

30 Day **Build Muscle Challenge**

Everything You Need to
Gain 10 lbs in 1 Month!



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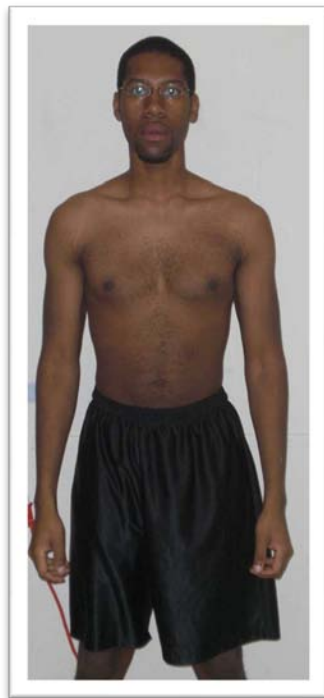
Who The Heck Is Richard Knight?

Richard Knight is the founder of **BuildMuscleChallenge.com**, a website dedicated to helping skinny guys, hardgainers, average joes and guys who struggle to build muscle and gain weight in general.

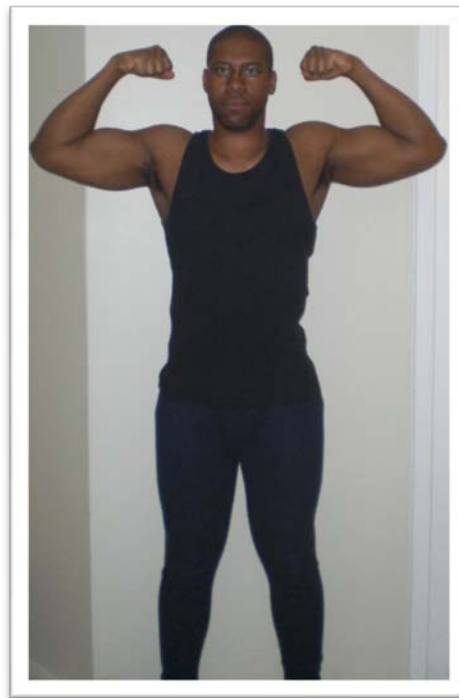
Over 6,000 guys from all over the globe has subscribed to his email newsletter and over **1,800 hardgainers and average joes** have subscribed to his popular YouTube video series which gives additional tips on how to build muscle and gain weight.

Richard is a former skinny guy who has transformed his body from a 184 lbs "sack of bones" as he was once called to a 226 lbs Specimen gaining **42 lbs in 4 months**. He has also put his tips and strategies to the test when he transformed he body for a second time going from **180 lbs to 217lbs** to prove that his strategies work, even if they're the skinniest guy in the gym.

Then (180lbs)



... and NOW (217 lbs)



So if you're serious about changing your physique, building your confidence and finally seeing the results you want from all your time effort and energy you put into the gym by following proven effective strategies and underground tips then this guide is for you.

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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.

Although exercise is beneficial and this program has been created to progress beginners to advanced and elite training levels there is still the risk of injury.

If you experience any strain or pain while training, stop and immediately consult your family doctor or medical practitioner.

Richard Knight and www.BuildMuscleChallenge.com, its owners, agents, affiliates and employees will not be held responsible or liable for any injury sustained while lifting or moving weights at your home, gym or elsewhere and claim no responsibility to any person or entity for any liability, loss or damage caused or alleged to be caused directly or indirectly as a result of the use, application or interpretation of the material in this book. This book is NOT medical advice, nor is it intended to replace it, and the author is NOT a doctor.

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.

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INTRODUCTION

Thank you for your downloading your 30 Day Build Muscle Challenge Training Guide.

My name is Richard Knight (but you can call me "Rich") founder of the **BuildMuscleChallenge.com**. I created this 30 Day Build Muscle Challenge Training Guide because throughout my years of STRUGGLING I always wished there was a place that could break down the DO's and Don't's of building muscle for skinny guys all in one place.

So if you're anything like me when I started out, and you've combed through dozens of muscle building websites and blogs, gone through hundreds of Youtube videos, read countless articles trying to find the right game plan to help you build muscle and change your physique then this guide is for you.

This 30 Day Build Muscle Challenge Training Guide isn't just going to give you the Do's and Don't's, it's going to give you an actual **"easy to follow" game plan**, designed for you to see ***STAGGERING*** results in the next 30 days.

Before we get started, I think it's important that you learn a little bit more about me since we're going to be interacting with each other within this guide for the next 30 days (and hopefully beyond). I really want you to see that I not only know what you're going through (because I've been there) but I also found some unusual and almost "WEIRD" ways to get past the hump and hurdles that are in your way right now and I'm going to share ALL of it in this Training Guide.

So let me start by revealing to you...

My Quick and *Painful* Muscle Building Story (See if you can relate)

Let's start from the beginning.

Back in my high school years, which is when I really began to notice that I was skinnier than everyone else, was the **WORST**. I remember getting picked on because I was skinny and "frail" looking. I remember not having the confidence to talk to girls (having braces and wearing glasses during this time didn't help either).

I remember being ridiculed by friends AND family, being called names like "sack of bones", "string bean", "toothpick"....(man, the list goes on).

So if you've gone through anything like that... I can definitely relate.

What Changed???

I'll give you the short version of what changed that allowed me to transform my body gain 42 lbs in 4 months.

For me the change came when I ultimately realized that I couldn't keep winging it, I couldn't keep going to the gym, buying all these supplements and eating whatever, following all these muscle building magazines "Workout of the Month" and still getting nowhere.... Something had to give!

My biggest change ultimately came when I became a "**dedicated**" **student of muscle building**. I think my wake up call was when I first started college. It was after busting my butt off in the school gym for MONTHS just to look the EXACT same as I did the first day I walked in that I said "ENOUGH is ENOUGH!"

It almost made me throw in the towel to be honest.

So I began my journey "educating" myself on the ins and outs of muscle building, how muscles grow, why they grow, what they need to grow, what to eat, what not to eat, what workouts to do, what exercises work best.... etc.

Needless to say there's so much information out there, you don't know who to trust, what information is right, wrong or even meant for you.

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I'm sure you can relate to this, a lot of the information out there is totally **contradictory**, one would say do this, another would say "don't do that, do this". I didn't know which way to turn, who to believe, what advice to follow and it was EXTREMELY frustrating (and that's when I realized the stone cold truth: **"A lot of the information out there is NOT designed for us naturally skinny guys!"**)

So after getting a lot of bad advice from friends and family (people who didn't have a hard time building muscle and gaining weight) I realized I needed to follow the advice of those who were just like me (naturally skinny) and figured out how to build muscle.

After learning the "right" stuff from A LOT of sources

I Gained 42 Lbs in 4 Months....

I used a technique called "bulking" which is when your diet and workouts are concentrated toward MAXIMUM muscle gains. A side effect of this is also fat gains because during this bulking phase, you're consuming a S#@& ton of extra calories, which is essential for muscle gains but is also the condition where fat gains occur because you're consuming excess calories (more calories than your body burns for energy).

Once you build up enough muscle through your bulking phase, you then go through a "cutting" phase which is when you basically cut all the body fat you gained to reveal all your muscle gains that are hiding underneath.

To be honest, when I first did this I was somewhat lazy (I'll admit it). I barely did cardio (which is essential especially if you're bulking) and I also made some poor dieting choices which lead to more fat gains during this bulking phase.

I Lost It.... ALL OF IT.... But I Gained It BACK!!!

Well after I first bulked up from 184lbs to 226lbs, it was time for me to begin cutting my body fat. Unfortunately, a few things in my personal life occurred which didn't allow me to go to the gym regularly or the ability to maintain a proper "cutting" diet.

So I began losing weight.....(fat and **MUSCLE**). Since I realized it would be a while before my situation would get back to where I knew I could maintain a diet that would allow me to build my muscle back again, I decided to go for broke.

I decided to get as low I could go in body weight and build it back up again for a more **DRAMATIC** transformation and to let other guys know that IT **CAN BE DONE no matter where you're starting from.**

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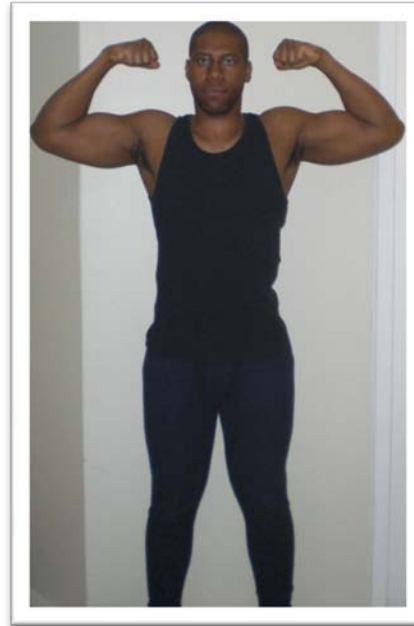
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So in 2010 I started over again and here were the results:

Then (180lbs)



... and NOW (217 lbs)



And the truth is, after going through my first transformation building muscle for me this second time around was almost a joke. During this second transformation I was literally building **muscle on demand**. And it was all because of my Secret Weapon.

My (and your) Secret Weapon: Jimmy



Current Height: **5' 7"**

Current Weight: **184 lbs**

A few quick facts about Jimmy:

- 1 – Jimmy is probably one of the biggest "Mets" fans I know.
- 2 – He LOVES craft beer (Jimmy can't stand main stream beer AKA "nasty" beer "i.e. – Bud, Coors, etc" with a PASSION).
- 3 – He's also a **Certified Trainer**
- 4 – And lastly he's a **BEAST** when it comes to working out and putting on muscle. (I tell him, he's like the "Jackie Chan" of building muscle :)

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I've learned things on all aspects of muscle building from Jimmy like:

- **Dieting** : What to eat, when to eat, what to avoid, how often to eat, pre workout nutrition, post workout nutrition.... (the list goes on)

- **Exercise**: What exercises put on the most muscle, how many reps you should be doing, how your form should be so you're not wasting your time, which exercises are ESSENTIAL for each muscle group.... (the list goes on)

- **Supplements**: What supplements you NEED, which ones you don't, what to look for when you're buying supplements, what to avoid, which ones are a waste of money ... (the list goes on)

- **Cardio**: How much cardio to do when you're building muscle, how much is too much, what type of cardio you should be doing, which type of cardio will eat away at your muscles (the list goes on)

It's **MIND BOGGLING** the WEALTH of knowledge I learned from Jimmy over these past few months.

And Here's How We're Going To Help You Get the Results You Deserve...

After my second transformation where I gained 37 lbs as you've just seen, I looked back and said to myself **"if I knew then what I know now"** I wouldn't have struggled so long, I wouldn't have wasted so much time, energy and money doing all the wrong things.

And that's when I decided that I CANNOT in good conscience let anyone go through what I went through.... Literally **YEARS OF STRUGGLING, Low Self Esteem, Name Calling, Shame, Defeat, Anger and Frustration** to build muscle and gain weight.

