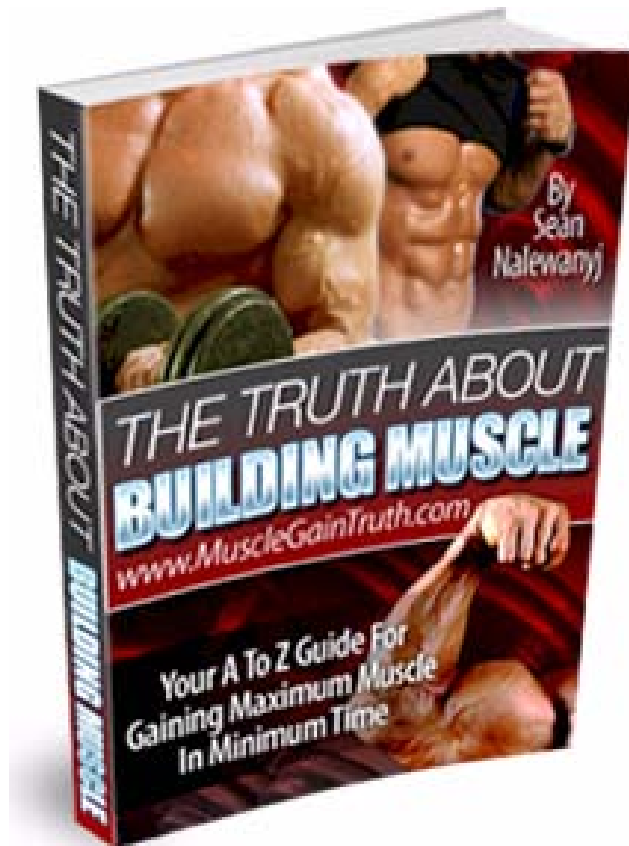


# The Truth About Building Muscle



Your A To Z Guide For Gaining  
Maximum Muscle In Minimum Time

By Sean Nalewanyj  
[www.MuscleGainTruth.com](http://www.MuscleGainTruth.com)

## - Copyright & Disclaimer -

Before beginning any new exercise, nutrition or dietary supplement program you should consult a physician first. The information presented herein is not meant to treat or prevent any disease or to provide the reader with medical advice. If you are looking for specific medical advice then you should obtain this information from a licensed health-care practitioner.

This publication is intended for informational use only. Sean Nalewanyj and [www.MuscleGainTruth.com](http://www.MuscleGainTruth.com) will not assume any liability or be held responsible for any form of injury, personal loss or illness caused by the utilization of this information. The individual results obtained from the use of this program will vary from person to person and we make no guarantee as to the degree of results that you will personally achieve.

This publication is fully copyrighted and does not come with giveaway or resale rights. You may not sell or redistribute this report. It is reserved solely for MuscleGainTruth.com members. Copyright and illegal distribution violations will be prosecuted.

© [www.MuscleGainTruth.com](http://www.MuscleGainTruth.com) - All Rights Reserved

# Table Of Contents

<b>Chapter 1: Introduction (FREE!)</b>	<b>6</b>
<b>Chapter 2: The Muscle-Building Philosophy (FREE!)</b>	<b>22</b>
Why Do Muscles Grow? (FREE!)	24
Intensity and Progression (FREE!)	27
Why Less is More	38
<b>Chapter 3: Structuring The Perfect Workout</b>	<b>43</b>
The 3 Components Of A Successful Workout	44
The 5 x 5 Warmup	45
Pre-Workout Stretching	51
The Hypertrophy Phase	52
Duration	53
Volume	55
Exercise Selection	58
Machine or Free-weights?	61
Resting Between Sets	63
Ideal Rep Range	65
Rep Speed	68
Proper Breathing	70
The Cool Down Phase	71
Frequency	72
Taking 1 Week Off	76
Total-Body Training	78
Leg Training	79
Arm Training	82
Strength Imbalances	83
Lifting Straps	84
Socializing	85
Choosing a Training Partner	86
<b>Chapter 4: Optimum Muscle-Building Nutrition</b>	<b>91</b>
Anabolism Vs. Catabolism	95
5-7 Meals Per Day	98
Calories	101
Protein	110
Carbohydrates	116
Glycemic Index Chart	125
Fiber	129
Fats	131
Water	134
Alcohol	138

<b>Chapter 5: Supplementing For Massive Gains</b>	<b>147</b>
Protein Supplements	153
Whey Protein	155
Meal Replacement Powders	158
Protein Bars	160
Creatine	162
Multivitamins	171
Essential Fatty Acids	176
Glutamine	178
Beta-Alanine	182
ZMA	184
Glucosamine	185
Caffeine	186
HMB	188
CLA	189
Methoxy	190
Taurine	191
BCAA's	192
Chromium Picolinate	193
N02	194
Tribulus	196
Citrulline	198
Ecdysterone	199
Myostatin Blockers	200
Tyrosine	201
Carnitine	202
<b>Chapter 6: Critical Feeding Times</b>	<b>204</b>
Morning Nutrition	205
Pre-Workout Nutrition	207
Post-Workout Nutrition	210
Pre-Bedtime Nutrition	216
<b>Chapter 7: Muscle-Building Myths Uncovered</b>	<b>221</b>
Myths #1-15	222
<b>Chapter 8: Proper Rest &amp; Recovery</b>	<b>238</b>
Sleep	239
Injury Prevention	242
Taking Time Off	248
Training With An Injury	250
Training When You're Sick	255
Taking a Day Off	258
<b>Chapter 9: Closing Words</b>	<b>260</b>

## **\*Wait!\***

Here's an extremely important message for you:

Before attempting any of the nutritional, weight training or supplementation guidelines discussed in this e-book, you **MUST** get a doctor's approval first!

You should have a complete physical examination, especially if you've been living a primarily sedentary lifestyle. You also need to check with your doctor if you have diabetes, high blood pressure, high cholesterol or if you're over the age of 30.

Have you had any physical injuries recently or in the past that might be affected by an intense workout program?

These are all factors that you absolutely must get checked out by a medical doctor before you proceed any further with the recommendations outlined here.

