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#### **NOTICE**

The information presented is not intended for the treatment or prevention of disease, nor a substitute for medical treatment, nor as an alternative to medical advice.

This publication is presented for information purposes, to increase the public knowledge of developments in the field of strength and conditioning. The program outlined herein should not be adopted without a consultation with your health professional.

Use of the information provided is at the sole choice and risk of the reader. You must get your physician's approval before beginning this or any other exercise program.



#### INTRODUCTION

Your time is valuable and so is mine so let's cut right to the chase and get down to business.

The Internet has helped us spread information at a super high speed rate. This is awesome, but it has also created an overload of muscle building information making it extremely hard to know who you should listen to.

I know first-hand that when I'm researching a topic it's not uncommon to find conflicting information.

In my opinion we need to get back to the basics and learning some fundamental principles of packing on muscle mass.

I've been a personal trainer and fitness professional having helped thousands upon thousands of clients build the body of their dreams. In this free report I'd like to share with you 4 fundamental guidelines when it comes to gaining muscle weight fast.

You'll want to forget what you think you know and read this report with an open mind or it won't do you any good. Take it from me, the guy who weighed 155 lbs soaking wet in high school who currently weighs over 225 lbs of rock solid muscle.

My life has changed for the better and I want to help you do the same. Let's begin!



#### MY BEST 3 TIPS FOR SOMEONE STARTING OUT THAT WANTS TO BUILD MAXIMUM MUSCLE STRENGTH & SIZE IN THE MINIMUM AMOUNT OF TIME

A guy just starting out who wants to build maximum muscle strength and gain size in the minimum amount of time has to follow a basic plan to get the results he wants. That means understanding three underlying fundamentals to building strength and getting big:

- 1) Don't over-train;
- 2) Eat enough of the right kinds of foods; and
- 3) Follow a proven lifting plan.
- Avoid over-training

Muscles don't grow while we're lifting—they get big when we're recuperating and recovering. Without getting too scientific or complicated, the basic theory of muscle growth is that lifting weights essentially "breaks down" muscle fibers—growth is the result of the body's response to try and protect the muscles from future stress. Basically, lifting "injures" the muscle and recovery "repairs" it by making it bigger and stronger.

So even though it doesn't feel like it to us, it's after the intense training sessions that the real work is going on. In fact, rebuilding of muscle tissues peaks at about 24 to 36 hours after

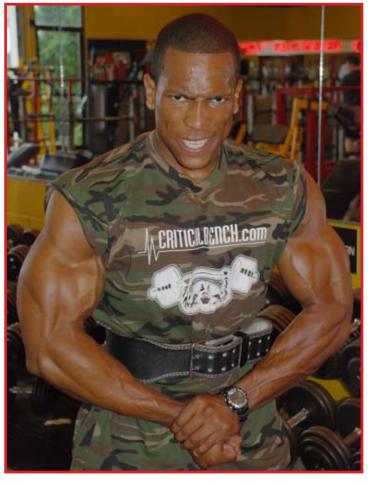




we train and will continue for up to 72 hours. So don't train more than 3-4 days a week and only train each body part once a week so it has sufficient time to recover.

#### Eat enough of the right kinds of foods

Like most everything else about bodybuilding, the basic fundamentals of nutrition are pretty simple: 1) nutrition provides the body with the fuel it needs to function; and 2) you have to take in more calories than you burn in order to put on weight. Yeah, it's a little more complicated than that, but those are the basics. Your body needs to get plenty of the building blocks for muscle growth:



protein, carbohydrates and healthy (unsaturated) fats. The right bodybuilding diet doesn't just "happen," it requires planning and effort.

In terms of nutrition, you've got to define your goals and develop an eating plan for getting there. Understanding your body is a key part of developing that plan. You can do that by measuring your body fat and determining what your daily calorie needs are based on the amount of activity that you're doing every day right now. To grow, you need to take in more calories than you burn. Knowing how many calories your body needs every day just to maintain the same weight will allow you to figure out how many calories you need to take in every day so you can reach your goal of building mass.

Once you know how many calories you need to take in every day, you can then go about making an eating plan that will help you reach your goal. Because you want



to build lean muscle, make sure there is plenty of lean protein in every meal, along with healthy carbohydrates and a limited amount of unsaturated fat.