And that's when I decided to create what you're reading today:

"The 30 Day Build Muscle Challenge"

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What is the 30 Day Build Muscle Challenge and Why Is It So Important to My Success?

The 30 Day Build Muscle Challenge is a series of 4 Weekly challenges designed to not only help you build muscle, but to develop the “habits” and mindset you need to ultimately transform your body.

The 30 Day Build Muscle Challenge is critical to your success because the reason why you’re here is because in your current approach to building muscle something’s not working (you’re not getting the results you want)

There’s 3 key reason why you aren’t seeing results...

1. You have poor muscle building habits
2. You have a skinny guy mindset
3. You’re lacking the proper muscle building knowledge

The tips, strategies, training and weekly challenges found in the 30 Day Build Muscle Challenge Training Guide is designed to completely alter your skinny guy mindset and skinny guy habits, and enhance your muscle building knowledge so at the end of 30 Days if you follow the guide and take on the challenges, your body will have no choice BUT to build muscle.

By the end of this 30 Day Build Muscle Challenge you’ll have the mindset, habits and knowledge to...

- **build the body that DEMANDS “Respect and Attention”**
- **bust out of your skinny frame**
- **break out of your high school body**
- **BOOST your confidence**

Would you agree that BEASTS like “The Rock”, Ronnie Coleman or even Terry Crews live by different “principles” and apply different strategies when it comes to eating, training, or even the very way they think about building muscle than you currently do?

Do you think if you followed the same principles, applied the same strategies and had the same MINDSET like these BEASTS that you can build more muscle, build more confidence and see more results than you are now (following your current principles, applying your current strategies with your current (skinny guy) MINDSET)?

Well, that’s what the 30 Day Build Muscle Challenge is all about.

The 30 Day Build Muscle Challenge is like **Muscle Building Bootcamp 101**. It’s designed to hammer in the “fundamentals” of not only how you eat, train and workout, but even how you

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approach "thinking" about what you need to do to build muscle (which is probably the MOST important).

The 30 Day Build Muscle Challenge is your **stepping stone to "life changing" muscle gains.**

If you can complete this challenge you will develop a STRONG foundation and a DEEP understanding of the fundamentals (Eating, Resting, Training and Thinking) required to build muscle and to ultimately change your physique.

Honestly, if you can't complete this 30 Day Build Muscle Challenge, then you need to evaluate if you have what it takes to see the results you want. Because if you can't complete the fundamental things then no supplement, no workout, no muscle building magazine will help you see the gains you want

So use this guide to test yourself and see if you truly have what it takes to **Build The Body of A BEAST.**

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Why I Created the 30 Day Build Muscle Challenge?

Well the #1 reason why I created a 30 Day Build Muscle Challenge is because I don't want anyone to struggle like I did. When I was trying to build muscle and gain weight it was ROUGH!

There were plenty of times when I wanted to quit and throw in the towel and it was all because I **didn't know what to do and nothing seemed to work.**

So I made this guide to help those going through the same things I did when I was first starting out.

So I guess the main reason why I created the 30 Day Build Muscle Challenge is to **help you see results fast.**

Because not seeing any results or progress after spending weeks or even months of busting your butt in the gym is one of the main reasons why most guys feel like failures, quit and give up.

I created the 30 Day Build Muscle Challenge to help you **gain your first 10 to 15 pounds of muscle.** So you can see results fast and see it's not as hard and impossible as you may think.

Who is This Build Muscle Challenge "REALLY" For?

As I mentioned before, this guide is for anyone who is skinny, has a fast metabolism, hardgainers, or anyone who simply struggles to build muscle and gain weight.

So if you're busting your butt in the gym, reading the magazines, checking out dozens of "how to build muscle" videos on YouTube a day, following bizarre workouts, chugging down nasty (and expensive) supplements and not seeing any results for your hard work then this 30 Day Build Muscle Challenge for you.

This program is ideal for those who:

1. have access to a gym or a home gym of some sort
2. can spare \$50-\$100 a week on a muscle building diet

In other words your 3 meals a day diet is NOT going to cut it if you want to build muscle fast.

So before we go any further, I want to share with you...

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How to Get the Most Results Out of This Training Guide

Step 1: Read This Guide from Cover to Cover first

It's very important that you do not skip around and jump ahead to certain sections that may interest you. Because if you do, I can almost guarantee that you'll miss something very crucial to your success. If you do skip around then odds are you'll either miss an explanation of what you're doing wrong or some tips and tricks you'll need to succeed.

This guide is broken up into 2 "key" sections:

1. The 30 Day Build Muscle Challenge Training Guide
2. The 30 Day Build Muscle Challenge Weekly Challenges

Make sure you read the ENTIRE training guide FIRST before diving into the Weekly Challenges

Step 2: Take Notes

It's very important that you take notes while you're reading this guide for a number of reasons. As you're going through this guide there maybe things that you don't understand or something that gives you an "ah ha" moment and it's important that you write those down.

So here's what I want you to do, while you're reading this guide::

1. Write down the things you don't understand
2. Write down things that give you an "ah ha" moment

And once you finish this guide, I want you to do me a favor. **Shoot me a quick e-mail**, if there's something you don't quite get or understand and also let me know how this book has helped you. Even if you're just starting out with the program it's great to hear what ah ha moments and golden nuggets you were able to grab while reading.

It's because of the feedback and questions from guys in the past that made me decide to create this guide. So help pass the torch and help the next guys out by sending me your questions and feedback, it'll only help make this Training Guide better and help more naturally skinny guys like you, me and Jimmy.

Please **send any and all questions and feedback** to: Richard@buildmusclechallenge.com I'd love to hear from you.

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Step 3: Read This Guide AT LEAST Twice

I can already hear the moaning.... "TWICE!!!!.... you can't be serious Rich!" **Yes I am serious.** Now there's tons of reasons why you should read this guide twice but here's the short version.

The more you go through this guide the more information you'll absorb. **The more information you absorb the faster you'll see results.** So be sure to read this guide AT LEAST twice to ensure you've fully digested and fully grasp everything.

Step 4: Go Out and Do It!!!

Once you've read this guide AT LEAST twice then go out and start **DOING IT.** **Don't wait for everything to be perfect.** If you're saying things like, I'm going to start as soon as:

- I go on break for school
- my schedule is not so busy
- the weather gets warmer
- I find a partner to join me
- I find a cheap gym
- I get some new workout sneakers
- I could afford some supplements

If you're saying things like this then you're sounding like me when I first started out. I wanted everything to be PERFECT before I even attempted to take action and do ANYTHING.

Guess what, if you're waiting for things to be PERFECT the sad truth is you're going to be waiting for a long, long time.

The perfect time is when you tell yourself (and the rest of the world) **"NOW IS THE PERFECT TIME... BECAUSE I SAID SO!"** –this is the attitude you have to have if you want to be successful at ANYTHING.

So don't wait for the stars, sun and the moon to align before you take action. Just decide NOW IS THE PERFECT TIME and you'll be amazed at how many things begin to fall into place to help you succeed.

Alright, enough yapping, let's make things happen!

If you have any questions shoot me an email at: Richard@buildmusclechallenge.com

Rich

I. Mistakes That Are KILLING Your Results

This next section is very Very **VERY important**. If you're struggling to build muscle and gain weight then instead of blaming your genetics or your fast metabolism, which most guys do, it's best to look at yourself and see what you're doing wrong.

The sad part is most guys don't know what mistakes they're making, what they're doing wrong and how to correct them. Which is why they get that hopeless feeling that nothing works and throw in the towel.

So, I highly advise that you read this section thoroughly and read it twice if you need to because it's that important.

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If you've been training for a few weeks or even a few months now and you're struggling to build muscle and see results be sure to fill out your "**What Am I Doing Wrong Questionnaire**" to get a DETAILED response about what you're doing wrong, and what you need to see results FAST.

And also learn from what other guys are doing wrong and what they did to get over the hump.

Just go to: <http://www.buildmusclechallenge.com/what-am-i-doing-wrong> to get started

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Dieting Mistakes

Dieting Mistake # 1 - Not Eating Enough Calories

If you're struggling to build muscle and gain weight I can almost guarantee that you're not eating enough calories each day to get the results you want. The more muscle you have and the more muscle you want to build, the more calories you are going to need to consume each and every day.

Your diet is just as, if not MORE important than your workouts. Think of it this way, the amount of calories you consume each day tells your body to either gain weight, lose weight or stay the same. Your workouts, tell your body, what to do with those extra calories. For example, build muscle, burn fat, break down muscle and even gain fat.

But if **you're not eating enough calories each day it doesn't matter how hard you workout**, your body will NOT be able to build muscle because you haven't fed it enough calories to do so which is probably why you're struggling to see results right now.

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Most skinny guys (myself included) would say that we eat and eat and eat and still don't gain a pound. **The truth is, if you're skinny then you really aren't eating enough and just don't realize it.**

You can blame it on your genetics and you can blame it on a fast metabolism. But in the end, **you can overcome those obstacles, IF YOU EAT ENOUGH.**

Put it this way, if you're a skinny guy or a hardgainer and you aren't constantly nibbling on food and eating every few hours, then **you're not eating enough.**

If at any point during the day you feel hungry or your stomach feels empty then **you're not eating enough.**

If you're trying to gain weight and build muscle and you're "comfortably" consuming your meals for the day, in other words, it's not a challenge for you to complete your meals for a given day then **you are not eating enough.**

Dieting Mistake # 2 - Not Eating the Right Foods (Junk)

Another mistake I see a lot of guys making is that they may eat a lot or "think" they eat a lot. But in reality all they're eating is junk.

A calorie is NOT a calorie. Let me explain. 500 calories from a Whopper and a bag of potato chips is NOT the same as 500 calories from a meal containing Brown Rice, 8 ounces of chicken breast and steamed vegetables.

If you're putting junk food into your body then that's exactly what you'll get out of your body... **JUNK!**

So if your diet contains a lot of junk food, processed food and greasy fried food then you're only **sabotaging your results.**

If you're only willing to put crappy food into your body, then that's exactly what your body will give you **Crappy Results.**

And if you're guilty of eating a lot of crappy junk food.... **STOP** because it's killing your results.

Dieting Mistake # 3 - Not Consistent

Another big mistake a lot of guys are guilty of, that may be killing your results is not being consistent. It's not enough to say you're only going to eat big on the days you workout or when you feel like it. **You have to eat BIG in order to get BIG all day EVERYDAY.**

I know guys who eat big then stop, because they were tired of constantly eating and wondered why they weren't getting any results.

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The reason why your body builds muscle is to "ADAPT". If you're not being consistent with your diet then your body will not "adapt" to all the extra calories (by building muscle) when you do decide to eat big once in a blue moon.

If you want to see fast, long-lasting and PERMANENT results then you can't expect to only eat BIG some of the time or when you feel like it, you have to eat BIG all the time if you want to get BIG.

Workout Mistakes

Every time I go to the gym. I see guys doing all the wrong things that absolutely kill their results and leave them frustrated and ready to throw in the towel because they don't know what's going on.

If you've been working out for a few weeks or even a couple of months and you haven't seen results or the results you've been looking for then odds are you're making some, if not all of these workout mistakes.