Get it? Got it? **Good!**

## Chapter 1: Introduction

Here's the scenario...

It's late at night. Most of the neighborhood is asleep, but I'm still awake, sitting at my computer desk. It's been a long day, and I'm feeling pretty relaxed with my headphones on and a nice glass of ice water to my left.

I finish answering the remainder of my emails and have successfully completed my list of tasks for the night. I'm not feeling super-tired just yet, so I decide to stay up and surf the web for a little while longer.

Sitting comfortably in my reclining leather computer chair, I cruise on over to my favorite online supplement store. My supply of multivitamins is getting low, so I decide it's time to re-stock. I toss 3 bottles into my online shopping cart and pay the imaginary clerk with a few clicks of my mouse (isn't the Internet great?).

I'm about to leave, but on the way out something catches my eye. It's a banner advertisement for an online bodybuilding program. The title reads:

**"Renegade Bodybuilding Guru Discovers Revolutionary, Never-Before Seen, Underground Anabolic Muscle-Growth Breakthrough!"**

Uh huh, yeah, right. I'd been involved in the bodybuilding and fitness scene long enough to pinpoint a false promise when I saw one.

I decide to pay this website a visit just out of plain curiosity...

\*Loading Homepage\*

The title at the top reads:

**"Learn The Shocking, Never-Before-Seen, Underground Muscle-Growth Secrets That Will Literally *Force* Your Body into Anabolic Overdrive And Will Allow You To Gain 30 Pounds of Steroid-Like, *Rock Solid* Muscle Mass in 30 Days or Less!"**

I can't help but chuckle to myself as I read through the page.

Although I'm fully aware that this website is nothing more than, well, *a giant load of B.S.*, I do quietly admit that this fellow is quite the online salesman. The website is extremely well organized and put together. His writing style is equally as impressive; entertaining and witty, but also very convincing.

I scroll down the page and begin reading through the sales letter.

As I get farther and farther down the page, the humor that I once saw turns to contempt. I start to feel frustrated with the incredibly misleading message he's putting across and the false-hope that he is pounding into his readers' brains.

What is he doing that is so terrible?

Well, He's *lying*. He's lying straight through his teeth, and he's taking people's hard-earned money in the process.

A giant "[Click Here To Order!](#)" link is sprawled across the middle of the page.

I quickly realize that there are probably quite a large number of people falling for this scam, and I become quite angry at the thought of it. I realize that the people who are buying into this far-fetched marketing hype are people just like me.

The "me" of years back, that is.

Who is the "me" of years back? I'll tell you who...

The me of years back was a weak, skinny and unconfident person who couldn't stand looking at his body in the mirror. The me of years back wouldn't take his shirt off, didn't like going to the beach, and walked around with the painful self-conscious awareness of

being the "skinny" kid. The me of years back would have done *anything* to become bigger, stronger and more muscular, but he didn't know where to start or whose information to trust.

Eventually, he gained enough confidence and courage to make a change. He began by dedicating every ounce of his energy toward literally consuming and *digesting* every piece of available bodybuilding literature he could find.

After countless hours of research, the most important thing he came to realize was that building muscle was NOT as complicated as all of the so-called "gurus" were making it out to be. In fact, it was actually very straightforward.

There were no magical routines or secret supplements; all it took was the consistent application of a few proven, *basic* principles. He then put his newly gained knowledge to use, and didn't once look back.

So here I was, 80 pounds of solid body weight heavier, sitting in the dark, reading about this so-called "bodybuilding guru" and his "Anabolic Muscle-Growth Breakthrough Program."

I started thinking deeply. I envisioned all of the aspiring muscle-builders out there, desperately plugging away in gyms the world over, hopelessly tossing weights around, searching for that "magical" formula that would yield massive muscle gains.

Some of them would achieve impressive results and would be able to confidently say that the effort they put in was proportionate to the changes they saw in the mirror.

Many others (actually, *most* others) would not find the same success. Most others would lift until they were blue in the face, would battle through the sometimes unbearable burn of contracting muscle fiber, would literally dedicate *every inch* of their being to packing on some new muscle weight, and at the end of the day their mirrored reflection would remain the same. How can this be?

**"Renegade Bodybuilding Guru Discovers Revolutionary, Never-Before Seen, Underground Anabolic Muscle-Growth Breakthrough!"**

That's why. It's because the world of bodybuilding information is *corrupt*.

Good old-fashioned hard work, patience and perseverance in the gym has been taken over, attacked and *destroyed* by an over abundance of miracle programs, secret muscle-growth pills, fancy, chrome gym equipment and *straight-up lies*.

Angry, frustrated and motivated to change this, I double clicked the "Microsoft Word" icon sitting on my desktop. I took my headphones off. I shut my door. I pulled my chair up extra close to my keyboard, and I began to type.

At the top of the page, in big, bold writing, I wrote...

## **The Truth About Building Muscle.**

**By Sean Nalewanyj.**

I started writing.

I wrote, and wrote, and wrote some more. I went to bed that night. I woke up, and I began writing once again. I wrote, and wrote and wrote some more. I revised. I edited. I added. I took away. And then I wrote some more.

A year later I was finally finished.

What you're about to read is the *bare-bones truth*. I'm not going to purposely fill your head with all sorts of scientific, biological jargon to make this program sound "high-tech" or "revolutionary".

Quite the contrary, actually.

The goal of this book is to put the muscle-building process into perspective and to provide people with a simple, step-by-step system based on logical, *proven* principles.

Whether you're fat, skinny or just somewhere in between, the basic muscle-building methods still remain the same. Using this program, you will safely and efficiently build

muscle, gain strength, burn excess body fat, and accomplish all of this as quickly as your body will allow.

Some of this information you may already know, and some of it may be completely new to you. Regardless of what you currently know or don't know, I can assure you this: there is something here for everyone.

**Do you want to learn the truth about building muscle? Well, here it is...**

## The Real Introduction

I've been sitting here for a quite a while trying to think of a clever way to kick off this book. I've been exploring deep and into the farthest corners of my brain, searching for that *perfect* combination of words and phrases to fully encapsulate everything that this book is about.

