



**3 TIPS TO**

# **BUILDING LEAN MASS**

**Frank Rich**

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# WHAT'S UP BRO?

I know what you're feeling, I've been in your position before.

You're investing hours of your valuable time a week in the gym, busting your ass with hardcore and intense workouts, in addition to making sure your nutrition and supplementation are on point, yet...

## **Your physique isn't improving.**

You may even feel that you are starting to regress, going backwards... And this leaves you confused, tired, and most important frustrated, because you just don't understand.

Now I'm not assuming that you had it easy at first, that you could just walk in the gym and go through the motions and experience gains. But I do know that when you initially started your journey to building your body (whether that be 6 months, 1 year, or even 5-10 years ago), results did come at a much quicker pace.

*What you were experiencing is what many in the industry refer to as "newbie gains".*

*You see, when you first begin weight/strength training for the first time,*

*the stimulus is so new, and your body is going to respond strongly to it, even if the programming and execution are not optimal stimuli.*

*And even further, the more foreign an exercise is, the more strength you'll rapidly gain as your nervous system learns how to use the muscle mass you already have to efficiently perform the movement.*



Many times this initial response will carry you through 6 months to a year or progressive

improvements and gains, without any real attention being paid to proper programming and execution, and this is a great thing, because you were doubtful, and possibly even fearful of starting on this journey, so having immediate success, and recognition from others as your body has started to change makes you feel great, AND YOU WANT EVEN MORE!

But the minute those results stall, and you hit a plateau, can be a very difficult time.





## WHAT WILL YOU DO?

1. Continue on the path you're currently on, doing the same routine that ISN'T working now only to continue to be frustrated and unsatisfied that the lack of results.
2. GIVE UP AND QUIT. You can convince yourself that this life isn't for you, and that you weren't meant to have an amazing physique.
3. Invest in yourself, and learn a more intelligent way to approach your training and nutrition. And find out exactly what you need to be doing to **ACCELERATE YOUR MUSCLE GROWTH AND SHATTER THROUGH PLATEAUS!**

Because you've taken the first step and have not only picked up this free report, but have gotten as far as opening it and reading it I want to congratulate you, and let you know that you are well ahead of most.

And it is my promise to you to deliver to you the 3 Tips To **BUILDING LEAN MASS.**

These simple tips are things that you can implement into your training immediately to take it to the next level.

I have been fortunate in my life to work with some unbelievable coaches, experts, and mentors in the health and fitness space, and over the course of about 15 years have been exposed to some unbelievable training methodologies and systems. But what I have found, is many times "experts" try to overcomplicate things, and there becomes a disconnect between themselves and those that they are trying to reach and educate.

So what I have done for you is taken all those experiences and knowledge that I've gained over the year and put it into a proven system that works, it transforming not just people's bodies and training, but their overall approach to that training and mindset to building muscle.

In working with hundreds of individuals over the years from all different backgrounds, ranging from top elite athletes and professional wrestlers, to amateur level bodybuilders, all the way down to beginners in the "body transformation" space, I've come to realize that no matter who you are or what your specific goals are, that your training needs to include 3 specific variables before you ever pick up a weight or try to make progress.

With that in mind I have identified those 3 core principles and created the **I3 TRAINING SYSTEM**. The 3 I's represent an



approach that is **INTENTIONAL, INTEGRATED, & INTENSE.**

Let me explain:

