

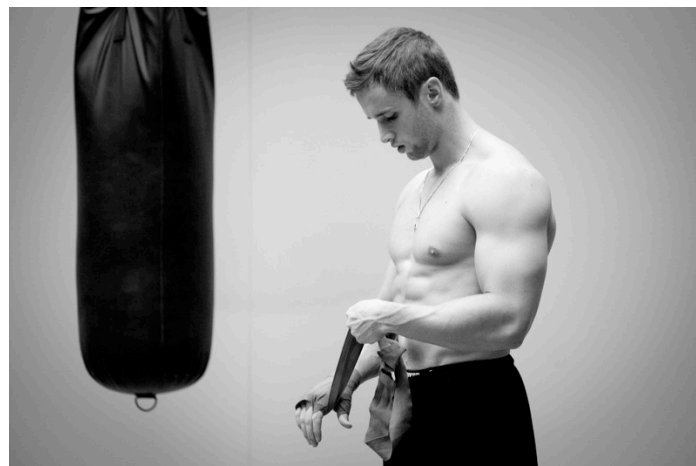


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WEEKLY MUSCLE BUILDING EXPERT *Interview Series*



Luke Allison Interviews Chad Howse



LA: This is Luke Allison with **CriticalBench.com** weekly Muscle Building Expert Series. Today I'm here with Chad Howse. Chad, how are you?

CH: Pretty good. How are you doing?

LA: Doing all right. I appreciate you joining us today.

CH: No problem at all.

LA: Before we get started, take a second and sort of introduce yourself. Tell people a little bit about your background and sort of set the table for where we're going to go.

CH: Well, my name is Chad Howse. I'm the...I guess the creator/owner of **ChadHowseFitness.com** and **The Powerhouse Challenge**. I've been pretty much an athlete my whole life. I played hockey when I was younger and then got into basketball in college and high school, and then got into boxing after that.

And I've also been skinny my whole life. So, I've always been around like 130 to 150 pounds and then I eventually figured out what I was doing wrong, which led to me gaining 32 pounds of lean muscle in 32 weeks. That same system is the basis behind The Powerhouse Challenge and the program that I sell through my website and whatnot.



LA: I think that prompts the next question, which is what is **The Powerhouse Challenge** and sort of who is this geared towards?

CH: Well, it's geared towards...the funny thing is, it's based on the stuff that helped me gain 32...like all my lean muscle and improve my strength and power and all that

stuff. So, it's geared towards guys who want to build lean muscle, but also want to improve their strength and power and athleticism and that kind of thing.

The thing is, it also has a fat loss aspect. So, I kind of...I give you meal plans ranging from 1,500 to 5,000 calories, which covers pretty much any goal you want to achieve. So, it's more than just a muscle building system, but it's primarily targeting guys who want to build lean muscle fast and also improve their athleticism at the same time.

LA: One of the things I noticed in sort of reviewing your website and your blog was muscle building, lean muscle gain, things like that, is a very sort of consistent topic. But, that's not something that a lot of people are talking about. Most people are talking about supplements and losing fat and things like that. How is sort of what you do different and how can people sort of relate to that? Sort of, who are the people that you're sort of trying to reach?

CH: Well, I guess I follow my story a bit. Like, I get a ton of emails a day just from guys who have a similar story to mine. They grow up...whether it's your skinny or your overweight and you want to build a body you're confident in. You might be in sports and you just want to be a bit more athletic and that kind of thing. But, it's more about building a physique that you're confident in, and a lot of times that's what girls want. Girls want a guy with lean, athletic looking physique, like the v-shaped torso, all that kind of stuff. So, that's kind of what I focus on.

I don't focus on really like huge mass, gaining like massive amounts of mass, because that's not what I really want. I want to be... I always wanted to be where I'm at right now, which is comfortable, 185 pounds. I'm lean. I'm able to perform like sports. I'm able to go into the boxing ring, get some sparring done. I'm not so big that I just can't perform like daily tasks like some of the bodybuilders get.

But, I'm also not focusing solely on fat loss. I'm kind of combining both of them to build that like ultimate physique, which incorporates like everything that people want. You want to build lean, athletic muscle. You want them to be functional and you want them to boost your confidence and all that kind of stuff. I think that's what sets me apart.

LA: Certainly. It's one of those things where it's always sort of a mystery on who you're looking up to, sort of whose information you're reading. If you're listening and that sort of sounds like you, sort of go that way, look at Chad's stuff. Don't be afraid to sort of buy into that, because I think in a lot of ways people are just not sure who they're looking at. They're not convinced about the alternative.