I'm thinking to myself, "wow, this book is really going to be something. Whoever is reading this is going to be absolutely captivated. They'll laugh. They'll cry. This book will become a part of them. By time they finish reading, they'll be so absolutely inspired and affected that they won't know what to do."

That was me 10 minutes ago.

10 minutes later, I realize that I can't accomplish this. Why not? Well, it's because the information that I'm getting ready to write about is nothing *special* or super-exciting to begin with. My goal in writing this book is to make things *simpler* for you, not more complicated.

So, that's exactly what I'm going to do.

I'm not going to try and dazzle you with fancy words like "*protein mRNA transcription*" or "*muscle sarcomere hypertrophy*." I'm not going to write every sentence with plays on words, clever, witty jokes and flawless University level English.

I'm going to teach you everything you *need* to know, plain and simple. Everything you *need* to know, and nothing more. As Bruce Lee said...

*"Absorb what is useful. Discard what is not."*

By the time you finish reading through this book, the concept of building muscle size and strength will *make sense*. And when it finally makes sense to you, you'll realize just how straightforward it really is. Contrary to what most people believe, building muscle is *simple*.

I'm not saying that it's *easy*, but *learning* the proper methods and techniques to gaining muscular size is actually fairly straightforward. The problem is that since there is such an enormous amount of muscle-building information out there, it is extremely difficult for the average weightlifting beginner to know where to start.

The seemingly endless heap of bodybuilding theory and science makes it nearly impossible to differentiate between the good information and the bad information, and believe me, there is *a lot* of bad information out there. This causes the majority of people to start off on the wrong path and waste valuable time and energy in the process.

No one can blame them, because it's so easy to get caught up in this infinite whirlwind of bodybuilding misinformation, from books to magazines to the Internet. It's so easy to get confused of this routine or that routine, which exercises work and which ones don't, which foods to eat and which ones to avoid.

The list goes on and on until you are eventually led to believe that building muscle is an infinitely complex process involving rocket science precision and an intimate understanding of human physiology.

I mean, that's what it takes to build muscle, right? Wrong!

It continues to amaze me how misguided the majority of people are when it comes to gaining muscular size. The reality of it all is that this ultimate goal is much more straightforward than most people make it.

So if you are one of those people who has fallen victim to muscle magazines and so-called "miracle supplements", think again. Building muscle is *not* a complicated process. It is a very difficult practice to actually *execute*, however, *understanding* the basic guidelines to increased muscle mass and strength is an entirely different matter.

What would you think if I told you that the basic principles for gaining muscle size and strength are the same today as they were back in the 1950's, 40's and even 30's? Well, you'd probably think I was crazy.

It would seem obvious that with all of the rapid advances in sports science and workout techniques things could only be getting better. However, if you look a little bit closer at the overall idea behind building muscle, you will quickly discover that this is not the case.

While some areas of bodybuilding (such as proper nutrition and supplementation) have allowed today's lifters to make faster gains than those who trained years before, a lot of areas have actually gone *downhill*.

Fancy chrome gyms, super-high-tech workout machines and bogus bodybuilding magazines have blinded many of today's hopefuls and have *prevented* them from making the gains they deserve.

The first thing we must do as an opening to this book is to cleanse your mind of every piece of inaccurate bodybuilding information you have learned up to this point. We must purge all of the unnecessary nonsense that is confusing you and pushing you farther from your goals rather than closer to them.

Although I know this probably isn't true, and may come as a bit of an insult:

**YOU DON'T KNOW ANYTHING ABOUT BUILDING MUSCLE!**

There, that's better. Don't be angry; just accept the above statement as if it were the complete and total truth. This way we can work with a clean slate and you can be completely open to what I tell you.

You should not be asking questions such as "why can't I do this?" or "the huge guy at my gym said to do this." Yes, some people do achieve impressive gains in muscle mass and strength using their own unorthodox methods, but these are simply the people who have superior muscle building genetics and will grow no matter how they train.

The principles outlined in this book are aimed at average people with average genetics that are looking to pack on the greatest amount of muscle that they possibly can and in the shortest period of time.

And I know how hungry for success you are right now. I can literally feel your muscle-building hunger *oozing* through these pages.

Are you ready to set all of your fears and inhibitions aside? Are you ready to take your body to limits you never thought possible? Are you ready to blast your entire body into a gigantic spurt of muscular growth? Are you ready to *finally* be happy with your reflection in the mirror?

**Perfect!**

That's what I love to hear, and that's what I am here to help you accomplish. Anyone who is willing to make that commitment and put their body to the test *deserves* success.

I am here to equip you with what I believe to be the absolute *best* muscle-building techniques available so that your hard work and perseverance pays off in its fullest, and so that all of your muscle-building goals are met.

I can completely relate to anyone who is new to the weightlifting scene, and I want you all to follow the same path that I did...

## A Little Bit About Myself

My name is Sean, and before I ever picked up a dumbbell I was nothing more than an average skinny guy with a far-off fantasy of being huge.

I was never happy with my body, and all my life it had taken a toll on my confidence and on the way that I viewed things. I didn't like taking my shirt off or going to the beach because I was embarrassed about my weight and was afraid of being looked down on.

If there was anything in my life that I wanted to change, it was *that*. I felt so weak and small compared to everyone around me. I did the whole "hiding behind baggy clothes" trick that most skinny guys do, even though I knew what was hiding underneath.

Maybe I wasn't as small as I imagined, but it didn't matter.

In *my* mind I was nothing. I would always whine and complain to myself thinking, "why can't I just be average?" Forget about being huge and muscular, I just wanted to feel like I wasn't a toothpick compared to everyone else!

Then one day it hit me.

As I was looking in the mirror, unhappy and unsatisfied, something inside my head just sort of *snapped*.

I was absolutely sick and tired of being so preoccupied with my scrawny little body and decided that I could no longer continue this way.

I started thinking really deeply about how badly I wanted to become bigger, stronger and more muscular. I realized that there was no reason to continue living my life this way, and that I could never achieve true happiness until I looked the way that I wanted to look.

I thought back to the seemingly endless days where I walked around with my confidence in the dumps, doing everything I could to avoid showing people my body. I could

remember the jokes and insults that I endured from my classmates, and the profound effect it had on my self esteem and on my outlook on life.