## **INTENTIONAL**

*This starts with just having a plan and goal in mind each and every day you step foot into the gym. Very few people think about what they are actually going to accomplish during their training. They'll walk into the gym on any given day with the goal of training "x" muscle group, and that's as far as they've thought about it. They'll typically start by doing their favorite exercise for that chosen muscle group, and from there spend the rest of their workout strolling around the gym to find an open piece of equipment. By being INTENTIONAL with your program and training, each workout is well thought out and planned ahead of time with the intent of working to achieve the long term goal. The muscles being trained are thought about with precision and intent in mind. Each different angle in which the muscles are worked is taken into consideration with the exercise selection, making sure that each individual muscle is being utilized from all angles. The range of motion for each muscle is thought about, and movements are selected in a manner to make sure that the entire contractile range of motion is being stimulated. The reason for this is because this typically cannot be achieved with just one or 2 exercises or movements. The order in which the muscles are trained are intentionally programmed in a way to allow for optimal recovery between training sessions. In addition, nutrition is programmed in a way to ensure that the nutrients needed to fuel each session are in place and all the right foods are taken in during and around the workouts in order to achieve optimal recovery and muscle growth.*



*By being INTENTIONAL with both your training and nutrition, it allows you to monitor all of your progress and have a gauge on what is and isn't working. This ultimately gives you the ability to make tweaks and adjustments in the event that you hit a plateau or stop making progress.*

## **INTEGRATED**

*Compound movements, cables, machines, drop sets, jumbo sets, powerlifting, interval training, German volume training, training systems with numbers in it (40,7, etc.), training systems named after animals, and the list goes on... If you spend enough time researching and reading, you can pretty much find a training system for anything when it comes to muscle growth. Now I'm not telling you that these approaches and programs don't work, because many of them are very successful and have tons of proven testimonials to show their effectiveness. But a lot of times when you limit yourself to a particular type of training, or follow only a specific protocol, you are leaving room for shortages in your progress. Wouldn't the best approach and program have years and years of tried and tested application behind it? Wouldn't it use multiple methods of training and have them INTEGRATED into a structured plan to achieve optimal results? That's what we've done with the I3 Training System. Years of trial and error have eliminated the need for you to make any of the same mistakes that I have. The days where heavy compound lifts build muscle and drop sets and machines "tone" muscle are HISTORY! Our plans are going to have all of these various methods and intensifier techniques INTEGRATED throughout the programs to maximize muscle growth and fat loss at the same time.*



## **INTENSE**

*Being INTENSE starts with your mindset. You have to expect greatness from yourself, know that you are capable of more than you ever thought before. Stop with the beliefs of limitations about what we can and will accomplish. Our bodies will always give out long before our mind does. We have to learn to push through the pain and continue to make progress with the plan that is set forth in front of us. Now if you've gotten to this point, then I'm going to assume you are committed to building your ultimate physique. This is going to require hard work and effort on your end. The I3 Training System is not an "easy" approach to achieving your dream physique; I don't believe that exists. In fact, anyone who is selling you on the idea that there is a simple solution to greatness is speaking to your insecurities. Our INTENSE approach to our training is going to teach you to get outside of your comfort zone at times, test your fortitude, and develop a work ethic that will aid you in achieving long lasting sustainable results. No plan or program is going to replace hard work. The point is not to feel intimidated or out of place. What we need to realize is that the majority of those training in gyms around the world are lacking INTENSITY. It has become an epidemic. But we are setting ourselves apart from the pack. We want results and we will achieve whatever we set our minds to. We are no longer buying into the bull shit "easy" solutions.*

So with the I3 TRAINING SYSTEM, I have written the **3 Tips To BUILDING LEAN MASS**. As stated, these are simple and can be implemented into your training immediately to hypercharge your gains.

**Let's get to it...**





## Tip #1:

# Increase Intensity and/or Density

**T**raining INTENSITY is defined as how much energy is expended when training and DENSITY is the combination of volume and the duration of your workout.

Where I believe most people fall short in terms of intensity is never really pushing themselves to maximum effort or output. They have or follow a program of prescribed sets and reps, and will use a weight that they feel accordingly to that scheme.

You can increase the INTENSITY by extending the length of a set out, adding drop sets, rest pause sets, etc, and taking a set to complete failure.

DENSITY can be increased by simply doing more work in the same amount of time or doing the same amount of work in less time. Shorten your rest periods, or increase weight and perform exactly the same amount weights and reps as previously done.