One of the things you mentioned was boxing. I tend to talk to people a lot about mixed martial arts and things like that. Talk about sort of your experience in boxing and sort of what that's been like for you.

CH: I played basketball in college and it was going really well. I played one year there and I ended up getting an injury. So, I sat out a year and I just kind of decided I wanted to do something different. I love team sports, but I've always liked boxing and I wanted to give that a shot, just do something that would really push me physically. At that time I was still a skinny kid and I wanted to gain muscle, but I'd kind of given up on all that. So, I figured boxing was the good route to take because of the weight classes and I could drop down and be in a pretty small weight class.

But, it taught me a lot. It taught me, A, anyone thinks they can take a punch, but as soon as you actually can take one and think around it and keep your head about you when you're in the middle of the storm, that's a huge lesson to learn.

It taught me a lot about hard work, like when it's just you and another guy in the ring and you're squaring off against each other, it's whoever is in the best shape, whoever is willing to go through the most pain, whoever has done their homework and all that kind of thing. So, it's taught me a lot about what real, intense hard work is and that's translated well to other areas, like starting my own business and even my final transformation and all that stuff. It's taught me a lot and a lot of lessons and things that I'll keep with me for a long time.



LA: So, another thing for people to look at if they're sort of searching for an identity or goal or inspiration, something we're going to touch on later. One of the other things I wanted to ask about boxing was, there's a lot of boxing training that's very sort of accessible. You can hit the heavy bag, you can run, you can jump rope. But that's also

very different from actually fighting and sort of skill work. How do you begin to sort of separate those and sort of do them all at the same time?

CH: Well, one is a good workout and one takes... Like if you really want to fight, then you go to a boxing gym. You've got to get in the ring, get in sparring and really test the skills that you're trying to learn on a daily basis. But then, there's other aspects. Like if you just want to kind of learn how to protect yourself and stuff, you can definitely do that aspect on your own. But they are like two very different things and combining them both is...it's tough.

One of the things that kind of... It annoyed me. It kind of pissed me off originally when I got into boxing is like the actual physical training was not what I wanted. It's like...boxers have been training the same way for like 100 years now. You jump rope, you go for long runs, you do a ton of pushups and a lot of chin-ups. I needed more. I wanted to pack muscle into my fighting weight. I wanted power and that's when I started looking elsewhere and started incorporating Olympic lifts into my training and just trying different things to improve my power, which ended up working really well. The old school way of boxing training kind of...yeah, got on my nerves. Just the constant reps and light weight exercises just left me completely drained.

LA: Is that something that you're sort of interested in because...it seems like boxing is not particularly interested in changing. Boxing is thought of as...it's very old. What people were doing, they're still doing all over the place. Talk a little bit about that. I mean, is that something that you have to sort of think through yourself? Or, how does that work?

CH: Yeah. The gym I was at, it's pretty much same type...every gym I've been at. You train the same way they did in the 50's. It's not ideal. People know a Hell of a lot more about the human body today. So, you're got to adapt how you train and I think boxing has stayed kind of stagnant with that. Although, you see it, bits and pieces.

I found...Manny Pacquiao has...I think he has a powerlifting coach, and he's the best pound-for-pound fighter in the world. So, I think they are changing, it's just maybe on like grassroots level. Some trainers think that you have to train the same way that they did way back in the day. But, I think it's slowly starting to change.

I think some kind of...a median between like where mixed martial arts is and how they're developing their business and to where boxing is at would be good. It's like, the best boxers still make above and beyond what the best mixed martial artist make and the way that business is set up, I like that. But then, mixed martial arts is obviously marketing itself in a much...

LA: Right. I didn't mean to force you to talk about mixed martial arts, and you're certainly right. I think Pacquiao is scheduled to make something like 20 or 30 million dollars, which is...that's quite good. That's not insignificant in any way.

CH: No.

LA: Certainly worth the price to be paid, you would think. One of the other topics I wanted to get into is, you talk a lot about sort of athlete-focused training and athletic training. What is that like, just in general? Can you sort of boil that down?

CH: Yeah. I think... You've seen my website. It's concentrated not just on aesthetics, but athletics and performance, or like it's not just concentrated on fitness, but motivation and lifestyle tips and all that stuff. So, I've been like really focused on the ideal...like building the idea physique, lifestyle, all that kind of stuff. I don't want to limit what I talk about to just one thing and I don't think people should limit themselves to just one thing.

