they're dumbbells, pulleys, Smith Machine, barbells, whatever it is. Look at the movement of your physique and if you're incorporating these certain things into your workout.

That is what I find very important that people are doing a lot of the same things. They'll do a shoulder doing a barbell press. Then, they do a dumbbell press and then they go do a shoulder press machine. So, it's like you just did all the same movement of your body, like all over the place in the gym. So, it's being a little bit smarter about

your workout routine and understand that you're just changing the exercise, but not the range of motion.

MM: Interesting. Say that one more time in case they didn't get it through their thick skull. One more time, Brian.

BC: Smarter with the workout. I want to see you change-up the range of motion, but not necessarily the exercise. I don't see a lot of people say this in other places. But, if you're going to do a leg press, and you're doing a plate lower leg press, you don't need to go and do the leg press machine, because you've already did it.

So, I want them to start looking at just training smarter. And a little less, with the weight training. I want you to do a little less each week and focus on the cardio for fat burning and focus on the weight training for your muscle building.

MM: I couldn't have said it better myself, Brian. This is one of the best calls I've ever done. If you guys have been tuning into my other no BS fat loss training call to help you get absolutely shredded, transform your body, transform your mind, transform your life. I think you'll agree that Brian really freaking kicks ass. So, I'm going to thank him right now with my own round of applause. You guys at home, hopefully you're clapping it up and you've been eating-up all the knowledge.

If you thought this call was good, seriously, you need to check out his book [Stage Read](#). Brian, I want you to do all our listeners a favor and just let them know, number one, how they can get in contact with you and, number two, a little bit more about your book, where they can grab that up and how basically they can get involved with you in any of your events. How can they get on planet Brian?

BC: Well, definitely my home base is [FitnessAtlantic.com](#). That's my main website. I have thousands and thousands of pages on there of information. Everything from the years when I started doing this. I love to work with people that want to be into one of these fitness contests, and I promise you, when you come to mine, you're going to be impressed. You're going to be treated like a star, like a celebrity, really going to just go all-out for you, to really make you feel special. It's a lot of work. So, when you want to showcase your work, showcase your reward, there's nothing better to do it than on a stage with a full audience cheering you on. It's been a great experience for me. I'm somebody that did it myself. So, from there, it's not just...personal experience and how I felt about it and the passion, like you said at the beginning, of really being into it.

So, when people are that dedicated, it inspires me. I've been, through the years, working in health clubs, working as personal trainer and there's been people that have commented, well, Brian only likes to work with bodybuilders and fitness competitors.

Well, honestly, yeah, I do. Because, they're dedicated. They follow it and they stick to it.

Do I like walking people around and hand-holding and counting reps in the gym? No. I can't stand it. So, I want to see people get changes. I want to see those results happen. For people that said that was a negative thing about me, at the beginning when I worked in gyms and training people and taking on clients. I'm not looking to take people's money because they're too lazy to workout. I want to be inspired by these peoples' changes and I know they can make them week to week.

I had one client that said, "Geez, you get more upset about this than I am. Why are you do upset about it?" I'm like, because you're wasting my time. Stick to it. You will see the changes, you will love it.

So, it does inspire me to work with these type of people, because they're dedicated. And that's really what I like about it. I like working with other dedicated people that are committed to seeing those changes.

MM: Beautiful. They can find you at FitnessAtlantic.com. That's your home base, right?

BC: I'm there and that's my home.

MM: So, for anybody who can't spell on this call, I'm going to break it down for you. F-I-T-N-E-S-S-A-T-L-A-N-T-I-C.com. That's FitnessAtlantic.com. That's the home base of our main man, Mr. Brian Cannone, the muscle building guru with over three decades of experience.

And I'll tell you what, if you think you're on the level and you want to do more than the book, does it have your email and everything to contact you on there if they want to get some personal coaching from you?

BC: Yeah, my email is info@FitnessAtlantic.com. It's my direct email and it usually comes right to my iPhone and I respond right away.

MM: Let me tell you, he does respond right away. Brian and I have been corresponding now for months, and sometimes I get a response within five minutes. So, let me tell you, he's the real deal. He's serious and I highly recommend that you pick his stuff, you go to his site, join his mailing list and just take action.

Do you have any closing thoughts that you want to leave our listeners with today, Brian?

BC: Well, I really appreciate you taking the time to interview me and I really liked all the questions that you're asking. So, this was great. I hope all the people listening that

are committed to this type of change in their physique really take action, because it's really powerful. When you break it down and you look at it, it's not as hard as it is and people make it out to seem in all these magazines and stuff like that.

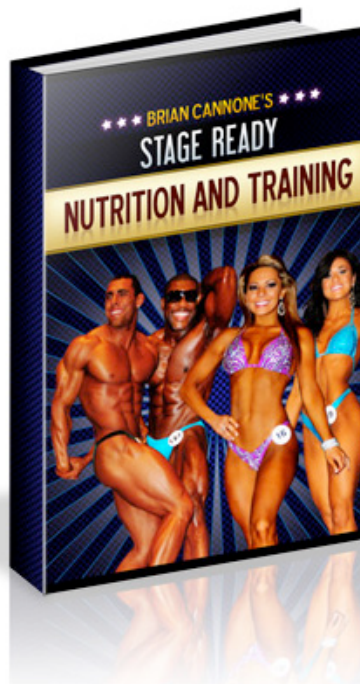
So, it's a lot of basic stuff that I went through that nobody really taught me, until I had finally a couple of people that kind of took me aside. But before that, people are just...sign me up for personal training and not really giving me the right information, or I'm reading all these magazines and it's not really the right stuff pertaining to me.

So, when you really break it down, it works. It does work and there is a way to make all these changes happen in your physique and that's what's great about it. So, I appreciate everything from you and all the people listening.

MM: You're very welcome. You're very welcome. Brian is living proof and he's done it with thousands of competitors that it doesn't matter your age, it doesn't matter your genetics, it doesn't matter anything. The only thing that matters is your passion, your focus and your commitment to doing the fundamentals correctly. And like I said, visit FitnessAtlantic.com, show our main man Brian some love, join his list and most importantly, take action.

So, everybody, this is Mike Mahon, your No BS Fat Loss Coach signing off. God bless, no stress and have a great day.

[Be sure to check out Brian's Stage Ready Ebook and Program here:](#)



Stage Ready