What I've done with the I3 Training System is implement **MAX OUTPUT SETS** at the beginning of each training session to ensure that the proper amount of time under tension is spent within each muscle group to elicit hypertrophy. Because of the length and intensity of these sets, they will create a positive anabolic response within your hormones, increasing growth hormone and IGF-1.

**MAX OUTPUT SETS** are a series of specified set and rep schemes used during our big output lifts that we begin each workout with. They are programmed here due to the fact that we are looking to “set the tone” for the workout. This is the point where, after we have gone through a proper warm-up to get our body primed to train, we are capable of exerting the highest amount of effort and intensity while maintaining our execution. This is extremely important here. Every rep needs to be as close to identical as possible, breaking form or movement is disrupting our total output for the working muscle.



Every workout is going to utilize a different method of **MAX OUTPUT SETS**, which will include supersets, tri-sets, quad sets, rest pause sets (taking short predetermined rest periods during the set to achieve desired rep count), drop sets (progressively

dropping the weight within the set until desired rep count is reached), double down sets (completing a targeted rep count, then taking a predetermined rest, keeping the weight the same until you complete twice the amount of rep completed on the initial rep count with as many rests as possible), and partial reps (completing a targeted rep count of full reps, then finishing the set with a specific number of partial/or “mini” reps).

Sounds FUN, doesn't it?



Let's take a look at a few examples of how you can INTEGRATE MAX OUTPUT SETS into your training now.

## EXAMPLE #1

### SUPERSET OR TRI-SET

Here we are going to have a series of exercises programmed together that complement each other, either working the same body part but at different points within the strength and resistance curve, or opposing body part.

For this example we'll use the same body part, but 2 similar but different exercises that are working the muscle at different points in the resistance curve.

Movement 1: Banded Dumbbell Incline Chest Press (grab a resistance band in each hand and cross band across your back before picking up with dumbbells)

Movement 2: Dumbbell Incline Chest Press

*\*\*\*As you can see, the movements are very similar with the key difference being the resistance band in the first movement. We are placing this exercise first because it will be slightly more challenging to the muscle and central nervous system, and you'll have more strength at the beginning of the set.*

The **MAX OUTPUT SET** is going to have you complete a specific number of reps with movement 1. Let's use 10 in this example then immediately drop the resistance band and, either with the same weight or slightly lesser weight, complete another 10 reps with the second movement, all while keeping form and execution perfect.

## EXAMPLE #2

### REST PAUSE SET

Rest pause training is going to have you pick a chosen weight for a specific movement. With that weight and your predetermined rep count, you'll break that set up into "mini" sets with short rest periods in between.

Let's use Squats as the example here, with the rep count totaling 20 reps and 4 "mini" sets to accomplish this.

Your **MAX OUTPUT SET** could have you complete 8 reps on the first count, rest 15 seconds, complete another 4 reps, rest 15 seconds, complete 3 reps, rest 15 seconds, then finish off the set and reach the targeted number of 20 reps with a final 3 reps.

## EXAMPLE #3

### DROP SETS

Drop sets have been around for decades, and I'm sure you may have done them before. But a lot of amateur trainers and trainees will utilize them as a "finisher" to end a workout with.

No, no, no... Our **MAX OUTPUT SETS** are programmed at the beginning of our sessions. I'm not saying you can't utilize a drop set at other points during the workout, but we are looking for **MAX OUTPUT**, and that can only be accomplished when we have the ability to give it the most. That





happens when we are fresh and just primed for the lift.

Drop setting is picking a single movement, completing a desired rep count, then dropping the weight about 20%, and completing another set of reps that will be repeated another 1-2 times.

Let's use the seated dumbbell shoulder press as our example. We'll start with 100lb dumbbells.

Set 1: 100lb for 10 reps

Set 2: 80lb for 8 reps

Set 3: 65lb for 8 reps

Set 4: 55lb for 8 reps

Remember, these sets are meant to be completed as 1 full set with the only rest being for you to grab the next weights.