**In that very moment, I took the leap of faith and made the conscious decision to change.**

I started envisioning what my new body would look like: ripped, muscular and defined.

I imagined the startled looks on my friends' faces as they stared in disbelief at my new physique. I envisioned the attention I would get from women and could hear them saying "*flex your arm for me!*" I thought about how amazing it would feel to put on a t-shirt and feel the sleeves hugging my newly developed arms.

Once I was able to create a clear mental image of the body that I wanted to achieve and could literally feel success at my fingertips, my mind took a 180-degree turn.

This was it, I was *really* going to do this. I had made the decision and there was no turning back. I was going to prove everyone wrong and show them exactly what I was made of.

If I truly wanted to be happy with my body then quite clearly the only way of accomplishing that would be to use my own power to change it. There is nothing more to it than that.

I decided that no matter how hard it would be, how much work it would take or how much pain and discomfort I would have to endure; I *would* achieve my goal of becoming huge and muscular.

That night I began researching, and let me tell you, there is *a lot* of bodybuilding information out there. The key for me was to differentiate between the good information and the bad information, and then put it to use.

I literally spent *hours* each day soaking up every piece of bodybuilding literature I could find. I read anything and everything I could get my hands on to find out what the absolute *best* methods of building muscle were.

A lot of my earlier days were a complete trial and error process, but eventually I was able to narrow it down far enough to figure out what worked and what didn't.

The thing that I came to realize most from all of my research and training experience was that building muscle was actually pretty straightforward.

I realized that there were no top-secret routines or magical supplements, just a few basic principles, which, if applied consistently, produced amazing results.

A couple of months went by, and I had gained 12 pounds. My arms had also increased by an inch. The feeling was surreal. I could not believe that I was actually beginning to *see* and *feel* a difference in my body. I was actually able to look in the mirror and see my muscles becoming larger and more defined as each week passed.

Not only that, but my friends and family were beginning to take notice as well. As soon as those first 10 pounds came, I knew I was hooked for life.

I now weigh in at a lean and muscular 210 pounds.

I cannot even begin to describe the feeling of transforming my physique from weak and skinny to strong and muscular as a result of my own hard work and perseverance.

To go from being thin and underweight to having people asking *me* for bodybuilding advice is a feeling that can only be experienced to understand. My life has *completely* changed for the better now that I have pursued bodybuilding.

No matter where I go or what I do, I am always able to walk around with my head held high. I get comments from people all the time who cannot believe the gains I was able to make in such a short time, and without the use of steroids.

I am able to wake up everyday, look in the mirror and be overcome with a feeling of pride, knowing that I was able to change my body through my own effort and determination.

*That's* the beauty of it.

The satisfaction of reaching your goals is a feeling unlike any other, and is something that you must accomplish in order to understand.

Well, what are you waiting for?

The world is full of people with unrealized potential. You only live once, and there is no reason to continue living your life unhappy with the way you look.

Your body is what houses your entire being, and when you are happy with your body, that feeling of satisfaction and pride will carry over to every other aspect of your life.

You have *all* of the power you need to change buried inside of you. All you must do is realize that potential and then put it to use. If you truly want something, then go out and get it! I have no sympathy for a person who wants to accomplish something, has the potential to do it, but chooses not to.

I mean seriously, let's make it count this time. Let's put all the pissing and moaning aside and get to work. Let's stop *wishing* we were muscular, and *get* muscular.

You really do have the potential to do this.

Reaching your goal of bigger, stronger muscles is simply a matter of having the right knowledge (the reason you bought this book in the first place), and then systematically applying it, over and over and over again. Combine that with patience (Rome was not built in a day) and perseverance, and you can't *not* be successful.

I won't lie to you; it is *very* hard work. I heard a quote once and it said, "Building muscle is one of the simplest things to understand but one of the most difficult to implement." It's so true, and is something that you must be willing to face and conquer.

### **Building muscle is hard!**

Anyone who tries to tell you otherwise is a straight up liar.

Any advertisement you read for a book, magazine, workout gismo or miracle pill that

tries to portray the muscle-building process as a walk in the park is simply misleading you and trying to *steal* your money.

The job of this book is to deliver the *truth*.

The *truth* is that building a significant amount of muscle is a difficult task, and will require you to face large amounts of physical discomfort in the gym and to constantly feed yourself with proper nutrients, week in and week out.

It is all too common to see those who go to the gym for a few months and then simply quit. I would guess that around 95% of people who embark on the journey to physical greatness fall far short of what they had hoped to accomplish.

One of the biggest reasons for this is that most people don't really know what they're doing. They read some bogus routine in their favorite muscle magazine, train 2 hours a day, 6 days a week, and then can't figure out why they aren't getting results.

They end up tired and frustrated with little to nothing to show for their efforts, and soon enough they give up for good.

This is also what makes reaching your bodybuilding goals such a huge taste of victory; knowing that while others are failing and giving in to laziness, you're sticking it out and becoming the best that you possibly can.

Don't become a statistic! Become a success story!

The beauty of it is that all of your passion and drive for success can be put to the best use possible. Why? Because I am going to show you *exactly* what you need to know to get the best results you possibly can.

By reading this book you will have a very significant edge over those who choose to go about it their own way. You won't have to endure a strung-out trial and error process or waste any of your valuable time on routines and diet plans that simply do not work.

I will literally save you hundreds of hours of painstaking research and will lay the entire muscle building process out for you in a simple, easy-to-understand lesson plan.

You will learn in detail about all of the most important principles when it comes to building muscle such as intensity and progression, the most efficient workout techniques, proper nutrition, supplementation, recovery, and everything in between.

By the end of this book you'll know *exactly* what you need to do to build the greatest amount of lean muscle mass that you possibly can and in the shortest period of time.

From there on it will simply be a matter of executing the knowledge that you have gained, and that is the hardest part by far.

You can have all the knowledge in the world but without the ability and inner-strength to apply that knowledge you will get nowhere, and very fast. I can fill your head with all of the best muscle-building information possible, give you a flawless workout schedule, set you up with a highly-effective diet plan and motivate the hell out of you, but without 100% passion on your part you will not make the gains you are looking for.