Workout Mistake #1 – Horrible Form

It never fails, every time I go to the gym I see guys who do not practice good form. These guys usually don't last long in the gym for a number of reasons.

First, by not practicing good form you're working out other muscles than the one you should be focusing on. I've seen guys do exercises like bicep curls and their form is so bad that they're actually working out their shoulders and back more than they're working out there biceps.

Which do you think would give you better results?

1- Dumbbell Curls **w/ Proper Form**: Targets your biceps **100%**

2- Dumbbell Curls **w/ "Bad" Form**: Targets your biceps **65%**, your shoulders **25%**, your back **10%**

Obviously #1!

But most guys who are not seeing the results they want do #2 and wonder why their muscles aren't growing.

Example of "Horrible" Form

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<http://www.youtube.com/watch?v=YOVO5hWAVE>

DON'T BE THIS GUY!!!

Your muscles need a certain level of contraction in order to stimulate muscle growth. By not practicing proper form and good technique you're not giving your muscles that same level of contraction that it needs to grow.

Second, you increase your risk of injury. By not practicing proper form and good technique for every exercise you really run the risk of hurting yourself.

For certain exercises, **it's critical to perform the exercise properly** like squats, deadlifts and shoulder presses for example, because if you don't you're **literally** an inch or two away from severely injuring yourself (trust me, I know of a few guys who have).

There are two main reasons why guys who do not practice good form don't last too long in the gym.

The first reason is because they bust their butt in the gym for weeks if not months and wonder why they aren't seeing any results and if they do see results, they're few and far between, because their form is so bad.

And the other reason is because they've literally injured themselves to the point where they don't feel comfortable going to the gym again or worse... they're physically unable to.

So if you've been going to the gym for some time now and haven't seen the results you wanted. You may fall into this category of not using proper form and proper technique with your exercises.

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You need to use proper form and proper technique on EVERY exercise during EVERY rep to get results.

Workout Mistake #2 - Overtraining

This is a big one ("that's what she said!!!"...sorry, been watching too much of "The Office" :) And believe it or not, but I fell into this category when I first started out.

I used to get so frustrated that I wasn't seeing results that I actually over trained my muscles week in and week out.

What most guys don't realize is that **your muscles need rest in order to grow**. So, in essence, it's not how many times or how intense you work out your muscles, but rather how often and how intense you workout your muscles **after** they've fully recovered from the previous workout.

- If you workout the same body part multiple days in a row then **you're Overtraining**.
- If you're spending hours at the gym just weight lifting, then **you're Overtraining**.

Remember your muscles don't grow in the gym, they grow outside the gym.

And the more you train your muscles before they've had a chance to FULLY recover the more you're sabotaging your results.

Workout Mistake #3 - "Winging it"

Another big mistake a lot of guys fall into is "winging it" at the gym.

If you go to the gym without a game plan you might as well not go at all. Winging it, especially when you don't understand the fundamentals is almost a sure fire way to not see ANY results.

If you're going to the gym and what you do that day is as good as anyone else's guess then you're doing something wrong.

Your muscles need a certain level of stimulation to grow and by just bouncing around from machine to machine, exercise to exercise without any plan in mind will lead to NO results or very poor ones at best.

Not only does having a plan allow you to get in and out of the gym as fast as possible (which is VERY important to muscle gains) but when you walk into the gym without a plan what you're saying is "**I expect results just from being here at the gym**" and I can tell you for a fact that's 100% WRONG.

Just doing a little bit of this and a little bit of that in the gym will NOT get you the results you want.

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Remember, **STRONG RESULTS** needs a **STRONG GAMEPLAN**.

Stop Winging IT!

Workout Mistake #4 - Inconsistent

Do you go to the gym every day you're supposed to? Do you frequently miss days that you should be in the gym?

If so then there's no surprise why you're not seeing the results you want. Like I said before, **your body only adapts to things that it feels is CONSISTENT.**

If you workout once maybe twice a week then your body is going to think that it's just a fluke, and it does not need to invest the time, energy or nutrients to building new muscle.

My guess is most guys who are struggling with this either feel their workouts are too tough and they'll just go when they feel like or they have a very weak will when it comes to challenging themselves and building muscle.

Some guys feel that if they break themselves off for one maybe two days a week that's not enough to get the results they want, which is so far from the truth it's not even funny.

When you see someone who has BIG muscles what that means is **that person has been constantly and consistently stressing their muscles in the gym allowing them to recover and then stressing those muscles again.**

And that's exactly what you need to do to build muscle, gain weight and see the results you want, you have to be CONSISTENT.

Important Misc. Mistakes

Real quick here are some other mistakes that I see a lot of guys who ask for my help constantly making:

Mistake #1 - Following Advice from Someone Who's Not Like You

When it comes to building muscle every one's body is different. With that said there are some guys who naturally build muscle fast and some guys who have to work a little harder at it (like you and me).

One of the quickest ways to get frustrated and sabotage your results is to follow the advice of someone who is not like you or doesn't know how your body works.

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Take for example, Kobe Bryant, and Shaq. **Can you imagine Shaq taking advice on how to play the game from Kobe?** Can you imagine Shaq trying to make moves, shoot threes, and dribble the ball like Kobe?

As a basketball fan that would be a "frightening" thought.

Well the same goes for following advice from guys who "naturally" build lots of muscle. You can't expect to do the same things they do and see results, because it's just not going to happen.

This was one of my big mistakes. Growing up, I used to follow the advice of family members and friends who all they had to do was sneeze to build muscle and wonder why I couldn't see results.

So if you're a skinny, or you naturally struggle at building muscle and gaining weight **it's crucial to your success that you follow advice from former skinny guys and guys whose body's naturally struggle to build muscle** because they know how your body works and they know what it responds to, and what kind of stimulation it needs to build muscle.

Mistake #2: No Goal or Deadline

Do you have a goal in mind? How much muscle do you want to build? When do you want to accomplish this?

The truth is, **if you don't have a goal or a deadline then you're sabotaging yourself** yet again.

The reason is because how do you know, if you're on the right track when you don't even know where you're going?

It's just like hopping into your car, turning the key and you start driving without a destination in mind. How do you know when you're getting closer? How do you know when you're almost there, if you don't know where you're going or where the destination is in the first place?

You need a goal and a deadline that way as you progress you can see where you're working towards.

It's like going for a swim in a lake without having a goal in mind for where you want to get to.

Eventually you'll see yourself making progress as you swim further and further out. But eventually you'll burn out and sink because you don't know how far you have to go, where the destination is, or even how close you are.

Hopefully this is all making sense?

There's a reason why the biggest and strongest guys in the gym let alone the world always have a direction they're headed in. Whether it's to **increase their bench by 25 pounds in two**

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months or put on 15 extra pounds of muscle by the summer they always have a destination they want to get to.

And if you don't have one right now, make sure you get one because it's VITAL to your results.

Mistake #3: Not Tracking Your Results

Not tracking your results is a very common mistake that a lot of guys fall into. Most guys who don't track their results end up getting frustrated because of lack of results.

The truth is you can't always see the progress you're making. Believe it or not, but sometimes you will actually be putting on muscle and gaining weight but you won't be able to "see" the results because you look at your body virtually every day.

First off, if you're one of those guys who visually check their body for muscle gains daily. Then I highly recommend that you stop. A better way to go about it is to check your body and your progress visually, once "maybe" twice a week.

And the reason is because weekly gains are far easier to see than day to day gains. It takes a bit of discipline, but it's well worth it for your sanity.

But if you don't track your progress how do you know if you're moving in the right direction. For example, let's say you don't weigh yourself for three weeks. And let's just say, you gain 2.5 pounds the first week, 1 lb the next week and half a pound the third week.

Yes at the end of the three weeks you gained 3 pounds but you could have gained 7.5lbs (2.5lbs * 3) had you been tracking your progress and saw that you were slipping during the second and third week.

Or how about your workout? There have been times when I started to get frustrated because it felt like I was not getting stronger. **But when I looked back in my workout Journal I made some impressive gains.**

Believe it or not but when you track your progress **you prevent your body from getting stuck at a certain weight.** And that's because as your body gets used to your diet and your workouts it's easy to see when you should switch up your workouts and your diet to see continuous gains.

But this only happens if you track your progress.

Remember, you can't always see your gains whether it's in strength or size. So make sure you **track your progress instead of going at it "blind"** to ensure you see consistent and continuous gains.

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If you've been training for a few weeks or even a few months now and you're struggling to build muscle and see results be sure to fill out your "**What Am I Doing Wrong Questionnaire**" to get a DETAILED response about what you're doing wrong, and what you need to see results FAST.

And also learn from what other guys are doing wrong and what they did to get over the hump.

Just go to: <http://www.buildmusclechallenge.com/what-am-i-doing-wrong> to get started

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II. Muscle Building 101

Believe it or not but building muscle is a lot like baking a cake, all you have to do is follow a proven recipe (formula) for success.

You know, put two scoops of this, one scoop of that, a little bit of this, mix it all together and BAM you get your end result, a cake... or in our case MUSCLE.

And the truth is all muscle building is based on this Secret "Recipe":

(The Muscle Building Formula)

Proper Nutrition + Intense Workouts + Rest & Recovery = *Muscle Gain*

See, you need all three components in order to build muscle. Think of it as a recipe, you can't bake a cake unless you have all the ingredients. And the same goes with muscle; you can't build muscle without Proper Nutrition, Intense Workouts and Rest & Recovery.

Without **Proper Nutrition** your body doesn't get the building blocks it needs to build muscle. Think of your muscles like a brick house. If you want to build a brick house bigger and stronger you need more bricks.

If you don't have enough bricks (if you don't consume enough calories) then you can't build your brick house (your muscles) bigger and stronger.

Without **Intense Workouts** your body won't use those extra calories to build muscle. Remember, building muscle is the last thing on your body's TO DO list.

Intense workouts wear and tear your muscles which tell your body to build them bigger and stronger. Without intense workouts your body won't know what to do with all those building blocks (calories) from your diet.

Without Proper **Rest & Recovery** your muscles will not grow. Just like how you need "time" and the "right materials" to repair your roof if a storm wore it down and damaged it, your muscles need the same thing. Your body needs enough time and the right materials (extra calories and protein) to repair and build your muscles bigger and stronger.

You can't gain significant muscle unless you put all these pieces together. Which is why I'm going to spend the time to teach you all the "fundamental" things you NEED to know to build muscle. These include your Nutrition Fundamentals, Workout Fundamentals and your Rest & Recovery Fundamentals.

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III. Muscle Building Nutrition 101

Proper Nutrition is just as if not more important than exercising. Why? Because think of your body as a house. You can't build that house bigger and stronger without the bricks right?

And guess what the "bricks" are when it comes to building muscle, **CALORIES**. And if you're a naturally skinny guy like myself or you struggle to build muscle and gain weight then you're going to have to consume A LOT of extra calories in order to build muscle and build it fast.

So let me break it down for you...

It takes approximately **3500 EXTRA calories** to build 1 lb (or .5 kg) of new body mass.