## **EXAMPLE #4**

### **DOUBLE DOWN SETS**

Double down sets will look very similar to rest pause training, with the key difference being in your initial rep count being a higher total. Your overall rep count will be greater as well. Your rest periods will be a little longer than the rest pause sets as well.

Double down sets are going to have you complete a targeted number of reps to begin with. The sets usually range from 10 to 12 and then you double that number in the following sets with the same weight, utilizing short rest periods when needed to reach the targeted number.

\*\*\*I'm going to warn you, these may be the most taxing and challenging of all MAX OUTPUT SETS, so be careful when applying them. But they will significantly increase gains in both size and strength.

We'll use squats again here, with the initial rep count being 10, so our "DOUBLE DOWN" is going to be 20 reps. Totaling 30 reps with the entire set.

Set 1: 10 reps (rest 30-40 seconds)

The next series of sets are not predetermined, your goal is to complete the 20 reps with as few sets as possible. (I'll provide an example of what it may look like)

Set 2: 8 reps (rest 30-40 seconds)

Set 3: 6 reps (rest 30-40 seconds)

Set 4: 4 reps (rest 30-40 seconds)

Set 5: 2 reps

Remember, you must keep the weight the same for the entire **DOUBLE DOWN SET**.





## EXAMPLE #5

### PARTIAL REPS



Partial reps are exactly what it sounds like: "part of a rep". You will start with the full rep and complete a specific number of those, then finish that set with a set of "partials". These "partials" are short movements within the exercise where you are really taxing the muscle.

Side dumbbell laterals for delts will be our example exercise here.

Start the set with 10 full reps, then when you feel you reached failure, finish the set with 6-8 "half reps", just the bottom of the movement.

That's it bud, start applying these INTENSITY and DENSITY principles to your training and you will start seeing new gains immediately!

**Let's move on...**



## Tip #2: Add Frequency to Your Training

**F**requency in training is defined as the number of training sessions per week.

For years, I fell into the trap of training a body part once a week. I would break my body into 4-6 training sessions, never combining body parts together.

Perhaps you have experienced a similar approach because often times this is what we are taught early on, and is the information that is fed to us from the beginning. Magazines, online articles, and the majority of fitness “professionals” that are putting out training content have us believing that a body part needs a full week to recover from an INTENSE training sessions.

“If you aren’t sore and aching for multiple days after you workout, then you didn’t push yourself hard enough” - is something that clueless meatheads will spit out of their mouth as a form of motivation, or more than likely, intimidation.

If we know that in order for a muscle to grow, it needs to be stimulated in the gym, broken down, and tension placed through the muscle fibers, then it needs an optimal nutrition protocol to support the recovery, wouldn’t it make sense that the more often we can go through that process, the more growth we will experience?

Your muscles have no idea what 7 days are.



They are only going to respond the stimulus and recovery that you supply to them.

So adding **FREQUENCY**, (training body parts more often), and a quick and easy way to **ACCELERATE MUSCLE GROWTH** and shatter through plateaus.

Now, what I have found, is that the larger a body part is, the more overall damage created within the muscle, and the more taxing it is on the central nervous system (CNS). So those will require a little more time to recover than smaller body parts, typically 3-4 days.

This still gives you the opportunity to train those body parts twice a week, that would double the amount of training sessions you had in a year for a body part if you were only hitting it once a week.

Do you think that would ignite some new gains?

Smaller body parts, with fewer fibers, can be trained typically every 2-3 days. Tripling the amount of training volume you have.

Keep in mind, that everybody is slightly different, and there is no one size fits all formula for this.

Start adding FREQUENCY to one to two body parts at time, and continue progressing, until you start to notice it affecting your recovery overall.

Listen to your body!