In the end it all comes back to you, and to the decision that you have made.

So before we get started on the "knowledge" portion of this book, you must make yourself a promise.

Right now, as you read this, you must *promise* yourself that you will succeed at all costs. You must promise yourself that no matter how difficult your journey gets (believe me, it will get difficult), or how tempted you are to give up, that you will dig down deep and press forward.

This is the *only* way that you will truly reach your goal of increased muscle mass and strength. There is absolutely no room for giving in and slacking.

I transformed my body through week after week and month after month of the same repetitive application of a few basic principles.

Yes, the journey got hard, and there were times when I thought about packing it in. All I can say is that giving up would have been the worst decision I ever made.

Instead, I reached deep within myself and remembered just how *badly* I wanted to succeed. I remembered staring in the mirror, unhappy and unsatisfied with the way I looked. So instead of throwing in the white towel and giving up, I pressed forward and continued with my hard work.

This is the same attitude you must apply, and is the only attitude that guarantees success. It's all about passion, and without passion you have *nothing*. Take the leap of faith. Make a change. Get that dream body that you *deserve*.

**Building muscle is not about working hard; it is about *complete domination* of every situation! It is not about trying to be the best; it is about *total and utter disgust* for anything else! It is not about training intensely; it is about *willingly blasting* your muscle fibers to their complete and utmost limits! *This is it*. Do you want to build some muscle? I mean, do you want to build some *serious* muscle? Well you can, and this is your chance. Starting right now. The fact that you have purchased this book tells me that you really want this and that you are willing to put in the time and effort to learn how. So pay close attention and let me teach you. You have made the conscious decision to change, and you have promised yourself that you will follow through.**

**Let's get started.**

## Chapter 2: The Muscle-Building Philosophy

Okay, it's time to begin.

Hopefully by now you're motivated, pumped and ready to build some serious muscle. Unfortunately you'll need to spend some time learning *how* to build serious muscle before you attempt to do so.

You would never build a house without blueprints, and this situation is no different.

The purpose of this first section is to introduce you to some very important principles and ideas in an effort to mold your basic overall muscle-building approach. This book is much more than a bunch of random sets, reps and exercises tossed together; it is a holistic muscle-building *philosophy*.

We are going to look at muscle-growth from its most basic roots, and this will allow you to see just how simple and straightforward this process really is.

Now, before we get started, let me just say that I don't claim that this is the *only* way to build muscle or that the principles that I outline are the be-all-end-all of the bodybuilding game. There are literally an infinite number of approaches out there, and each has its own unique advantages and disadvantages.

What I am presenting to you is what I personally believe works best, and I base this on the following:

- 1) My own personal results
- 2) The thousands of hours of research that I've conducted on the subject
- 3) The results that I've seen in others following these principles
- 4) The general consensus among many top level experts
- 5) The fact that it makes the most logical and rational sense

These 5 factors combined have led me to support and preach everything that you are about to read. It is to my belief the most effective, efficient and logical approach to building maximum muscle size and strength in the shortest period of time possible.

I can honestly say that I believe *anyone* who follows this program as it is outlined will see dramatic, impressive changes in their body. The *only* way that this approach will not work for you is if you don't properly apply it.

If you *do* properly apply it, consistently and with dedicated focus, results are virtually guaranteed, and I truly do believe that.

So while this may not be the *only* successful approach to building muscle, and while there may be *many* different approaches out there that do deliver solid results, I believe that the approach you are about to learn is without a doubt the *best* way.

Now that that's out of the way, let's get down to business!

The very first thing I would like to do is talk about a very simple concept, and one that is often overlooked.

It's the most basic question one can ask, and is infinitely important to understand during your quest to increased muscle mass and strength...

## Why Do Muscles Grow?

Did you ever really think about that?

Do you even know *why* they grow? How can one possibly put together a solid weight-training program if they do not even know the answer to this basic question?

Well, to tell you the truth, no one *really* knows *for sure* the exact science behind muscle growth. The precise biological steps involve all kinds of complex reactions that no one has quite uncovered yet. Don't worry about that, because in the grand scheme of things understanding the nitty-gritty biological processes involved in muscle growth really isn't worth your time.

It is the *concept* of muscle growth that is another matter, and is something that you should definitely be aware of and understand.

Think of it this way: every single action and process that goes on within your body is centered around the ultimate goal of keeping you alive and healthy. You see, we humans tend to think of ourselves as such incredibly important beings who are here to serve some great purpose on earth.

Now I'm not saying that's not true, but as far as mother nature is concerned, we are here for one thing: to stay alive and healthy so that we can pass on our DNA and procreate.

It's that simple.

Through millions of years of evolution the human body has evolved and created natural alarm systems in response to stress in order to ensure our survival.

Think about it:

- a) when you haven't eaten you feel hungry.
- b) when you haven't drank you feel thirsty.

- c) when something harms your body you feel pain.
- d) when you're out in the sun you acquire a tan.

The action of muscle growth, scientifically known as "hypertrophy", can be viewed in exactly the same way.

When you go to the gym, you place your muscles under stress by lifting weights. Each repetition closer to muscular failure (the point at which your muscles "give out" and no further work can be performed despite your best efforts) creates deeper inroads into the muscle fiber and causes what are called "micro-tears".

In other words, you are voluntarily inflicting *damage* on your muscles by "breaking down" the fibers. Your body will perceive this as a potential threat to its survival and will react accordingly.

The moment you leave the gym your body will begin repairing these tears. Since the ultimate goal is to keep you alive and healthy, the body will rebuild the muscles bigger and stronger in order to protect itself against a possible future threat.

**Micro-tears through resistance training -> Repairing of damaged muscle -> Increased size and strength as a natural evolutionary response**

It's a simple concept, but crucial to understand. It's very similar to the way that the body builds calluses on the skin from overuse. Think of excess muscle tissue as one giant "body callus".

What conclusion can we draw from this?

**In order for muscle growth to occur, your body must perceive the work performed in the gym as a threat to its survival.**

This concept is absolutely crucial to understand and implement.