And I say "body mass" because it ultimately depends on your genetics and where those extra calories come from that decide how much of those extra calories gets converted to muscle and how much is converted to fat.

(i.e – if the majority of your EXTRA calories come from fats and bad carbs "like chips and soda") you'll gain mostly fat

(i.e. - if the majority of your EXTRA calories come from protein and good carbs "like tuna and whole wheat bread") you'll mostly gain muscle.

It doesn't matter how hard you train, if you cannot provide your body with these extra calories on a daily basis (with the right combination of carbs, protein and fats) your body will struggle to build muscle.

This might explain why you haven't gained the muscle you're looking for especially if you're like me when I first started out, thinking all I need to do is work out and suck down a protein drink and I'll build slabs of muscle in a week like all the ads say. (Boy was I wrong!!!)

The truth is you need to consume A LOT of calories (in the right proportions of carbs, protein, and "good" fats) if you want to build muscle, gain weight and ultimately change your physique.

Your regular 3 meal a day, 2,000 calorie diet will NOT cut it.

Eating For Gains

So this phase of building as much muscle as you can within the next 30 days is called your "Bulking Phase". So when you're "Eating For Gains" a good rule of thumb to keep in mind is that you should be consuming:

1.5 - 2g **Protein** x (your bodyweight in lbs) each day

2.5g **Carbs** x (your bodyweight in lbs) each day

.5g **Fats** x (your bodyweight in lbs) each day

For example:

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If you weigh **150lbs** every day you should be consuming:

- **225** grams ($1.5g \times 150lbs$) of protein
- **375** grams ($2.5g \times 150lbs$) of carbs
- **75** grams ($.5g * 150lbs$) of fat

And at the very minimum you should be consuming at least 3,000 calories per day.

(Don't worry, I've provided a PROVEN, simple and cheap Muscle Building Diet Plan to help you out)

IV. The Important Food and Nutrient Groups for Building Muscle

Understanding all the important food and nutrient groups is absolutely critical to building muscle. If you don't know what effect certain nutrients have on your body then your muscle building results will be few and far between.

Nutrition is by far the BIGGEST problem I see with guys who struggle to build muscle and gain weight and I'm 90% positive that you may fall into this category too. So pay close attention to this section.

Simple Carbohydrates

First we'll talk about Carbs.

We have **Simple Carbohydrates** and then we have **Complex Carbohydrates**.

Simple Carbohydrates are simply Carbs that can be easily broken down within the body for fast digestion and "**QUICK ENERGY**"

Good sources of Simple Carbohydrates are found in most fruits.

Simple Carbohydrates are also found in the form of processed foods and refined sugars, like candy, white bread and things like that. Just think, if it's been processed then odds are it contains simple sugars.

The main thing you need to keep in mind with simple sugars is that **they spike your insulin levels**. This is good when your body really needs the energy in a hurry (i.e. – right before and right after your work out) but this can also be bad when you consume a lot of simple sugars when your body doesn't really need it (this can lead to fat gains)

Here are some ideal sources for Simple Carbs....

Food Source	Calories	Carbs
Green Apple (with skin)	81	21
1 Apricot (raw)	17	4
1 Banana (1 med)	105	27
Berries (1 cup)	45	10
Cherry (10)	49	11
Grapefruit (1/2)	38	10
Grapes (1 cup)	58	16
Mango (1/2)	70	17
Melon (1 cup)	55	14
1 Orange (large)	62	15

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Peach (1 med)	37	9
1 Pear (1 med.)	98	25
Pineapple (1 cup)	77	19
Plum (2 small)	62	15
Raisins (1 oz.)	83	23

While you're dieting to build muscle or just for healthy dieting for that matter, you don't want to consume too many Simple Carbs throughout the day especially when your body doesn't need them (that can and often WILL lead to unwanted fat gains), but they do have their place.

Complex Carbohydrates

When we think of Complex Carbs we think of things like 100% whole wheat bread, oatmeal, cream of wheat, brown rice and things like that.

Complex Carbs provide your body with energy but, **they don't spike your insulin levels** which means Complex Carbs are a great source of energy when your body doesn't need massive amounts of energy right away (i.e. when you're not working out)

Ideal sources for Complex Carbs....

Food Source	Calories	Carbs
Baked Potato (1 large, 8oz.)	220	51
Black-eyed Peas (1 cup)	198	36
Brown Rice (1/2 cup, cooked)	109	23
Carbo Force	440	109
Corn (1 Cup, cooked)	180	41
Corn Tortilla (1, small)	67	13
Cream of Wheat (1/2 cup, cooked)	134	28
Kidney Beans (1 cup, cooked)	208	38
Lentils (1 cup, cooked)	230	40
Oatmeal (1/2 cup, cooked)	73	13
Pasta (dry, 1oz.)	105	20
Popcorn (1 cup, plain)	31	6
Rice Cakes (1, no salt)	35	7
Ultra Fuel (18oz., 1 serv.)	400	100
Wheat Bread (1 slice)	61	11
White Rice (1/2 cup, cooked)	134	30
Yam (baked, 8oz.)	220	53
Yogurt (plain, 1 cup)	160	14

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Protein

We all know what protein is for; it's basically the **nutrient that helps us build muscle**. The type of Protein isn't as important as how the protein is made, in the sense that you don't want to fry anything, you don't want to put any of your protein sources or any other food for that matter in a lot of oil.

So when we say that, we're referring to good sources of protein like grilled chicken, baked chicken, steak on the grill, etc. What we're **NOT** talking about is Rotisserie chicken, fried chicken, etc. Just think SIMPLE.

The SIMPLER the food, usually the better (the healthier) it is for you.

So here's a list of great protein sources you should look to add to your diet everyday:

Food Source	Calories	Protein
Chicken Breast (No Skin)	35	8
Cottage Cheese (1/2 cup)	80	18
Designer Protein (Whey, 1 scoop)	90	18
1 Large Egg white	16	3
1 Large Whole Egg	75	6
Ground Beef (Lean)	75	7
Haliut	40	8
Salmon (canned)	35	5
Swordfish	44	7
Shrimp (about 2 med. Size)	30	6
Tuna, fresh	30	7
Tuna (canned)	35	6
Turkey Breast (no Skin)	28	7

Essential Fatty Acids

This is definitely another grey area for a lot of guys and despite what you hear on television and read in the magazines, **not all fat is BAD**. In fact there are certain fats that are essential to maintaining a healthy body.

Fats also play a role in building muscle which we'll get into in a sec. But before that, the first thing you need to do is learn the differences and benefits of the two kinds of fats – Good Fats and Bad Fats.

(Yes, believe it or not but not all fat is bad for you)

Good Fats: mono and poly unsaturated fats

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"Bad" Fats: saturated fat* and trans fat (**trans fat is the absolute WORST OF THE WORST – avoid at all costs**)

*The only reason saturated fat is considered "bad" fat is because in EXCESSIVE amounts over a long period of time it is typically linked to cardiovascular disease and other heart related problems.

I say this because; you **should look to include saturated fats in your diet** when bulking up. Diets that are rich in meat and fish are ideal because the saturated fat in them provide cholesterol which is needed for **Testosterone** (The BIG DADDY Muscle Building Hormone) synthesis.

So keep in mind **increasing your saturated fats ISN'T A BAD THING**. But EXCESSIVE amounts throughout a long period of time will increase your risk of cardiovascular disease and other heart related problems.

So always seek the advice of a physician or health professional before starting any new diet.

This is important because Testosterone is the "BIG Daddy" hormone that directly stimulates muscle growth within the body.

If you know how to increase your Testosterone levels with your diet you can be sure to expect BIG muscle gains almost effortlessly.

It took me a while to realize this, but **not all fat is bad for you**. You do need to consume fats to gain muscle fast.

Ideal fat sources include....

Food Source	Calories	Fat
Pistachios (1 oz.)	172	15
Borage Oil (1 tbsp.)	128	14
Flaxseed Oil (1 tbsp.)	132	14
Extra Virgin Olive Oil (1 tbsp.)	119	14
Peanuts (1 oz, dry roasted)	164	14
Safflower Oil (1 tbsp.)	120	14
Sunflower Oil (1 tbsp.)	162	14
Udo's Choice (1 tbsp.)	132	14
Peanut Butter (1 tbs.)	100	8
Cream, heavy (1 tbsp.)	50	5

FIBER

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Remember when your mom and dad told you as a kid to eat your vegetables? Well that's what we're going to tell you right now, because they're VERY important to muscle gains.

Eat your lettuce, eat your tomatoes, your carrots, your spinach, your broccoli and so on.

Why?

Because they won't add a lot of calories to your diet (which is an important aspect to building muscle) but they **WILL help you to digest your food and they help your system process the food that you are eating better.**

So not only are you getting more of a benefit from the food that you are eating, but you're able to eat more because you're not stuffed all the time.

So if you're struggling with your appetite and not sure if you could consume more calories each day, the solution... **EAT MORE FIBER.**

Ideal sources for your daily fiber....

Food Source	Calories	Fiber
Asparagus (cooked)	44	4
Broccoli (raw)	24	9
Brussel Sprouts (4, cooked)	32	4
Cauliflower (raw)	24	3
Celery (1 stalk, raw)	6	2
Cucumber (raw)	14	1
Eggplant (cooked)	27	2
Green Cabbage (cooked)	30	6
Greens (cooked)	30	8
Green Snap Beans (cooked)	20	4
Green Peas (cooked)	126	13
Okra (cooked)	50	3
Spinach (cooked)	40	14
Tomato (1 medium, raw)	25	2
Zucchini (cooked)	28	6

This may sound funny and a little awkward but it's 100% true.... If you're not going to the bathroom AT LEAST once a day to drop a deuce **then you're NOT eating enough fiber.**

So there you have it, Carbs, Proteins, EFA's and Fiber are the ESSENTIAL muscle building foods you need to consume while you're "Bulking Up".

V. Workout Fundamentals

You Need to Know For Maximum Muscle Gains

If you don't understand the fundamentals of what role your workouts play in building muscle and what the main goal of your workout is then you're only shooting yourself in the foot and you'll end up struggling (BIG TIME) to get the results you want.

It's super important that you understand and apply these Workout Fundamentals during your workouts to **get the most *BANG* for your time and energy at the gym.**

It's your workouts that tell your body what to do with all those extra calories you'll be consuming which is to "Build More Muscle".

Remember, even the skinniest guys can build muscle fairly quickly as long as they follow the fundamentals.

The #1 Goal of Your Muscle Building Workout

You have to "STRESS" as many muscle fibers as possible with a load it has never handled before. (Seriously, read that line again because it's that darn important)

In other words, in order for your muscles to grow consistently, you have to expose them to stress that they've never been exposed to before.

The easiest way to do that is to continuously increase the *intensity* of your workouts so that you expose your muscles to new muscle building stress on a regular basis.

This is the "key" to consistent muscle gains in the gym.

What is *intensity*?

Intensity is simply the amount of work done within a given time period. The higher the intensity, the more stress is being put on the muscle.