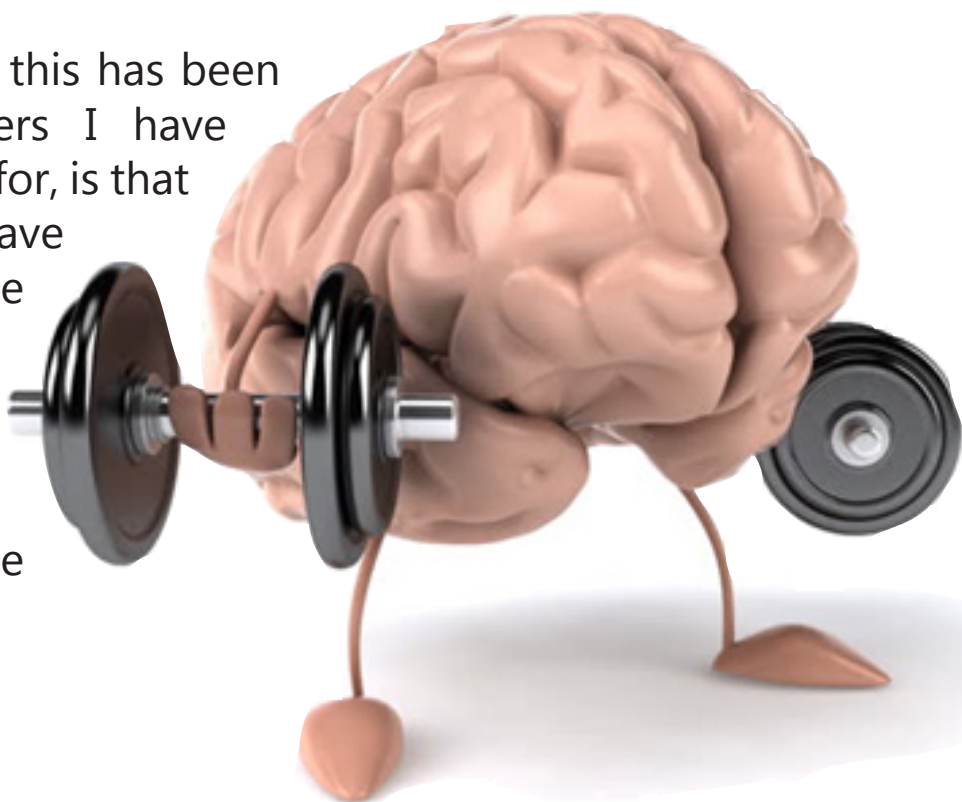
Once advanced technique that can be used periodically to really stimulate new growth, bring up a weak body part, or recover from an injury is Neuromuscular Frequency Training. (NFT)

**Neuromuscular Frequency Training (NFT)** is a training approach where you will train the same muscle group 2 days in a row. The first day will be a complete workout, consisting of heavy loads, really focusing on strength training principles and hypertrophy results. The second day, what some will call a “feeder workout”, will be much more of a pump style workout where you are training with lighter loads, and higher pump ranges that consist of somewhere between 6-10 total sets.

This second day workout can be completed prior to your regular training for the day, or done at a separate time. The important factor is that you get it completed with 24-36 hours of the first training session.

For example, you train arms (biceps and triceps) on Monday. Tuesday is leg day, so before you train legs, and spend about 15 minutes with your “pump style” workout, bringing as much blood into those muscles as possible.

What you will notice, and this has been the feedback from others I have written this programming for, is that the second workout will have a much better mind-muscle connection. You will “feel” the contractions to a greater extent, and will be more aware of the functioning of those muscles.



## 3 REASONS WHY NFT WORKS

There are 3 key advantages to training a muscle twice within a 24-36 hour window.

### PROLONGED PROTEIN SYNTHESIS

This is where you need to make sure that you are following along with the **3-Phase Metabolic Fueling System** and have your pre, intra, and post workout nutrition down. The second session is there to increase the anabolic response of the first session. This phase also helps to extend the protein synthesis, also increasing nutrient transport to the muscle.