#### Follow a proven lifting plan

The best way build maximum strength and size is to focus on lifting heavy weight with fewer repetitions first, before moving on to medium weights with higher reps. Lifting heavy weights using compound exercises is a really effective strategy for gaining and building mass in the shortest amount of time. Compound exercises involve more than one joint and sometimes several different muscle groups. They move the body through multiple joint movements whereas isolation exercises move the body through single-joint movements.



A barbell squat is a compound exercise and a leg extension is an isolation exercise. It involves the use of multiple muscle groups and requires you to bend at the ankles, knees, waist, hips and even to a point—your shoulders. On the other hand, a leg extension uses one joint—the knee.

Compound exercises enable you to lift heavier weights and simultaneously work more muscle groups than isolation exercises. This is not only a time-saver in the gym, but it also provides for maximum stimulation of your muscle fibers.

Compound exercises make sense because the body is a machine that includes all kinds of different systems that work together to function as a single unit. If you're just isolating and training your muscle groups independently of one another, you're not getting the maximum benefit. Also, when you just strictly isolate and train certain





muscles or muscle groups at the expense of others you can develop imbalances, which will diminish overall performance and can result in serious injuries.

So there you have a basic, effective strategy for building maximum muscle strength and making size gains in the least amount of time. It's not that tough to master—it just takes an understanding of a few underlying fundamentals, keeping it simple and following through.

For a much more in depth explanation and day to day plan you can follow to help you pack on up to 25-35lbs of muscle in 12-Weeks, be sure to invest in the <a href="Critical Weight Gain Program">Critical Weight Gain Program</a>



# THE BIG 3 MISTAKES YOU MUST AVOID WHEN TRYING TO GET BIG

Not paying attention to the basics—proper form, plenty of rest and good nutrition—are the three biggest mistakes that I see beginners make all the time. They see the ripped and shredded guys in the magazines and say, "That's what I want to look like," and dive right into lifting without having a clue about what they're doing, if they're doing it right or even if they're doing their bodies more harm than good. They don't pay attention to three essential basics of building strength and getting big—workout hard, then rest, eat and grow—but a lot of guys just don't seem to get it.

First, I always see new guys starting out jumping right into advanced isolation volume routines that they see in the magazines. It's ridiculous because they don't even have a base and here they are trying to do routines that pros have spent years building up to. And not only do they not get the results they want but they'll be lucky if they don't seriously injure themselves. You've got to build a base first—understand and master the fundamentals before moving on.

To build strength and build mass you want to focus on lifting heavy weights doing low reps. The way to do it is to work your way up though—make sure you've the form down and progressively build up the weight. Building the body you want doesn't happen overnight.





Next, recovery is just as important as anything else in bodybuilding—it's also the one aspect most often overlooked by beginners. It's great to be pumped about working out but too often, beginners overlook recovery. They wind up spending way too much time in the gym and when they don't get the results they want they compensate by spending even more time in the gym. Eventually, they get totally burnt out and discouraged—convinced that they can't build muscle no matter what they do. They forget that allowing your body sufficient time to rest and recover is absolutely essential—that's when increases in strength and muscle growth occur. If the muscles haven't had sufficient time to recuperate, then they won't be at won't be at maximum strength the next time you work out. And if you keep up the same pattern then you put yourself into a self-defeating cycle where you'll never see any increases in strength or size. Over time, this can even lead to Overtraining Syndrome, which is a prolonged condition that is marked by decreases in performance combined with mental and physical problems. Overtraining and not allowing enough rest and recuperation time also considerably ups your chances of injuries.

Finally, I see guys making a lot of mistakes in their approach to eating. Proper nutrition is what drives strength gains and muscle growth—the right diet is essential to making gains. Without it, you're lost. Guys just starting out need to learn everything they can about how to eat properly if they want to build lean muscle mass.

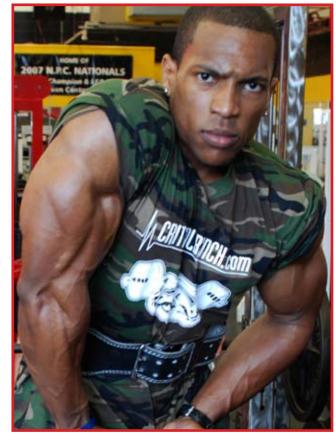
First, a lot of times newcomers eat everything in sight trying to get big. They think that just eating more, more, more of everything is going to work but it doesn't. Sure your muscles might get big and strong but they'll also be surrounded by layers of fat. And if your goal is to build a body to be proud of, that's not going to work.