Like, when I first started training, I focused a lot on doing the bodybuilding stuff and doing what the big bodybuilders are doing. It just didn't work for me. It didn't give me the results I wanted and I kept on trying different, new things. I eventually came up with The Powerhouse Challenge and the different techniques of lifting in there. You just focus on performance-focused goals, which I think are a lot better than focusing on aesthetic goals. Because aesthetics, if you don't gain the five pounds that you wanted to gain, it can get pretty depressing, but you may have lost five pounds of fat and gained five pounds of muscle, which is ideal as well.

I think focusing on performance results and building a body that's both functional and aesthetically pleasing, like a body that looks good and performs well, I think is what most guys, deep down, want. And I think it's easier to stay motivated when you've got both aspects of your training to focus on as well.

LA: One of the things that I think is interesting any time I hear sort of athlete is, most people are going to be...they're students or they have an office job, they're sitting 30, 40, 50, 60 hours a week. So, when they spend 3-4 hours in the gym, it's very difficult to start choosing sort of athletic virtues or features that they're going to be able to pursue. They're going to be tight, they're going to be stiff. They're going to have posture. How do they begin to be athletes when that's not a major part of the rest of their lives?

CH: I think it's just...you've got to form a base which his like... In the different phases of the workouts, you form a base. You do like some bodyweight stuff and a lot of compound exercises to form a base so you don't injure yourself. But, I think when you get to a certain point, you're going to get better results with your looks and with building

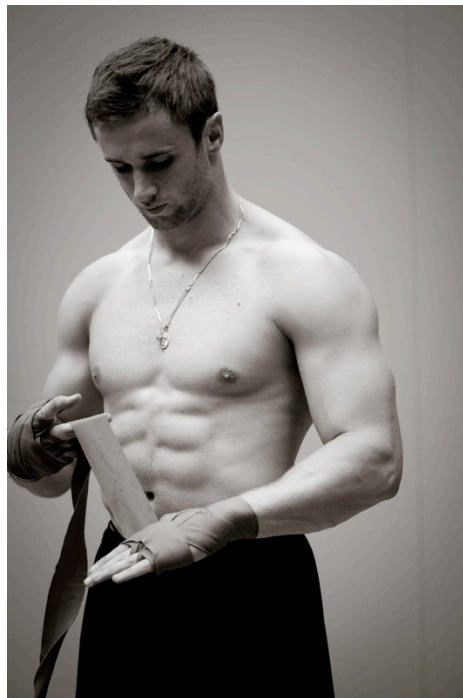
muscle when you're focusing on improving your power and improving certain lifts that you might not find in a lot of different programs.

So, I think focusing on... The average guy, you don't really have to think of it like you're trying to be the best athlete in the world. But there are skills that you're going to want to have in life, as far as health. Athletes are very healthy people. They're muscular in a way that is functional and when you look at bodybuilders, for example, they might not be the healthiest people in the world because they're completely focused on one aspect of their training and they neglect a lot of other different things.

So, I think that for the average guy...like, I guess I'm the average guy now, too. I don't play a sport anymore. Technically I'm not an athlete, but I still like to focus... I still like to have some kind of athletic focused training in my training, just because A, it keeps me motivated, B, it's funner, it's more intense and I like the results it gets from a look and functional standpoint as well.

LA: Certainly. And that sort of speaks to ideas like strength to weight ratio and relative strength. They're maybe not specifically athletic, but they do have to do with athleticism. That's sort of the message that I'm picking up on. Hopefully that's correct.

CH: Yeah, yeah.



LA: To turn just a little bit into something else, you had a blog post that I thought was really interesting and sort of out of sorts, I guess, with some of the other things that we've been talking about. You wrote about sort of dying daily and sort of every minute

and every second, moving towards sort of the inevitable end of your life. Talk a little bit about where that fits in with all this.

CH: I guess it's just... I think we all understand it, but you understand it for like five, ten minutes, maybe even a day and then you kind of let it slip to the back of your mind and get on with the monotony of everyday life and your schedule and your routine and stuff. But when you realize that and if you can keep that realization that yeah, you're moving...every second you're moving closer to the day you kick the bucket and when it's all done that you're going to want to take advantage of everything you're doing and do it at a high quality.

So, if that's training, you're not going to want to... I tell all my clients, whether it's with **The Powerhouse Challenge**, online clients, personal training clients, don't spend more than 45-minutes in a gym. If you're spending more than 45-minutes in the gym, you're doing stuff that...like, you're just wasting time to some degree.

So, if you understand that you don't have a lot of time left, or with each day you're getting closer to that end point, you're going to want to get in there, bust your ass, have high quality, short workouts and then get on with your day and kick ass at something else. You don't want to just like veg and just go from thing to thing like it's a routine.