Now pay attention. Although you have just begun learning about the basics of muscle

growth, it is already time to share with you the absolute most important principle in the entire muscle growth process.

It's actually two separate ideas, but they both go hand in hand.

This principle is what muscle growth is ultimately based upon, and is absolutely, positively *critical* to understand and implement if you want to see real results.

Gaining muscle is all about following this law, and you will only get the results you are looking for if it is put into practice...

## Intensity and Progression

You see those two words up above? Consider those your two new best friends.

In fact, say it out loud 10 times so that the words are tattooed on your brain and you will not forget their importance.

**Every single thing you do in the gym should be focused around the law of intensity and progression.**

Let me explain this all-too-important principle.

**1) Intensity:** The amount of effort exerted by the muscles on each given set of each given exercise.

**2) Progression:** Consistently increasing the amount of weight lifted or the number of repetitions performed on each exercise.

I cannot possibly stress the importance of this principle enough. It is one that is often overlooked and is the main reason why most people do not see the results they are looking for. Your muscle-building success in the gym completely depends upon the law of intensity and progression. This law is at the very *root* of the muscle growth process.

The Law of Intensity and Progression simply states that in order to build muscle, we must:

**a)** Train with enough intensity and effort on each given set in the gym in order to trigger an adaptive growth response from the muscles.

**b)** Progressively increase the workload from week to week by either increasing the weight lifted or the number of repetitions performed for each exercise.

Let's break it down...

## Intensity

As I stated before, in order for the muscles to grow they must perceive the stress placed upon them in the gym as a threat to their survival. Therefore it is only logical that in order to yield the most dramatic response from the muscles possible, you should train to as high a level of intensity as you safely can.

When you enter the gym, it should be as if you are going to war.

There is absolutely no room for slacking or laziness here. If you truly want to add a considerable amount of muscle mass to your frame, you must be prepared for the inevitable discomfort that is associated with high intensity resistance training.

You began reading this book in the hopes of building some serious muscle, and now you must be prepared to do what it takes to achieve that. The plain reality is that you will not make significant increases in muscle mass and strength unless you train at a level that is at (or very close to) your maximum potential effort.

Instead of "100% intensity", I should have more accurately said "100% *controlled* intensity". The goal here is not to completely annihilate your body until you can't get out of bed in the morning.

You will be putting forth a large amount of effort every time you train, but obviously this falls within certain limits. The idea of 100% intensity is simply this...

**Every set that you perform in the gym should be taken to the point of concentric muscular failure.**

**Concentric Muscular Failure:** The point at which you are unable to complete an additional positive repetition of a given exercise despite your greatest efforts.

*Side note: there are two basic phases to every exercise that you perform in the gym: the "positive" (concentric) and the "negative" (eccentric). The concentric portion is the "lifting" phase, such as the pressing motion of a pushup or the pulling motion of a chin-up.*

*The eccentric portion is the “lowering” phase, such as the lowering motion of a pushup or the lowering motion of a chin-up. When we refer to “concentric muscular failure”, are talking about being unable to perform an additional positive repetition.*

For example, let's say you're performing a set of bench presses...

Your spotter helps you un-rack the weight and you begin your set. The first rep is easy to perform, the second is a bit tougher and as you continue the set each repetition becomes increasingly harder. By the time the 5<sup>th</sup> rep comes you're pushing with all of your strength in order to make the bar move. After a hard struggle you finally crank out that 5<sup>th</sup> rep, and now you attempt a 6<sup>th</sup> rep. You lower the bar back down to your chest and begin pushing. Even though you are pushing as hard as you possibly can and with 100% of your effort, the bar will not budge and another repetition cannot possibly be performed despite your greatest efforts to continue the exercise. Your spotter helps you re-rack the weight.

You've just successfully trained to muscular failure.

Remember, your body does not *want* excess muscle. This is an unnatural state, as we were meant to be lean and smaller framed. Muscle is a metabolically expensive *inconvenience* for the body to deal with.

Why do you think it is that when a person stops training, their excess muscle tissue is broken down for use as energy?

It's because your body *wants* to get rid of it! My point?

### **YOU MUST FORCE MUSCLE GROWTH UPON YOUR BODY!**

In doing this, you will leave your body with no other choice but to increase the size and strength of the muscles in order to protect them from a possible future attack.

Don't you see? Muscle growth is all about *adaptation to the environment*.

So put your muscles in a downright uncomfortable, stressful environment so that they

have no choice but to adapt and grow.

If you are completely new to weight training then it will definitely be a good idea to ease yourself into the gym and gradually build up your training intensity. The goal here is not to kill yourself, but to *safely* push your body to its limits. It is very important that you always utilize proper form and make sure that your joints and connective tissue are not being stressed too heavily.

Once you have learned the proper form for each exercise and have given your body a chance to adjust, you can then begin to stretch your limits a bit. It will also be difficult to mentally deal with the discomfort that is associated with training to failure when you first start out.

Now, there are some people who don't completely agree with the idea of taking every single set to the point of muscular failure. In the strength training world as a whole, this is not a cut and dry issue. Some experts promote it heavily, while others disagree.

That being said, one thing is absolutely, positively certain: even if you are not training all the way to muscular failure, you should be very, very close to it!

If you do not cross a certain intensity threshold on each set, your body will NOT respond in any measureable fashion. Muscle growth is an adaptive mechanism, and the body will only adapt if given the proper incentive to do so.

Here's another way to look at this issue...

Right now as you sit there reading this, your muscles have stored in them a certain amount of "reserve resources" in order to carry out tasks in nature. Most of the tasks you perform on a day-to-day basis are well within the current ability of your muscles... Things like walking to and from your car, carrying a bag of groceries or climbing a flight of stairs.

As long as your muscles have adequate reserve resources in order to carry out these tasks, there is no incentive for any change to occur.

But what happens when we present our muscles with a task that they cannot complete without extreme difficulty... or that they cannot perform at all? For example, performing an overhead press with as much weight as we could possibly handle for 6 reps...

All of a sudden a giant red light begins flashing and the body's adaptive mechanisms kick into gear. The body was presented with a task that it could not complete without severely using up its resources... Or worse, it was presented with a task that it physically could NOT complete, period.