Second, beginners sometimes fall for "fad" diets cutting out all carbs and all fats or something similar, hoping for quick results. Yeah, protein is important to muscle growth, but so are carbs. Our muscles also need a certain amount of healthy fats to function too.



Lastly, I also see guys relying too much on supplements and protein shakes and as a result, they don't pay close enough attention to what they eat. They're hoping for a "miracle" in a bottle but it doesn't happen. Protein shakes and meal replacement shakes are great in moderation but they can't be the foundation of nutritional intake. The same thing goes for supplements. They are called "supplements" because they are intended to supplement the nutrition we get from the foods we eat, not be the primary source.

So those are the three biggest missteps that I see beginning bodybuilders make in their quest to get big. But if they do their homework, learn from the experience of others and focus on working out hard, getting plenty of rest and eating properly, they'll get the results they want.





#### KILLER NUTRITIONAL GUIDELINES FOR BUILDING MUSCLE WITH OUT GETTING FAT!

In a good bodybuilding program, nutrition is more important than training or supplements—it is the driving force to gaining lean muscle mass. Without access to a good supply of proteins, carbohydrates and fats your muscles won't have the fuel they need to grow and your body won't be able to recover like it needs to. A guy can train and lift weight like an Olympic Weightlifter but if he doesn't pay attention to the foods he eats and hasn't got a solid nutritional foundation, he'll wind up looking like a big, strong fat guy, not a bodybuilder.

The most important nutrition "guideline" I can offer is this: every person is unique. A diet that works wonders in one guy may not do the trick for another. You shouldn't just look at a "super mass building diet" in a magazine and automatically expect it to work for you. The person who wrote that particular eating plan may have very different nutritional needs than yours. I also don't recommend paying too much attention to protein/carbs/fat ratios like 40-30-30 or others. They can throw you off track and again, that may not be what your body needs to hit your targets.

So if your goal is to gain lean muscle and shed fat at the same time, you have to start from a framework of

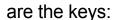


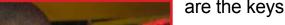


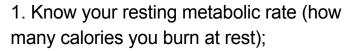
understanding exactly what your body needs in terms of nutrition in order to accomplish that goal. And to do that, you need to know a few things about your body.

First, the total number of calories you e is going to be where the muscle growth comes from. If each day you burn more calories than you eat, you'll lose weight, not gain it. But to know how many calories you need to eat every day to gain weight you first need to know how many calories a day your body uses. To do that, you start by figuring out how much body fat and lean muscle your body has right now. This will help you identify how many calories you need to eat every day to reach your growth goals each week.

Knowing your percentages of lean muscle and body fat lays the foundation for the three elements that will enable you to develop the right nutritional plan for your body and put you on the fast track to gaining lean mass while shedding fat. These







- 2. Figure out your activity rate (sedentary
- 1.2; moderate 1.4; active 1.6); and
- 3. Use that information to figure out exactly how many calories you need every day to maintain the same weight and then adjust your calorie intake up for muscle growth.

Now you can go about getting into the specifics of building a nutritional plan. Start off by writing down your goals. Be sure to keep them someplace where you'll see them every day and keep a journal of



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everything you eat. You need to be able to track your progress and be certain that you're on the right path. (Note: <u>The Critical Weight Gain Program</u> shows you how to calculate all these numbers and comes with a diet plan and exercise program to follow.)

To gain mass and shed fat, protein needs to be focal point of your diet—but don't forget that you do need carbs and healthy fats too. The bodybuilder who wants to put on lean mass and lose fat should keep his protein intake at about 2.5 grams per pound of body weight. About 15% of your total calorie intake should come from fats—stick to healthy, unsaturated fats though. The remainder of the calories should be carbs from vegetables, fruits and whole grains. Stay away from processed foods—they're loaded with "empty" carbs that get converted right to sugar (and fat).

#### Here are a couple of other useful tips:

- 1. Don't just eat three meals a day. Break your caloric intake into 5-6 meals to be eaten throughout the day. This results in more efficient metabolism of calories and nutrients and keeps us from getting hungry and giving in to unwanted snack binges.
- Protein shakes and meal replacement shakes (MRPs) are a convenient and
  efficient way to curb any between meal hunger pangs. They're also great for
  supplementing your intake of protein, vitamins and minerals that contribute to
  muscle growth.

So there you have it—a basic nutritional framework for gaining mass while shedding fat. And knowledge of your own body and its unique needs is the key to putting you on the right path to hitting your goals.