It's a pretty simple concept, but it's so HUGE to building muscle that I can't stress this enough.... **It's all about INTENSITY.**

TIP: Pay close attention to these fundamentals, if you follow any workout plan without following the right fundamentals you're only going to be sabotaging your results and you'll wind up doing MORE work, wasting precious time and energy than you really need in order to see results (and that's if you see any results).

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Workout Fundamental #1

- Do Compound Exercises

Focus on compound exercises. In fact the core foundation of your workout routine should be compound exercises.

What are compound exercises?

Compound exercises are exercises that work multiple muscle groups at the same time. Squats are a great example. Squats work:

1. the hamstrings
2. quads
3. lower back
4. calves
5. abdominals

...ALL AT THE SAME TIME!

Other compound exercises include the **Bench Press, Dead-lifts, Clean & Press, Pull ups, and dips.**

On the flip side we have isolation exercises.

Isolation exercises only work 1 muscle group at a time. A good example of an isolation exercise is the hamstring curl.

Hamstring curls only work 1 muscle group. Yep, you guessed it, the hamstring and that's it.

Other types of isolation exercises include : Leg extensions, bicep curls, and calf raises.

Now lemme ask you a question?

If you wanted to build the most amount of muscle in the least amount of time which type of exercises do you think you should be focusing on?

That's right, **Compound Exercises**. If you're trying to build more muscle in the shortest amount of time, compound exercises NEED to be at the CORE of your workouts.

Compound lifts stress more muscle fibers than any isolation exercise ever could. The more muscle fibers you stress / work the more muscle you'll build. PERIOD.

Now before you get the wrong impression, isolation exercises do play a role in the grand scheme of things, in fact you should be doing isolation exercises while you're bulking up.

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But I just want you to know that it's the compound exercises that will **stress the most muscle fibers during your workout** which is why you should be doing a number of them (compound exercises) each and every time you workout.

Workout Fundamental #2

- Keep your workouts short (under 60 min.) but INTENSE.

If you want to build the most amount of muscle in the least amount of time you have to do **short yet INTENSE workouts**.

Why do they have to be short?

Well the main reason is because after 60 minutes of strenuous activity (i.e. – weight lifting) your body produces the hormone Cortisol as a way to cope with the stress of your workout.

Now here's the main thing you need to know about Cortisol. **High levels of Cortisol can change the body from an anabolic (muscle building) state to a catabolic (muscle break down) state.**

That's right, **Cortisol actually breaks down muscle tissue so that your body can use it for energy.** So the higher your Cortisol levels the more muscle you're likely to lose.

So as you can see, working out for long periods of time can actually do more harm than good. In fact, this might explain why you haven't been seeing the gains that you've been hoping for up until this point.

You may have been spending too much time in the gym thereby **OVERTRAINING** your body.

Trust me, in the case of building muscle fast, especially for us naturally skinny guys **LESS is definitely MORE.** Don't be suckered into thinking you have to stay in the gym for long periods of time in order to build muscle.

The truth is, **short but INTENSE workouts are the key to super fast muscle gains.** And don't worry I'll be showing you how to make sure your workouts stay SUPER INTENSE.

Workout Fundamental #3

- Focus on your NEGATIVES

In order to maximize your muscle building results from your workout program you have to focus on your "negatives".

So what the heck are "negatives"?

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Negatives are the portion of the lift where you're bringing your muscle to a relaxed state.

For example the "negative" portion on a bicep curl would be when you bring your arm down and bringing your bicep to its natural "relaxed" position. In other words it's the opposite motion of the "pump" if that helps.

Negatives are super important, because it's during this portion of your exercise where you can put your muscles under the most amount of stress for a longer period of time during your workout.

A BIG MISTAKE a lot of guys do, is to lift the weight and then **drop it**. You're not stressing your muscle when you do this; all you're doing is tiring your muscle.

For this reason if you want to build the **MAXIMUM** amount of muscle during your workout you have to focus on your "negatives".

And to properly achieve this you need to follow a **Muscle Building Tempo** when you're performing your exercises.

When you lift with a tempo, you're lifting at a controlled rate.

The 3 / 1 / 1 Muscle Building Tempo

In order to maximize your muscle building results during each workout, follow the 3 / 1 / 1 tempo formula...

1. **Take one second to lift the weight**
2. **Pause for one second at the top**
3. **Take no more than 3 seconds to bring the weight back down**
4. **Repeat until you have completed your set**

(Put this guide down and try this tempo out with a dumbbell, a book, your cat, anything you can find so you can get a feel for how you're supposed to lift weights)

You'll have to suck up some pride when lifting with a tempo. **You won't be able to lift as much weight as you would if you were pumping as fast as you could.**

But remember, your goal is to build muscle, not show off how much you can lift! It's to stress your muscle with a load it has never done before.

It's really important that you do this. I've seen SOOOO many guys lift the complete and utterly wrong way. They simply lift then drop the weight.



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Maybe they don't know the importance of focusing on their negatives or maybe they just want to show off and "look like" they can lift massive amount of weight, or maybe they feel embarrassed to use the weight they know they should start off with.

Either way they're sabotaging themselves and will build less muscle (if any muscle) because of it.

The name of the game is **stressing the most amount of muscle in the shortest amount of time.**

And when you train with a muscle building tempo that focuses on your negatives you're doing just that (stressing more muscle) which equals (yep, you guessed it) **MAXIMUM muscle gains in the least amount of time.**

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VI. Rest & Recovery 101

What is Rest & Recovery and why is it important?

Rest & Recovery is the repairing process your body goes through between one workout and the next.

It's during this time period your muscle fibers and body systems are repairing themselves, stitching up the wear and tear from your last workout session.

This process is **UTTERLY CRUCIAL**.

Always remember, your muscles don't grow in the gym they grow outside the gym.

You know what, that last statement is sooooo important I want us to say together out loud, ready.... **"Your muscles don't grow in the gym they grow OUTSIDE the gym"**

A lot of guys (my former self included) think that muscles actually grow while you're "pumping the iron" or "getting it in" at the gym.

And as you already know this is the complete opposite, **your workouts are actually wearing and tearing your muscles.**

The only reason why you look bigger when you're working out is because of the increased blood flow your body sends to the muscles to help it "handle" the stress.

Too many guys (again my former self included) focus way too much energy and attention on what they do in the gym and very little attention to what goes on outside the gym.

Remember, **your muscle only grows once it has fully recovered from the previous workout.** Let me shed some more light on the topic.

Let's say you work out for 1 hour a day 3 times a week. So that's 3 hours in the gym per week, (3 hours per wk * 4 weeks = **12 hours per month in the gym**) that's how much time you'll spend in the gym pumping the weights per month.

Now let's take a look at how many hours you're OUTSIDE the gym (24hours /day * 30 days = 720 hours in a month) 720 – 12 = **708 hours OUTSIDE the gym.**

So wait a sec, you spend **12 hours in the gym** and a staggering **708 hours OUTSIDE the gym** each month.

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Do you think what you do during those 708 hours you're OUTSIDE the gym can have a HUGE impact on your muscle building results? You can bet your grandma's undies it does.

And that's what this section is all about. It's really simple but this is also another place where A LOT of guys slip up.

They think their job begins and ends with their workouts and it doesn't.

So here's some simple steps you can take to Maximize your gains outside the gym:

Step #1 to Proper Recovery: Sleep

Between your job, workout plans, and your personal activities, do you get at least 8 hours of continuous sleep? You should be.

If you're reading this guide when you should be sleeping, go to bed right now and pick up this guide when you wake up!

It's while you're sleeping that the majority of the recovery process takes place.

It's while you sleep that your body can devote all its energy to body and muscle repair.

In other words, lack of sleep prolongs your recovery time.

So try to limit your late nights and **get at least 8 hours of continuous rest each night** while you're bulking up.

If you can also take a nap sometime after your workout that also promotes faster recovery of your muscles.

Step #2 to Proper Recovery: Proper Nutrition

To recover, your body needs the right materials and energy sources for repair.

If you don't consume enough calories from proteins, fats, carbs, and other nutrients (Vitamins and minerals) to meet the demands of your body in this weakened state, you're going to crash and burn.

You're going to shrink, not grow!

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Be sure **NOT** to “skimp” on your diet because believe it or not but **the calories you consume each day has a direct impact on how much muscle you gain.**

So be sure to pay close attention to the nutrition sections of this program and the meal plan you'll get to ensure you're eating the proper muscle building diet everyday.

Step #3 to Proper Recovery: Don't Over Do It

That's right, don't over do it. That simply means when you've completed your workout – **LEAVE THE GYM – YOU'RE DONE.** Don't try to sneak in an arm workout or “try to get more in” because you feel like it.

Remember **SHORT and INTENSE workouts are key.**

Also **limit your cardiovascular activity to a NEED only basis.**

Unless you absolutely **NEED** to do cardio, maybe you're on the track team, or swimming team or maybe you have a physically demanding job like construction, etc. whatever it is, limit your cardio or any other prolonged rigorous activity as much as you possibly can.

Just keep in mind that **the more stress you put on your body and the more rigorous activity you put it through each week, the more calories you're going to have to consume and the more rest you're going to have to take in** order to allow your muscles time to **FULLY** recover for the next workout.

I know everyone's lifestyle, personal activities and daily routines are different but try not to **OVER** do it. (i.e – staying longer in the gym than you should, and stressing your muscles when they should be resting)

Step #4 to Proper Recovery: Stretch

Think of your muscles as a collection of hundreds of little rubber bands. When you workout, you damage these tiny rubber bands.

And in order for them to repair themselves they'll need lots of vitamins, minerals and nutrients to grow bigger and stronger.

Everything that your body needs to repair themselves are found within the blood.

And **when you stretch your muscles, you allow more blood flow into your muscle fibers which allows for faster recovery.**

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So every day, optimally each morning, be sure to stretch your major muscle groups for at least 10-15 minutes not only to lengthen your muscles but to also increase the blood flow to your muscles as well, for **faster recovery and faster muscle gains**.

Also be sure to stretch for at least 10 – 15 minutes before training to allow optimal blood flow to your muscles before you start working out.

This helps decrease your chances for injury and increase your performance in the gym.

Trust me, a little stretching goes a long way.

Step #5 to Proper Recovery: Supplements

Supplements are NOT needed to build muscle, but are quite helpful and can make your life easier especially during your recovery period.

Taking supplements like Vitamin C, Essential Fatty Acid Supplements like Udo's Oil, a good Multivitamin each day as well as protein supplements can help speed up the recovery process and help you see results faster.

Remember, your muscles are one of the last things that your body looks to grow when it's recovering.

Only after your body's vital systems like your hormonal system, your nervous system, your body's energy stores etc. has finished repairing and replenishing themselves will your body look to add more muscle.

So it makes sense that you do everything you can to help repair and strengthen those body systems first so your body can add more muscle ASAP.

And the way you do that is by making sure you provide your body with the vitamins, minerals and other nutrients it needs so that you can see results fast.

As I said before if you can get all of your recommended amounts of these vitamins and minerals from your diet then great. But this is very unrealistic in today's world.

Which is why supplements can be your best friend when it comes to muscle recovery (if you know how to use them effectively).