Everyone says that you have to make training a routine and I agree. You have to make it part of your lifestyle and all this stuff. But, you have to understand that you have to take advantage of every time you're in the gym. You have to take advantage of every time you're at the office, with your kids, with your wife and doing whatever you're doing. I think even though it's a fitness-based website, it kind of ties in with other things as well. So, that's what that post kind of got out of me, I guess.

LA: I think it made sense. It was one of those things where this is serious if you want to take it serious. Maybe that's not for everyone, but it seemed to fit much more with boxing and sort of the necessary seriousness of that, to sort of confront yourself and to be accountable. Again, possibly not for everyone, but there it is if that's something you're interested in.

What are some of your influences either sort of in the gym or business wise or sort of more generally in life?

CH: Well, in the past year...like Vince Delmonte's been a...he's a close friend of mine, family friend. He's been a good influence. And guys like Mike and Elliott, they've been really helpful with me and with this business. And I've got some other friends who are doing their own businesses and stuff and they've been influencing me, especially when I decided to start my own business. It's not all sunshine and rainbows. It's not all like

smooth sailing when you first start out. You're going to go through some peaks and valleys and you're going to do a ton of hard work before you actually start to see some gains and whatnot.

Like a lot of guys, entrepreneurs and stuff like that that have started their own businesses and have made a success, have been positive influence in the past few years and they've really helped me. And of course my family, my parents have influenced me a lot just who I am, how I think and the path I'm headed in life and whatnot.

As far as training, I don't know. Nate Green's a great guy for training. I think he has some great stuff. I don't know, I kind of just like take bits and pieces from a lot of different people and form my own kind of opinion on what I want to do in the gym.

LA: Certainly. Take what's useful and let the rest go, as it's been said.

CH: Yeah.

LA: I think several variations before. One of the really interesting things is sort of put yourself out there. You've become someone who goes from being influenced to influencing people. That's not anything I'm really familiar with, but talk about having a blog and interacting with people. You mentioned getting emails. Sort of what is it like to now sort of have influence over people?

CH: It's interesting. Yeah, I've gone from, like I said a lot in my blog about the first... I started lifting...I started training in the gym when I was 16 and I did not get any results for 7 years. I just went in circles, tried the bodybuilding stuff. So, I've been on the side of the fence where you try...you feel like you're trying everything and you fail, but now I guess I'm on the other side of the fence where I've done my stuff training-wise and now I'm in the position where I can help other guys not waste seven years like I did and do the right things and I don't know, get the results they want, health, physique, performance, whatever their goals are.

It's kind of cool to get emails and comments and stuff from guys who have very similar stories as I did, or even guys in their 40s or 50s whatever, who are just looking for a different spin on fitness, because a lot of the stuff that's out there tends to be pretty much similar. Like, you go after fat loss, you go after building muscle and that's like 99% of what's out there and I think people like seeing something that's a bit different and I'm glad to be able to help them in any way I can. It's kind of neat to be able to be a helping hand to guys that went through the same circles that I went through.

LA: Well, and it's also interesting that people are sort of willing to build their own niches. It's like you've got a very large sports, you know, the stick-and-ball sports have

a very large sort of following. But, that's hard to do for... Not everyone is going to play football for a really long time, or play basketball for a really long time at a really high level. So, you get sort of more varied sort of amorphous interests. Sometimes you have to go somewhere, find new ideas and whatnot.

One of the other things I wanted to ask you about was inspiration, sort of how you define inspiration and then what that is for you. What do you find inspiring?

CH: I think inspiration, like inspiration or motivation...some people are just motivated people. They can find motivation in a lot of different things. Like, if I'm driving my car and I hear a song that I find inspiration or whatever, that will kick me into gear for the rest of the day.

I think it's...inspiration...it has to be something within yourself that you have to already be there and then you can find little things that just kind of give you that little boost on a daily basis, whether it's a quote, like a story you hear, I don't know, a movie, like a little YouTube video or whatever. I think it's something that you have to understand, why you are inspired to do what you're doing or to go where you're going. But then, once you have that understanding, that yeah, you're a motivated person, it's easy to be inspired. I think it's a bit more easy to be inspired than if you're trying to force yourself to be motivated about something you really don't care about.



LA: Do you necessarily make a difference between inspiration and motivation? Do you see one as sort of short term and one as long term? Or, is it not necessarily that separated in that way?

CH: I don't know. Yeah. Inspiration and motivation. I kind of think they're like... Like, you get inspired, normally you get inspired by hearing like a success story or

hearing someone doing like what you want to be doing. And I guess he can get motivated just through maybe littler things. But, I think you're a motivated person or you're not. You're an inspired person or you're not. I don't really separate the two too much.