Since the body is always working to protect itself against potentially dangerous situations in nature, it will have no choice but to respond to this threat. The body must make adjustments so that if this situation were to arise again in the future it would be properly equipped to deal with it.

Are you starting to see the big picture?

If you constantly present your muscles with tasks in the gym that do not threaten their current reserve resources, no new muscle will be built and no new strength will be gained.

Let's say you're performing a light set of leg presses for 10 reps. Every single rep is smooth and controlled, there is no real struggle, and you don't even begin to break a sweat. You finish your 10 reps and re-rack the weight.

Why on earth would your body build new muscle tissue in response to this? It already had plenty of resources in order to complete the task. Because of this, there is absolutely no reason at all to build upon the existing resources.

Unfortunately, this is how most people in the gym train, and this is exactly why most never transform their bodies to any noticeable degree.

If you want to see a positive change in your body, the sets that you perform in the gym MUST be intense enough that they threaten the body's current resources. They must place the body under enough stress that it is forced to build upon its existing resources as an adaptive response.

This is why I believe that all sets should be performed with 100% intensity to the point of concentric muscular failure. By presenting the body with the most difficult task possible (one which it physically CANNOT complete), it will respond by increasing the existing resources of the muscles to the maximum level.

In all of my experience closely observing my clients' training progress, it has virtually always been the case that the greatest progress was made when the training intensity on each set was maximized.

That being said, even if you do not train all the way to true muscular failure, you absolutely must train at a level of intensity high enough that the current reserve ability of the muscles is threatened.

In order to accomplish this, I believe that the *minimum* level of intensity one should train with is 1-2 reps short of muscular failure.

This means that you take your set to the point where, if you were to train at maximum capacity, you would only be able to complete an additional 1-2 reps in proper form.

If you are training at less than 2 reps short of muscular failure, do not expect to see any serious changes to your muscle size or strength. If those last couple reps of your set do not cause a considerable amount of discomfort and force you to dig down deep and mentally focus in with all of your effort, then you're just plain not training hard enough.

Bottom line?

If you have no injuries or other limiting factors, train to failure wherever possible. If for some reason you cannot train at that high a level of intensity, aim to perform your sets AT LEAST 1-2 reps short of muscular failure.

I'd now like to explain the second part of the law of intensity and progression...

## Progression

Although intensity and progression basically go hand in hand, this is without a doubt the most important part of the whole equation.

Let's see if you can figure out why progression is so infinitely important by presenting a basic analogy...

*Envision a building. A 7.0 earthquake hits and the building is severely damaged. Workers rush to the scene to repair the damage that has been done and to protect the building against a possible future earthquake. Sure enough, a 7.5 earthquake hits and the building is once again broken down. The workers return and repair the building once more. Only this time they rebuild it even larger and stronger to protect against any possible future earthquakes. Now an 8.0 earthquake hits...*

Do you see where I'm going with this?

In order for the muscles to *continually* increase in size and strength, they must be presented with greater and greater amounts of stress each workout.

As I said before, muscular hypertrophy is centered around the body's natural reaction of adapting to the environment. Therefore, in order for the body to become larger and stronger you must continually and systematically increase the amount of weight you lift or the amount of repetitions you perform each week.

In doing this the body will continue to adapt and grow to the ever increasing stress.

Think about it; if you were able to squat 200 pounds today, and were still using the same weight 3 months from now, do you think you would have experienced any considerable gains in muscle size during that time?

Of course not.

Your body would have adapted itself to squatting 200 pounds and will only become larger and stronger when it is presented with a workload beyond that capacity.

This is why it is so unbelievably important that every single time you set foot in the gym you have your plan of attack in mind.

You should know *exactly* what you accomplished in the previous week and what you are striving to achieve this week.

Since the ultimate goal of everything you accomplish in the gym is progression, then quite clearly the entire basis for building muscle is to *build strength*. I truly believe that if there is one important piece of advice to take away from this book, that is it.

You absolutely, positively *will not* experience any appreciable gains in muscular size unless you focus on increasing your strength on each and every exercise you perform. This is a universal law of muscle growth and applies no matter what type of approach you choose to implement in the gym.

The more you progress, the larger your muscles will become. This is the number one reason why most people don't experience the size gains they are looking for.

You see, it's all about *getting better* each week.

If you were trying to become a skilled guitarist, would you stick to playing one single song for months on end?

Of course not.

You'd learn how to play one song, and as you got better and better your mind and fingers would adapt to harder and harder songs. As you continually adapted to songs with higher and higher degrees of difficulty, your overall skill as a guitarist would increase.

Get it? Got it?

**Good.**

Here's what *usually* ends up happening: the average lifter goes to the gym on chest day and aimlessly performs his various presses and flyes without taking note of how much weight he lifted or how many repetitions he performed.

A month later he is completely oblivious to the fact that he is still bench pressing the same weight for the same reps and yet he still can't figure out why his chest isn't responding.

Remember, if you continually present your body with the same stimulus week after week your muscles will have no reason to grow.

Instead, you must focus on making small, continual increases in the weight you lift or the repetitions you perform each week, and in doing this your body will steadily grow larger and stronger.

This should be your *entire* focus in the gym.

You should be paying attention to the weight you use and reps you are performing with laser-like accuracy. Every time you enter the gym the first thing you should be thinking of is:

What did I do last week?

What must I do this week in order to improve upon last week?

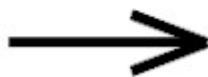
This is the ultimate bottom line.

No progression = no growth.

You now understand that the more you can progress, the greater your muscle mass will be. However, it is extremely important that you realize that strength is not gained overnight and should be increased at a gradual pace. Sure, squatting 5 extra pounds may not seem like a lot in the short term, but over time these small increases will

equate to massive gains in overall strength.