Step #6 to Proper Recovery: Stay Away From Alcohol

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Now I know what you may be thinking "Stay away from my brewskies???, are you serious??"

I'm dead serious. You don't have to eliminate alcohol from your way of life but you definitely have to limit the amount you drink while you're building muscle.

The #1 reason is because **Alcohol decreases your Testosterone levels**. Yes, your "Big Daddy" Muscle Building hormone will decrease when you consume alcohol.

The more alcohol you consume the less your Testosterone levels will be. And **this WILL have an effect on how much muscle you gain**.

If you take two guys who both train the exact same, eat the exact same diet, take the same supplements and have the same daily activities outside the gym.

But guy #1 drinks alcohol everyday and guy #2 drinks maybe once a week.

The guy who drinks the least amount of alcohol WILL build more muscle than the guy who drinks the most.

So do yourself a favor and cut down on the brewskies while your building muscle.

VII. Quick Guide to Muscle Building Supplements

In order to build muscle, you **DON'T NEED** supplements.

With that being said there are certain scenarios where supplements provide the ideal combination of nutrients which would be difficult or somewhat impractical to get from whole foods.

Supplements also make it easier to reach your caloric goals which would be very difficult to reach if you were consuming whole foods alone.

I just wanted to throw these key facts out there because I don't want you to think, there's some MIRACLE supplement you can take to build muscle. **As long as you have sound dieting and eating habits you WILL build muscle**, only once your dieting habits are sound should you add supplements.

With that being said, there are A LOT of supplements out there, and what we're about to go over now are the "best" ones to use while you're in your "BULKING Phase".

For our purposes we're going to separate supplements into two different categories. The first type of supplements is "**Dietary Supplements**" and the second type of supplements is "**Workout Supplements**".

With that being said here is the list of the best supplements to use while you're in your "BULKING Phase":

Whey Protein

Casein Protein

Weight Gainer

(Check the Resources Section to find out which ones I use)

And surprisingly that's pretty much it. This list may seem pretty short to some but keep in mind that we're not big on "Workout Supplements", like Creatine, NoExplode and all that other stuff,

And it's because your workouts as Jimmy likes to say is: "**80% Mental and 20% Physical**" and since it's mostly "mental" (stressing your muscle at an intensity they've never felt before) there's no reason to have to take a workout supplement to help you get better results in the gym. (At least not at this point in the game)

How and When to Use These Supplements For Maximum Muscle Gains

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Whey Protein is needed as a way of delivering protein fast to your muscles when they need it (i.e. like around your workouts)

Casein protein is needed as a way of delivering a slow release of protein for your muscles to feed on, which is ideal for any period of time throughout the day except immediately before and immediately after your workouts.

Weight Gainers are used as a meal supplement to increase your caloric intake, which means it helps you increase the amount of carbs, protein and fats you take in a day (which is very important when it comes to building muscle).

(Check the Resources Section to find out which ones I use)

Weight gainers are best used as a meal 60 – 90 minutes after your workout but not immediately after (That's what whey protein is for). With that being said you definitely DON'T want to use a weight gainer shake right before you're going to bed because that's a great way to gain fat instead of building muscle and just putting on a lot of "bad" weight.

And you also don't want to take a weight gainer during the waning hours of your day (i.e. – the evening when all you're doing is sitting around watching TV) ideally no later than 6:30pm – 7 pm.

If you workout at night let's say at 7:30pm then just take your weight gainer shake during the day because you don't want all those excess calories sitting on your stomach when you fall asleep.

In other words **DON'T** take a weight gainer within 4 – 5 hours of going to sleep.

Few Rules to Follow When Taking Supplements

1. **DRINK LOTS OF WATER** - If you're going to be increasing your protein and your caloric intake with dietary supplements in any way, shape or form drink LOTS of water. I recommend **AT LEAST 6 – 8 cups per day**, in all honesty you should be doing this anyway to promote a healthy body but it's especially important when you begin increasing your caloric intake.
2. **Make sure you're getting the MAJORITY of your protein from whole food sources** - When I first started out, I thought supplements were way better than "actual" food when it came to building muscle.

But that couldn't be farther from the truth, whole foods have so much more benefits that supplements don't have, so make sure you're consuming **NO MORE THAN 40%** of your daily protein from supplements.

Remember, supplements are used to SUPPLEMENT (or **assist**) your diet, **not replace** it so make sure you're consuming the majority of your protein from whole food sources.

VIII. Tracking Your Progress

This section is all about tracking your progress and I know this is definitely something that a lot of guys don't do or don't do as well as they should, either because they don't know exactly how or even why they should be tracking their progress on a regular basis..... or they're just LAZY.

Why you need to track your progress regularly?

You need to track your progress because when and if you look at yourself everyday you're not going to see a lot of "eye popping" gains and you should never trust yourself to remember what weight you did (in the gym) the week before because you're not going to remember.

And by the end of your training cycle (if you've been pushing yourself) you WILL see an increase in the amount of weight that you lift by a significant amount but you might never know that or exactly by how much unless you're tracking your progress.

There's two types of tracking that we're going to be focusing on:

Workout Tracking – it's real simple all you're tracking is the weight that you're lifting each week and how many times you were able to lift it for every set of every exercise.

Body Part Tracking – here you're basically keeping track of your weight and the growth of "key" body parts.

I highly recommend you get **MyoTape** (Check out the resource section)

How to Track Your Muscle Building Progress

Tracking your body changes is actually quite simple. In all honesty the hardest part is just getting used to doing it each and every week.

Here's what you'll need:

1. Body measuring tape (**MyoTape**)
2. Notebook
3. Scale (preferably one that can calculate body fat, to make your life a little easier)

Tips you should follow to track your changes:

1. Measure yourself weekly (preferably in the morning, right after you wake up and before you eat breakfast)
2. Measure yourself at the same spot every time (even if you have to take note of where it is – for example "2 inches above navel" or "middle of bicep")
3. Keep a notebook to monitor your changes from week to week

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For the sake of keeping Training Guide as simple as possible, you're only required to track your weight, waistline, arms, legs and chest each week (you can measure other parts if you'd like).

Create a journal entry each week and fill out the following information:

Date: The date you're weighing in

Weight: Your current weight

Arms: The size of your arms

Legs: The size of your legs

Waist: The size of your waist

(Or you can print out and use the **Body Progress Tracking Worksheet** I provide you on the next page)

Resources to help you out:

How to Measure Body Parts



<http://www.youtube.com/watch?v=RLKeNcOGDv4>

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Body Progress Tracking Worksheet

[illegible]

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How to Track Your Workouts

Tracking your workouts is rather easy; it just takes some getting used to and knowing what you should be tracking, so here goes....

Wait a sec!!!! Timeout!!!!

First things first, here's what you should be bringing to the gym EVERY single time you workout...

1. Pencil
2. Workout Notebook
3. Watch or Stopwatch

MAKE SURE you bring these things with you to the gym **EVERYTIME** you workout.

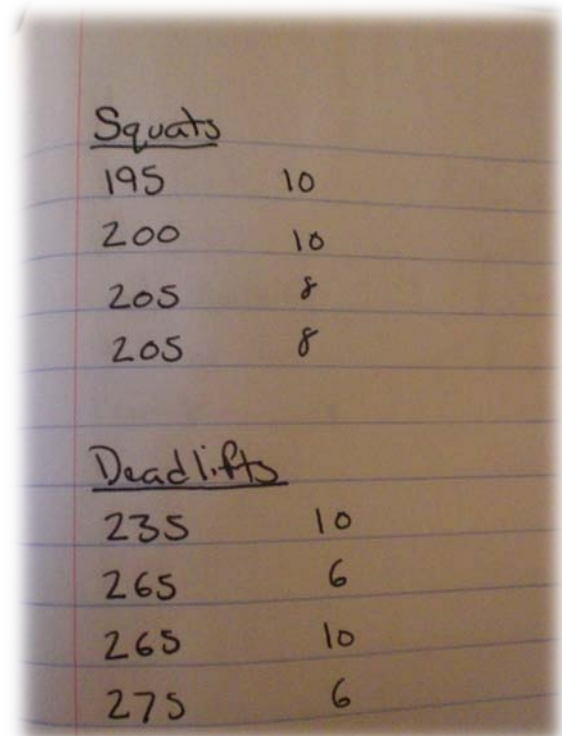
So now that you know what you'll need when you go to the gym, now its time to show you what you need to record and jot down when you're in the gym.

Tips you should follow to track your workout progress:

- 1 - Jot down the time when you first start your workout.
- 2 - Jot down the time when your workout is complete
- 3 - Note how many reps you accomplished per each set
- 4 - Note the weight used for each set

Here's an example of how each workout should look like:

Start Workout: 8 am
End Workout: 9:10am



Bench Press		(Exercise Name)	
1.	135lbs 12	(Set #)	(Weight Used) (# of reps completed)
2.	140lbs 10	1.	135lbs 8
3.	145lbs 8	2.	
4.	150lbs 6	3.	
		4.	

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Incline Bench Press

1. 90lbs 12
2. 100lbs 10
3. 110lbs 8
4. 130lbs 6

Flat Bench Press

....
....

Picture time

One of the best things and also NECESSARY things to do, in order to track your results is to take a picture right before you start your training cycle, as you complete each phase of your training and one right after you finish your training cycle.

It's also best to NOT look at yourself in the mirror at all until PHOTO day (at the end of each week) but that's easier said than done.

Me personally I can only go a week without looking at my body in the mirror and even that's a bit of a stretch sometimes, but it REALLY REALLY helps because if you can wait for at least a week before checking out your body, that'll allow you to see results week to week. And that's because weekly results are MUCH easier to see in the mirror than day to day results.

If you're obsessed with trying to see results day by day, good luck! I know people who do this and it drives them NUTS. So just do yourself a favor and check your body out once a week, trust me you'll be glad you did.

Numbers don't lie – measuring size and weight

Here are some last words about tracking your progress.

Don't try to wing it. Don't try to keep the numbers in your head for later. As soon as you measure yourself WRITE IT DOWN. As soon as you finish that set ... **WRITE IT DOWN.**

That way you can easily go back, see if you're slipping, see if you're actually improving and see exactly where you are while you're following this program.

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IX. Important Resources

I. Important Videos

How to Measure Body Parts



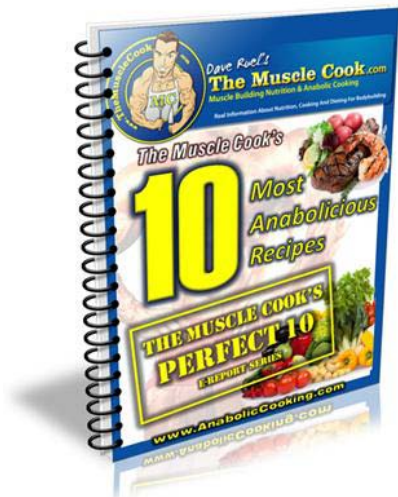
<http://www.youtube.com/watch?v=RLKeNcOGDv4>

II. Recommended Resources

The Muscle Cook's "10 Most Anabolicious Recipes"

Even though I provide you with a simple 30 day meal plan, eventually you're going to want to switch things up a bit so you're not eating the same things OVER AND OVER AND OVER AGAIN.