LA: Okay.

CH: I never really thought of that. My answer might be different in ten minutes.

LA: Something to think about, certainly. I think you've sort of outlined, I think, what most people see. I tend to think of inspiration as something they've seen in other people, sort of a possible way forward. You mentioned Nate Green or Elliott Hulse or Mike Westerdal, any of those people. That's a way forward; that's a way that they've gone. I can see that. I can interact with them and whatnot, but motivation, I think, the way you said it sounds much more personal. It's a movie that I like. It's a song that I like. Does that make sense where you have sort of the multiple levels and you can sort of access them differently, I guess.

CH: I think motivation, you can set yourself up to be motivated. You can...like some songs motivate the Hell out of me. Like, and I'll put them on my iPod when I'm lifting or something, or when I'm working I'll read a chapter of a book that I really like and then I'll start the day off or whatever. You can give yourself the tools to stay motivated and stay hungry, where I guess the inspiration is kind of...a longer-lasting effect, maybe. You see it in other people and...it's like that end-goal, I guess. Whereas motivation is just baby steps.

LA: Yeah, I think that makes sense. Just trying to give people something useful they can sort of hold onto and...

CH: Yeah.

LA: We're in sort of a weird time right now, we're at the sort of end of April, not quite half way through 2011. What does the rest of 2011 look like for you and sort of longer-term plans beyond that?

CH: Well, I'm really like starting to build the...get some noise around The Powerhouse Challenge. I got a vide out. I hired someone to do like a pretty high quality video. I'm going to set that up and give away...probably give away a free bigger, higher quality ebook that will have like THE **Powerhouse Challenge**, like it will be a single workout in there like any guy can do and it will kind of be like, this is... You should be able to at least do this. If you can't, I'll give you what you need to get there. And if you're getting these results, I'll give you something that will help you get that much further. So, that's what I'm working on a lot right now.

I think I'm going to try to get some traveling in before winter starts. So, I kind of want to head to Europe or do something like that. I've never been over there. So, it's a goal of mine. We'll see if it actually happens though.

LA: Well, always good to have plans. It has to be an idea first, or so I'm told. You have to think about it and make the preparations and whatnot.

That's about all the questions I have, but if people are interested in sort of getting in touch with you, sort of reading more about what you have going on, tell them how to get in touch with you, how to get a hold of you.

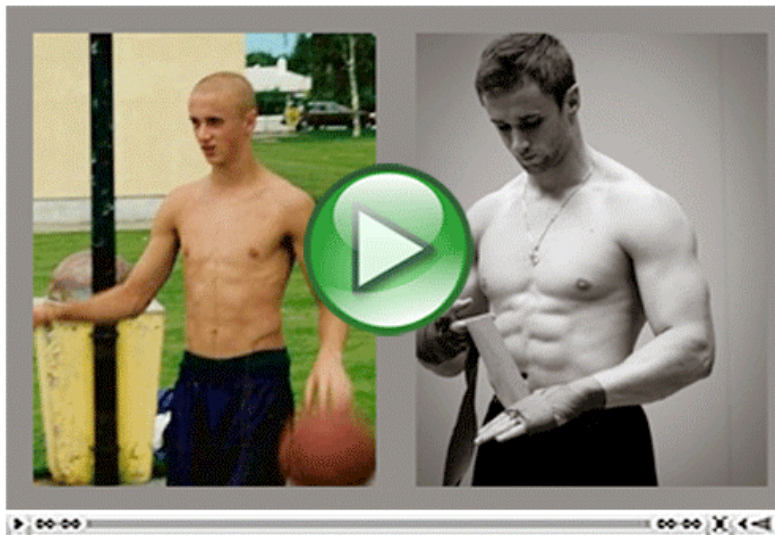
CH: Well, you could...all my contact information is on my blog at ChadHowseFitness.com. I've got a contact section there. So, you can just throw out any question you have and I'll respond to you pretty quickly. I'm pretty on top of that stuff. Or, you could leave comments in there and those are probably the two best ways to get me, either email me or leave a comment on the blog. I'll get back to you pretty quick with that stuff. So, any questions you have, fire them over.

LA: Sounds great. Chad, I appreciate the time. Thank you again.

CH: Thank you, and nice meeting you.

Head over to the PowerHowse Challenge and check out Chad's video.

Here's a FREE video presentation on how I was able to develop 32 Pounds of Lean Athletic Muscle in Only 32 Weeks. You can do it too!



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