Protein synthesis is elevated after the initial training session for 24-36 hours and because the 2 workout is more of a “blood-pumping” workout, you have the ability to shuttle much more nutrients into muscle, increasing recovery and growth opportunities. If you are not following the 3- Phase Metabolic Fueling System and ensuring that your intra and post training nutrition are fueling your body with the proper macronutrients, you are putting yourself at risk of losing out on opportunities for increased gains.

### ENHANCED FEEDBACK

Do you ever notice how aware you become of a particular muscle group after an extreme training day? Usually that muscle will appear to be slightly harder “or full”, or you’ll just be more aware of it because



it is sore. Whatever the case, if you go train that muscle again in an increased state of awareness, you will be improving upon your “mind-muscle” connection. This is crucial for your growth both when applying **NFT** principles as well as under your standard training. If you aren’t feeling a muscle work when training it, chances are you are not fully activating those muscles, and missing out on opportunities for growth. Improved mind-muscle connection and ability to activate your muscles will be a take away from Neuromuscular Frequency Training that will pay off in your training for the rest of your life.

## **ENHANCED MUSCLE RESPONSIVENESS**

Due to the increased protein synthesis and nutrient delivery, and your ability to contract and feel that muscle working greater the next day, the muscle is going to be much more responsive to training that second day. Be aware though, that due to soreness or not fully be recovered, your force production and output may be decreased It’s important that you work with lighter loads for the “feeder workouts” and focus on pumping as much blood into the muscle with solid contractions and high repetition workouts with increased time under tension. Remember, these are not full and complete workouts. You’ll need to stay within the 6-10 set range total.

\*\*\*I cannot stress enough the importance of making sure that your intra workout nutrition is on point. Make sure you are fueling your body with both carbohydrates and BCAAs during these workouts.

Due to the demanding nature on the muscles and **INTENSITY** of this programming, it is advised that you only follow an **NFT** protocol for a specific body part for a duration of 12 weeks, followed by a minimum of 8 weeks off before starting back up with the same body part or muscle.

So there you have it, Tip #2 To BUILDING LEAN MASS.

Remember to be INTENTIONAL in your approach and training, and start adding FREQUENCY to experience new gains NOW!

Moving on...



(NFL Super Bowl Champion Steve Weatherford)

## Tip #3:

# Improve Exercise Execution

**T**his may be the topic, or area of exercise that is given the least amount of attention and never really talked about in training circles.

Trainees and trainers are always concerned with increasing weights, adding load to a barbell, dumbbell, or machine with hopes that the added weight will lead to an increase in muscle growth.

And while yes, progressive overload does play a role in creating the necessary hormonal response and muscle fiber damage needed to stimulate new tissue growth, it is only a piece of the multi part puzzle.

If you think of it in these terms, if your execution isn't perfected, and you don't have the ability to mentally create the necessary tension within the working muscle, the minute you go to add weight, the additional load is going to be distributed elsewhere within the body, so the muscle that you are working, and trying to make grow, is doing the same amount of work, or possibly even less work than before.

*\*\*\* Our bodies are naturally inclined to find the path of least resistance, so it's our natural instinct to try and make things easier, and in terms of training, they means finding additional muscles to assist and help us move a weight.*

Now, in the world of powerlifting and other strength sports, this is the goal, use whatever we have at our disposal, within the rules of the sport,



to try and move the most amount of weight.

But bodybuilding, and I'm not just referring to the competitive sport of bodybuilding, but anyone with the goal of intent of using weight training to transform and build their physique, has a different approach and mentality. Our mindset needs to be to make the least amount of weight as difficult as possible, and create as much tension within ONE desired muscle at a time.

And once you think you've mastered your ability to fully contract a muscle and create the greatest amount tension, know that you have another 25-30% that you can go further.

Let me provide you with an example:

While you're sitting there reading this, flex one of your biceps as hard as you possible can. The type of flex you would use if you were challenged to a posedown by one of your most competitive buddies, and you were going to do whatever it took to win.