And that's why I highly recommend you checkout Dave Ruel's (The Muscle Cook) 10 Most Anabolicious Recipes book.



These recipes are "**Rich Approved**" which means they're super easy to (I love the fact that you can make most of these meals in 4 or less steps). And they're **a great switch up from the meals I provide you with**. So if you're someone who likes great tasting food but don't want to spend a lot of time in the kitchen making it then this Recipe Book is for you.

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Download "The Muscle Cook's 10 Most Anabolitious Recipes eBook" **FOR FREE** by going to: <http://www.buildmusclechallenge.com/special-reports/10-anabolitious-recipes>

III. Recommended Supplements

These are the supplements I currently use. The main reasons why I chose these are because they're low on Carbs (helps decrease fat gains) and they're pretty cheap.

With all these supplements I just get the Chocolate flavors. I've experimented with different flavors and Chocolate is by far the safest.

Nothing beats buying a tub of "Strawberry" protein that tastes like PUKE and have to finish it because you don't want to throw money down the drain.

Just some food for thought,

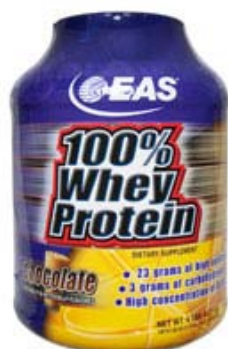
Rich

Casein Protein



<http://www.buildmusclechallenge.com/recommends/on-casein-protein>

Whey Protein



<http://www.buildmusclechallenge.com/recommends/eas-whey>

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Weight Gainer



<http://www.buildmusclechallenge.com/recommends/cytogainer>

IV. Recommended Tools

MyoTape

Great (and CHEAP) measuring tape device, real simple and easy to use and perfect for measuring your body part progress

<http://www.buildmusclechallenge.com/recommends/myotape>



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X. What to Do Next?

Now that you have read the ENTIRE Training Guide portion of your 30 Day Build Muscle Challenge here are some last-minute tips to help you go out and get the results you're looking for:

Step 1: **Rewind!**

Put this guide down, watch some TV. Go eat some grub. Relax. Do some homework. Play with your kids. Give your mind time to zone out and relax. Then the next chance you get come back and read this guide again.

I taught you ALOT in this guidebook, so now you have a glimpse of what you need to do. Now I want you to read it over again **before diving into the challenges** so you have a full understanding of what you need to do.

Trust me, once you read this a second time (or even a third time if you really want to) the information and all the lessons I've taught you will seep into your brain that much deeper so you can apply more of what you learned to get better, faster results.

Step 2: **Whitelist My Email Address**

This is IMPORTANT!

I'm going to be sending you BONUS updates, giving out special tips, answering your questions and running special events like live webinars, bonus training, etc.

And the only way to ensure that you get all of this is to Whitelist my email.

Even if my first few emails got to your inbox, that doesn't guarantee that you'll receive others and you could miss out on ALOT.

Just imagine if you didn't get my first email and you missed out on reading this 30 Build Muscle Challenge Training Guide. Well if you don't Whitelist my email address you could miss out on something even BIGGER later on down the line.

The cool thing is, it takes less than a minute to do. Just go to:

<http://buildmusclechallenge.com/claim-your-free-gifts>

And follow the easy directions on that page.

Step 3: **Send your questions and feedback**

Hopefully while you were reading this guide you:

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1. Wrote down the things you didn't understand
2. Wrote down things that gave you an "ah ha" moment

So now that you've finished this the Training Guide portion of your 30 Day Build Muscle Challenge, I want you to do me a favor. Shoot me a quick e-mail, if there's something you don't quite get or understand and also let me know how this book has helped you. Even if you're just starting out it's great to hear what ah ha moments and golden nuggets you were able to grab while reading.

It's because of the feedback and questions from guys in the past that made me create this guide. So help pass the torch and help the next guys out by sending me your questions and feedback it'll only help make this 30 Day Build Muscle Challenge better and help more naturally skinny guys like us out.

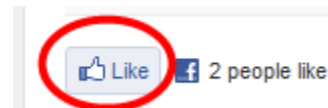
Please **send any and all questions and feedback, results, etc.** to: richard@buildmusclechallenge.com and in the **SUBJECT LINE** put: **"30 Day Challenge Questions"** and I'll do my best to get back you as soon as possible.

I'd love to hear from you.

Step 4: SHARING is CARING!

If you enjoyed this training guide I'd like you to help me out. My mission is to help transform physiques and to help transform lives. So my goal is to get this 30 Day Build Muscle Challenge into the hands of the guys that need it most "guys who are currently struggling to build muscle and gain weight"

So only if you've enjoyed what you've experienced and learned here and you feel that the 30 Day Build Muscle Challenge is a valuable resource to help guys (maybe even someone you know) reach their goals I want you to go to: <http://buildmusclechallenge.com/30-day-build-muscle-challenge-workout-plan>



Hit the like button and help us reach our goal of impacting as many lives as possible.

Also if you have a friend who can benefit from this guide please feel free to pass it along to them as well. When you do, tell 'em: "You can thank me later"

Step 5 - "Do the Damn Thang"

Those muscles aren't going to build themselves. Remember **MASSIVE RESULTS take MASSIVE ACTION.**

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Only if you've read the Training Guide TWICE....

Get started with the **QuickStart Guide** below right away so you can take what's rightfully yours and build "The Body of A Beast"

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XI. Your Quick Start Guide

This is a quick start guide to help you get on track and hit the ground running, when it comes to completing your 30 Day Build Muscle Challenge.

[READ THIS ONLY IF: You've Read Through the ENTIRE Training Guide portion of your 30 Day Build Muscle Challenge AND You're Ready to Start Week 1]

1. **Stock Up** – Your first step to taking on your 30 Day Build Muscle Challenge is to “stock up” and get all your necessary equipment. Feel free to use your own brands but these are the ones I researched and use.

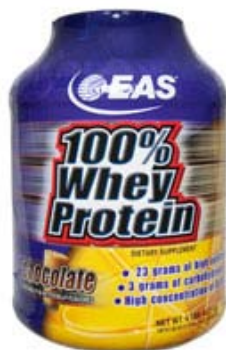
a. Recommended Supplements

i. Casein Protein



<http://www.buildmusclechallenge.com/recommends/on-casein-protein>

ii. Whey Protein



<http://www.buildmusclechallenge.com/recommends/eas-whey>

iii. Weight Gainer

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"Everything You Need To Gain 10 lbs in 1 Month"



<http://www.buildmusclechallenge.com/recommends/cytogainer>

Why I go with Netrition.com? - There are tons of places to get these supplements and if you already have a place that you go to get your supplements than you can get them there.

I just want to share with you, who I go with and why. If I can't find the supplement I'm looking for in my local Vitamin Shoppe or if I want a specific brand, I always go to Netrition.com and the reason why is because their prices are pretty good, but also, they have great customer service.

How Netrition.com saved me A LOT of \$\$\$ - back a few years ago when I placed my first order, I selected two day shipping, hoping that it would get to my house faster. It cost about five extra bucks more than the regular ground shipping so I said "what the heck".

A few hours later I got a call from a Netrition.com customer service rep.

She told me that because they were based in New York and the fact that I live in New York getting two day air shipping on my order was unnecessary.

In fact, she said it would get there faster if I just go with ground shipping (which saved me a couple of extra bucks) and I wouldn't have known that unless the customer service rep had called.

Come to think about it, I probably would have spent the extra bucks ordering two day air shipping on all of my orders unnecessarily if that customer service rep didn't call me. Which saved me a lot of money in the long run now that I think about it. So if you're looking to buy your supplements online then Netrition.com is a great way to go.

b. Get Your Log Book(s)

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Track your workouts - you'll definitely need a log book to check your workout progress. You'll want to take this logbook with you every single time you go to the gym. So you can jot down how many reps you completed and how much weight you used for each set.

Track your weight progress - in the long run its best if you get a separate logbook to track your weight progress. You can use the last few pages of your workout log book to keep track of your weight progress.

Simply find the middle of the book fold that page and a half and use the first half for your workouts in the second half for your weight progress.

But to keep your 30 Day Build Muscle Challenge as simple as possible you can use the Body Progress Tracking Worksheet I provided for you.

2. Get your Measuring tools

- a. **Scale** (preferably one with a body fat calculator) - this is by far one of the most essential measuring tools that you should get.

Ideally you should get one with a body fat calculator so it's real easy for you to track your body fat as well while you're on this challenge.

- b. **MyoTape** – I really like this tool better than a regular tape measure because it is easy to use especially when it comes to measuring your body parts (legs, chest, arms) and your waistline.

<http://www.buildmusclechallenge.com/recommends/myotape>

3. Print out Key Pages

- a. **Your Weekly Challenges** - make sure you print out every challenge as you come across them, put them on your wall, on your refrigerator or near your mirror. Basically place them where ever you need to so that your eyeballs **MUST** pass over your weekly tasks multiple times a day.
- b. **Your Body Progress Worksheet** – this worksheet will help make it super simple for you to track your body progress as you're going through your Build Muscle Challenge. Print this worksheet out and place it next to the scale and your other measuring tools so you can track your progress from week to week.
- c. **Your Workout Plan** - you also should look to print out your workout plan, you can take it to the gym, begin to formulate a plan to how you're going to best attack it before you even head to the gym.

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- d. **Your Diet Plan** - you most definitely want to print out your diet plan. Food should constantly be on your mind and printing out your diet plan and putting it in a place where it's always on your mind will help reinforce the fact that YOU HAVE TO CONSTANTLY EAT.
4. **Weigh In** - Before you start your 30 Day Build Muscle Challenge you need to weigh in. Remember, you won't know how far you've gone until you know where you started.
 - a. **So right before you begin this challenge** - Make your first entry into your **Body Progress Worksheet** and jot down all your key measurements:
 - Write down the date
 - Jot down your weight
 - Your waist line measurement
 - Your key body parts
5. **Take Your Before Photo** - This is huge. You definitely want to take your before photo because you don't know how drastic this transformation is going to be. (And trust me, if you follow this challenge to the "T" you'll see a NOTICEABLE difference)

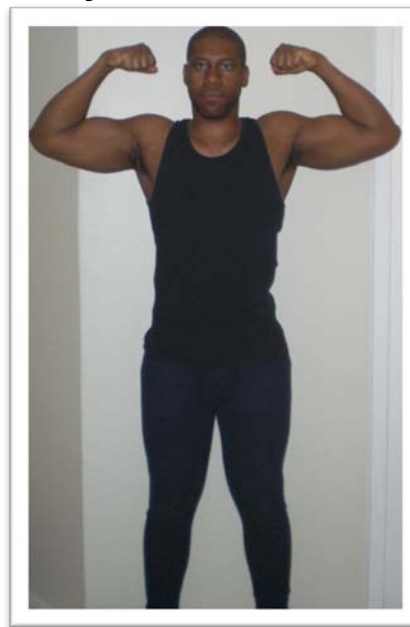
I remember when I first started out I was so scared to take my before photo because I didn't know if all of this would work or not. But thank God I did because I didn't notice how drastic my change was until I dug up that before photo.