# CREATE A SOLID FOUNDATION OF MUSCLE BUILDING PRINCIPLES BEFORE GETTING DISTRACTED BY THE LATEST GREATEST BREAKTHROUGH.

Building a solid foundation is I think the most important thing for someone who is just starting to focus on. Without it you will never see the results that you want to see.

Since modern bodybuilding emerged as a sport a hundred years ago or so, the basics haven't changed: lift, eat, rest and grow. It's about understanding and sticking to the core exercises that are the "center" of our strength and keeping it simple.

The squat is a killer exercise that helps build overall mass because it involves multiple muscle groups. Not only do squats build muscles in the legs, hips and lower back, but they also cause your endocrine system to release a burst of hormones, helping to stimulate muscle growth throughout the body. Yeah, your legs are doing most of the work but the entire rest of the body is working in way or another to stabilize the weight. Basically, it's an exercise that creates a "mass building" environment that promotes growth throughout the body.

The deadlift is one more core exercise that uses more than one muscle group and should be part of good routine. Like squats, the deadlift is a core power movement that uses nearly every muscle in your body to some degree. The main areas of focus are the back and thighs but you'll see gains just about everywhere both because of the involvement of other muscle groups and the release of hormones that stimulate overall muscle growth.

The bench press is the other core area where guys need to keep their focus. It is





the key exercise that is going to build a strong, powerful chest. To build mass go for heavier weights with fewer reps before using medium weights with higher reps.

Since your goal in doing these and other exercises is to gain mass then you ought to understand the concept of progressive overloads. It refers to gradually increasing the stress placed on the body during weight training. The technique is also used in strength training, high intensity training (HIT) and even physical therapy programs. Why? Because it works. The fact is that our muscles will only grow when they are challenged and called upon to exert a greater magnitude of force—it's the nature of the human body's adaptive processes.

Progressive overload forces your body to change because you are continually challenging your muscles to do more work than what they're used to doing.

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There are lots of different ways to use progressive overload: increasing weight, increasing the number of sets, increasing the number of reps, decreasing rest time, or just increasing intensity. If your goal is to get big though, you should focus your overloads on higher weights/fewer reps followed by medium weights, increasing the number of reps.

And while it's a great technique, progressive overload won't keep working forever. Eventually, you'll see diminishing returns on your efforts. When bodybuilders repeatedly use the same training method over and over trying to raise their strength level, they eventually stall and hit a plateau. This is completely normal—it happens to everybody now and then. The conjugate method is a technique to avoid that stall or get past the plateau. The **conjugate method** is a system of weight training developed in the USSR and popularized by the Westside Barbell club in Columbus, Ohio. The word "conjugate" literally means "to join together." With that bit of knowledge if you're deducing that the conjugate method is a "joining together" of multiple techniques, then you'd be correct.

Using the conjugate method, individual lifting exercises are linked together, enabling you to increase the amounts of weight you can lift thus gaining more muscle. The key though is that each of the exercises has to be close in nature to each other. In other words, you're using multiple techniques to directly and indirectly target specific areas. When you stop seeing the results from what you're doing, then you choose exercises that hit the muscle groups from slightly different angles. This keeps things fresh and enables you to continuously see gains.

The last bit of advice I would have for guys just starting out or getting back into training is that it is absolutely essential to get the form and technique right. Not only is it crucial to getting results but it is equally important to avoiding injury. By cheating, anyone can lift more weight but that doesn't help increase your strength or build muscle. All it does is waste your time and lead to injuries. You've got to make sure that your form and technique are correct before increasing the weight. So get the form right, stick to the basics, focus on the core areas and don't give up and you'll get the results you want.



#### **ABOUT THE AUTHOR:**

Best-Selling fitness author Mike Westerdal is the owner of <u>CriticalBench.com</u> a fitness publishing company.

He earned his BS from Central CT State University where he played four years of D-IAA football. After college Mike acquired his certification as a personal trainer with the American Council on Exercise.



Westerdal is a contributing muscle writer for various iron magazines including REPS!, Powerlifting USA and numerous online publications.

Mike is a power-builder at heart. He wants to be strong, healthy and look good at the same time and is constantly stepping out of his comfort zone whether it's to compete in powerlifting or run an adventure race.

As a skinny athematic teenager that struggled himself to gain weight he knows what it takes to pack on muscle size fast even if you have bad genes or consider yourself a hardgainer.

In fact if you're having trouble putting on muscle weight Mike has been through it already and can help you.

He has partnered with bodybuilding expert Bryan Kernan to create the ultimate weight gain system......



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