Here is an example of how much these small increases can add up over the long haul



Squatting Weight			
Week	Weight/Reps	Week	Weight/Reps
1	150 x 7	9	190 x 7
2	155 x 7	10	195 x 7
3	160 x 7	11	200 x 7
4	165 x 7	12	205 x 7
5	170 x 7	13	210 x 7
6	175 x 7	14	215 x 7
7	180 x 7	15	220 x 7
8	185 x 7	16	225 x 7

By simply increasing the squatting poundage by 5 pounds or a few reps each week you can see how much this adds up over time. With the proper focus, one could increase their squat by 75 pounds in just a 4-month period.

While the body's response from week 1 to week 2 would be relatively small, week 1 to week 16 would yield a huge response in size gains. This is why it is so absolutely crucial that you pay close attention to the amount of weight you lift each week and continually strive for improvement.

Keep in mind that the example above is for someone who has never seriously trained before. The amount of time you have been training with weights and the degree of size and strength increases you receive are inversely proportional. That is, the longer you've been training, the slower your improvements will come. You will always experience your best gains in the first 3 or 4 months of training, and they will gradually slow down after that.

### Write It Down!

I don't care how incredible your memory is or how much you insist that you "keep everything in your head", you absolutely *must* keep a written record of every workout you perform. By doing this you will have a visual representation of the *exact* weight you used and reps you performed in the previous workout.

This is an *extremely* powerful tool and will enable you to progress as fast as you possibly

can. By keeping a written record versus just remembering, you will be much more motivated to increase your weight and reps since you'll have to hold yourself accountable if you fail to do so.

I know from my own personal experience that I slapped the most amount of muscle onto my frame and saw the greatest gains in strength when I began keeping a detailed record of each and every workout.

It is also extremely motivating to be able to look back at previous weeks of training and have a concrete visual of the increasing weight and repetitions.

I've made this whole process a bit easier on you by providing all of the workout sheets you'll need. Everything is laid out in an easy-to-follow manner and will allow you to very easily track your weight and reps on every exercise you perform.

In Order To Access The Rest Of This E-Book You'll Need To Upgrade To The FULL Version Of [The Truth About Building Muscle](#)



**It's a fact: 95%** of people who start a muscle-building program will **never** see any significant results. Learn how to avoid the common, counterproductive mistakes that most lifters fall victim to by upgrading to the full version of "The Truth About Building Muscle" today.

This 266-page e-book covers the entire muscle building process in great detail, outlining all of the most effective strategies for proper weight training, nutrition, supplementation, injury prevention, motivation and everything in between.

The e-book also comes with a wide array of in-depth, exclusively developed bodybuilding tools. Included are a 26-week workout plan, video exercise database, meal plan collection, progress tracking software program, audio course, video module and much more.

**Just imagine if you could achieve results like this...**

## "Your Book Is The Concrete Slab & Foundation Of My Training..."



"I am just another satisfied customer... I know it's hard to believe, but I have just completed my second 8 week cycle and have put on another lean 19 lbs. Everyone I know is amazed... People always comment on my massive growth rate and insist there is no way I could have achieved it naturally. For the record, I have never touched or used any anabolic steroids... Everyone just calls me "Big Rick" now."

Rikki Dibeneddeto  
Sydney, Australia

## "You're A F\*\*\*\*\*, Genius!"



"Hey Sean... I downloaded your program a few months ago. I have to tell you, excuse my language, but you're a f\*\*\*\*\* genius.

I've never seen anybody who understands and explains muscle growth so well and so clearly. My gains have increased dramatically since using your principles. Thanks for all of your continued support."

Oscar Lizano  
Georgia, USA

## "A Much More Muscular And Defined Body..."



"I've been training for about 10 years and after reading through your material I realized that much of what I was doing before was a flat out waste of time. After following your advice, I trimmed my waist down from 34 to 31 inches and ended up with a much more muscular and defined body as a result. I wish I had this information when I first started out... I would have saved tons of money and effort!"

Adrian Pace  
Sliema, Malta

These are just *three* of the **thousands** of emails I've received from thrilled users of this program, eager to share their success with me...

The entire system is also backed by my 100% money-back guarantee. You can try the full program risk-free for a full 8 weeks, and if you aren't *thrilled* with the results, you won't pay a cent.

You've got nothing to lose, and a brand new muscular body to gain.

Go ahead and upgrade today...



[Click Here To Upgrade To The Full System](#)

Here's to your brand new body,

[www.MuscleGainTruth.com](http://www.MuscleGainTruth.com)

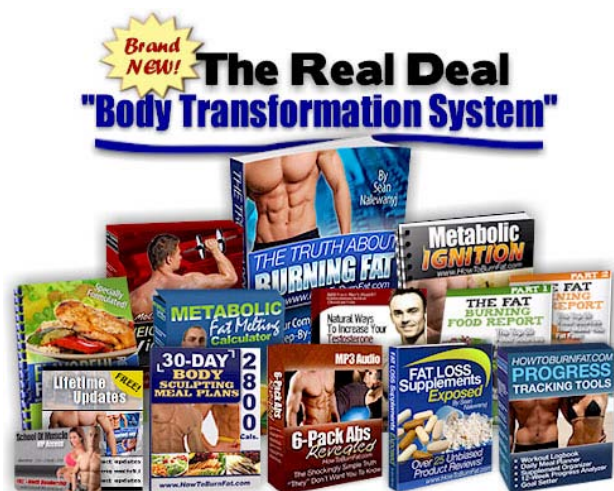
## Additional Product Information

Learn more about Sean's other 2 best-selling fitness products below...

### "The Real Deal Body Transformation System"

#### Complete Fat Burning Success Kit

[www.HowToBurnFat.com](http://www.HowToBurnFat.com)



Learn the exact step-by-step strategies for burning off maximum amounts of body fat while increasing your health and energy levels quickly, safely and naturally.

Contains the best-selling e-book, "The Truth About Burning Fat" along with a comprehensive collection of support modules and bonus items.

[Click Here For More Information](#)

### "The School Of Muscle Inner Circle"

#### Online Muscle Building & Fat Loss Community

[www.SchoolOfMuscle.com](http://www.SchoolOfMuscle.com)



A private, members-only bodybuilding and fat loss community that keeps you up to date on all of the most cutting edge fitness strategies available.

You'll also have the chance to meet, chat and make friends with other members from all over the world...

[Click Here For More Information](#)