Now, with that arm flexed, take the index finger from your opposite hand and push it as hard as you possibly can into that flexed bicep. I mean, I really want you to try and get that finger into the bicep as deep as it can go.

Does the flexed bicep give a little?

Of course it does.

Next, with that index finger jammed hard into the flexed bicep, I want you to further that contraction, closer your eyes and dig deep, think about what's going on inside of that muscle. Create as much tension there as you possibly can. PUSH!

## **COME ON MAN, YOU GOT MORE IN YOU!!!**

Did you notice the index finger start to get pushed out of the bicep?

So there you have it.

At one point, you thought you were at a full contraction, but when you were forced to dig a little deeper, you saw that you had more.

What do you think would happen if you had this same mental approach to every exercise you did in the gym?

Would you start to experience NEW GROWTH if before you increased the dumbbells from 35 pounds to 40 pounds, you found an extra 25-30% of tension using just that one muscle with the 35 pounds?

### **Absolutely!**

I don't have a special formula or technique that I can provide to you here that is going to help you go from mediocre or good execution, to becoming a master.

This will take an investment of your time, and willingness to learn proper movement patterns and biomechanics of exercises.

But I can tell you that once you have a better overall understanding of not just what exercises you are doing, but more importantly the how and why of them, that you will take your training to a new level.

If your goal is muscle building, and optimal body composition, than having the ability to fully isolate one specific muscle with a movement, and take out all other complimentary body parts, is going to be the most beneficial skill you will learn.

The new gains that will from this, and your ability to identify a weakness with a body part, or the INTENTIONAL approach to bring up a muscle, will have you feeling like a master of the world.

YOU WILL BE TAKING OVER CONTROL OF YOUR TRAINING AND YOUR BODY!

And greatly reducing the risk of injury due to improper movements.

Our muscles are designed to do specific functions, and once we understand what those functions are, we can then duplicate those movements in the weight strategically with load and resistance behind them.

**In my program,  
MASSTHETIC MUSCLE:  
The Complete Guide to  
the Art of Building Lean  
Muscle Mass that is  
Aesthetically Pleasing, I  
have included a section  
in there dedicated to  
this principle.**

FRANK RICH

MASSTHET







**MASSTHETIC MECHANICS: Exercise Execution Guide**, has over 80 different movements and variations with step by step instructions of how and why we do every movement.

I have spent years working with many of the top experts and trainers in this field, and that component alone in the program, is worth hundreds if not thousands of dollars in lifetime value, and it is included with the program.

So it's definitely something worth taking a look at if you feel your execution needs improvement.

**You can find the full details of the program by clicking [HERE!](#)**

But if you would like to go another right, with the right investment of your time, you can find examples of every movement and exercise by browsing the web and searching YouTube.

*\*\*\*Just make sure you check the credentials of those that you're learning from.*

I can't stress enough the importance of mastering this principle.

Take the necessary time needed, because I know you are in this for the long haul, and want to continue to make progress and gains well into your 50s and 60s.

The only way you'll be able to do that is if you aren't banged up, joints and tendons destroyed.









So there you have it, 5 simple and effective tips that you can immediately **INTEGRATE** into your training today to **ACCELERATE MUSCLE GROWTH**.

Take small steps, don't try to master all 5 at once. Pick 1 or 2, and get those down. By just being a little more **INTENTIONAL** in your approach, and keeping that **INTENSITY** that you have had, you will begin to notice a difference from the very first workout.

If you interested in working with me, I have a complete 12 week program that is available.

## **Massthetic Muscle: The Complete Guide to the Art of Sculpting Lean Muscle Mass that is Aesthetically Pleasing**



**Discover The “TRUTH ABOUT BULKING” And Why Gaining Too Much Fat Is Making You Less Of A Man And Preventing You From Getting That LEAN, MUSCULAR, & AESTHETIC PHYSIQUE That Everyone Desires.**

I look forward to seeing you in the future!