Take a look for yourself here is **my before and after photos after months** of following the same rules and principles I've been teaching you.

My Before Pic



My "AFTER" Pic



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6. **START WEEK 1 of your 30 Day Build Muscle Challenge** – Once you've completed ALL the previous steps in this quickstart guide now it's time to roll up your sleeves and build the muscle and confidence you've always dreamed of.

You Ready?

Let's Go!!!!

The 30 Day Build Muscle Challenge

30 Day Build Muscle Challenge

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30 Day Build Muscle Challenge

Exercise Guide / Workout Plan

So you've finally decided that today is the day. The day that you're going to start going to take on your 30 Day Build Muscle Challenge, go the gym, get fit, and transform your body. Great!!!

So when and how do you start? How do you go about building muscle, establishing a plan, and following through on your fitness goals? Where do you envision yourself a week from now? Two weeks? A month? 6 months? A year?

These are all legitimate questions that you have to ask yourself when you first start out and you'd better have an answer to all of them if you're even considering being successful and reaching your fitness potential.

Luckily, that's where this guide comes in. In it, you're going to find the diet, exercise, and motivational tools that you will need in order to carry you through on your fitness goals and finally reach the goals that you've set for yourself.

Who is this Exercise Guide & Workout Plan for?

This exercise guide & workout plan is for those of you who've dabbled in visiting (I say visiting because if you're not going to the gym consistently, then by definition, you're just passing through) the gym but have never made a solid commitment to going 4 or 5 times a week, which is really what you need in order to see real results.

This exercise guide & workout plan is also for those of you who are hard-gainers and have trouble putting on weight and muscle. You need to keep in mind those who are overweight and those who are underweight have different priorities and everyone's body responds in different ways. So there's no such thing as one size fits all here.

What will I learn?

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This exercise guide & workout plan will teach you the basics of weightlifting and strength training. It will teach you the core principles involved as well as the most essential bread-and-butter exercises and it is designed to get you comfortably into the gym 4 days a week.

It will help you break out of the “noob” zone and into a mindset where you’re going to be ready and eager to hit the weights every week because you know what to do, how to do it, and what you’re aiming for.

Getting Started/Principles

Before getting to the actual 4-week workout plan, it is important to discuss the main principles behind it so that even after the initial 4 weeks, all of you following this guide have an idea of how to continue on your fitness path.

One of the most important things to learn as someone who’s just starting to get into lifting is that **compound exercises are KING**. The squat, bench press, and deadlift are going to be your bread-and-butter exercises and I guarantee that you’d see massive gains if you just focused on these.

That said, it’s still going to be important to add a variety of different exercises in order to isolate certain muscle groups and to keep the workout from getting stale. Because this is geared towards the beginner lifter, I’m going to introduce the major exercises and then slowly integrate the more minor exercises as the weeks progress.

The following 4 week exercise program is based on a 4-day-per-week schedule. **Weight training days will be Monday, Tuesday, Thursday, and Friday.**

Wednesday is a rest day as well as the weekend. Exercise sets do not include warm up sets.

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Week 1,2 (Getting Started)

Remember to warm up for at least 10 minutes before lifting. Stretch the legs, back, chest, shoulders, and arms. For stretching techniques consult...

For the first week, focus on form for every set and make sure each repetition is performed slowly and squeeze and concentrate on the muscle being worked.

For the second week, make sure to increase the weight for every exercise. These first two weeks are designed to teach you the most essential exercises while at the same time ensuring enough variety and rest between lifting days.

Monday

Exercise	Sets	Reps	Rest
Flat Barbell Bench Press	4	10*	
Incline Barbell Bench Press	4	10*	
Barbell Squat X 5 Sets	5	10*	
Dumbbell Lunges**	4	12 -15	
Deadlift	5	10*	
Pull Ups	In as few sets as possible	40	

* Choose a weight where you fail by the 10th rep and stay with that weight, aiming for 10 reps per set for 4 sets.

** This is an important stretch exercise. Do 12-15 reps per set for 4 sets aiming for slow, controlled repetitions

Tuesday

Exercise	Sets	Reps	Rest
Dumbbell Shoulder Press	4	10*	
Barbell Shrugs	4	10*	
Barbell Curls	4	10*	
EZ-Bar Skullcrushers	4	10*	
Dumbbell Hammer Curls	3	10*	
Weighted Dips	3	12**	
Seated Machine Calf Raises	5	20	

* Choose a weight where you fail by the 10th (12th) rep and stay with that weight, aiming for 10

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(12) reps per set for all sets.

** Choose a weight where you fail by the 10th rep and stay with that weight, aiming for 10 reps per set for all sets.

Wednesday

Exercise	Sets	Reps	Rest
----------	------	------	------

REST

Thursday

Exercise	Sets	Reps	Rest
Flat Barbell Bench Press	4	10*	
Incline Barbell Bench Press	4	10*	
Barbell Squat X 5 Sets	5	10*	
Dumbbell Lunges**	4	12 -15	
Deadlift	5	10*	
Pull Ups	In as few sets as possible	40	

* Choose a weight where you fail by the 10th rep and stay with that weight, aiming for 10 reps per set for 4 sets.

** This is an important stretch exercise. Do 12-15 reps per set for 4 sets aiming for slow, controlled repetitions

Friday

Exercise	Sets	Reps	Rest
Dumbbell Shoulder Press	4	10*	
Barbell Shrugs	4	10*	
Barbell Curls	4	10*	
EZ-Bar Skullcrushers	4	10*	
Dumbbell Hammer Curls	3	10*	
Weighted Dips	3	12**	
Seated Machine Calf Raises	5	20	

* Choose a weight where you fail by the 10th (12th) rep and stay with that weight, aiming for 10 (12) reps per set for all sets.

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** Choose a weight where you fail by the 10th rep and stay with that weight, aiming for 10 reps per set for all sets.

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Week 3, 4 (Adding Some Variety)

For this week, all of the exercise we did in week 1 and 2 with Barbell, we will be switching to dumbbells to add some variety and to target more supporting muscles.

We will also be changing up the Tuesday/Thursday workouts to introduce some new exercises for the non-compound days.

Monday			
Exercise	Sets	Reps	Rest
Flat Dumbbell Bench Press	4	10*	
Incline Dumbbell Bench Press	4	10*	
Barbell Squat X 5 Sets	5	10*	
Barbell Lunges**	4	12 -15	
Dumbbell Deadlift	5	10*	
Pull Ups	In as few sets as possible	40	
* Choose a weight where you fail by the 10 th rep and stay with that weight, aiming for 10 reps per set for 4 sets.			
** This is an important stretch exercise. Do 12-15 reps per set for 4 sets aiming for slow, controlled repetitions			

Tuesday			
Exercise	Sets	Reps	Rest
Dumbbell Arnold Press	4	10*	
Rear Delt Machine Flys	4	10*	
Preacher EZ-Bar Curls	4	10*	
Cable Rope Pulldowns	4	10*	
Incline Dumbbell Curls	3	10*	
Dumbbell Triceps Extension	3	10*	
Machine Donkey Raises	5	20	
* Choose a weight where you fail by the 10 th (20 th) rep and stay with that weight, aiming for 10 (20) reps per set for all sets.			

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Wednesday

Exercise	Sets	Reps	Rest
----------	------	------	------

REST

Thursday

Exercise	Sets	Reps	Rest
----------	------	------	------

Flat Dumbbell Bench Press	4	10*	
---------------------------	---	-----	--

Incline Dumbbell Bench Press	4	10*	
------------------------------	---	-----	--

Barbell Squat X 5 Sets	5	10*	
------------------------	---	-----	--

Barbell Lunges**	4	12 -15	
------------------	---	--------	--

Dumbbell Deadlift	5	10*	
-------------------	---	-----	--

Pull Ups	In as few sets as possible	40	
----------	----------------------------	----	--

* Choose a weight where you fail by the 10th rep and stay with that weight, aiming for 10 reps per set for 4 sets.

** This is an important stretch exercise. Do 12-15 reps per set for 4 sets aiming for slow, controlled repetitions

Friday

Exercise	Sets	Reps	Rest
----------	------	------	------

Dumbbell Arnold Press	4	10*	
-----------------------	---	-----	--

Rear Delt Machine Flys	4	10*	
------------------------	---	-----	--

Preacher EZ-Bar Curls	4	10*	
-----------------------	---	-----	--

Cable Rope Pulldowns	4	10*	
----------------------	---	-----	--

Incline Dumbbell Curls	3	10*	
------------------------	---	-----	--

Dumbbell Triceps Extension	3	10*	
----------------------------	---	-----	--

Machine Donkey Raises	5	20	
-----------------------	---	----	--

* Choose a weight where you fail by the 10th (20th) rep and stay with that weight, aiming for 10 (20) reps per set for all sets.

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BONUS

(From The 90 Day Transformation Challenge)

Week 5 (Alternative exercises)

Week 1-4 served to teach the most basic and fundamental compound exercises as well as exercises for the smaller, complementary body parts. The last week will serve to expose you to the pyramid repetition scheme which is one of the most fundamental principles in strength training.

Exercises during the last week will be the same as during the first week for Mondays and Thursdays. Tuesdays and Thursdays will serve to further introduce new ways to work different parts of the complementary muscles.

Monday			
Exercise	Sets	Reps	Rest
Flat Dumbbell Bench Press	4	12 : 10 : 8 : 6*	
Incline Dumbbell Bench Press	4	12 : 10 : 8 : 6*	
Barbell Squat X 5 Sets	5	12 : 10 : 8 : 6 : 6**	
Barbell Lunges***	4	12 - 15	
Dumbbell Deadlift	5	12 : 10 : 8 : 6 : 6**	
Pull Ups	In as few sets as possible		50

* Choose a weight where you feel you will fail on the last rep of each set. Increase weight each set.

** Choose a weight where you feel you will fail on the last rep of each set. Increase weight each set until the last 2 sets. Aim to use the same weight for set 4 and 5.

*** This is an important stretch exercise. Do 12-15 reps per set for 4 sets aiming for slow, controlled repetitions

Tuesday			
Exercise	Sets	Reps	Rest

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Shoulder Machine Press?	4	12 : 10 : 8 : 6*
Side Delt Machine Raises	4	12 : 10 : 8 : 8**
EZ-Bar 21s	3	21
Overhead Dumbbell Tricep Extensions	4	12 : 10 : 8 : 8**
Standing Dumbbell Curls	3	10*
Triangle Grip Tricep Cable	3	10*
Pulldowns		
Machine Donkey Raises	5	30 : 25 : 20 : 20 : 15*

* Choose a weight where you feel you will fail on the last rep of each set. Increase weight each set.

** Choose a weight where you feel you will fail on the last rep of each set. Increase weight each set until the last 2 sets. Aim to use the same weight for set 3 and 4.

Wednesday

Exercise	Sets	Reps	Rest
----------	------	------	------

REST

Thursday

Exercise	Sets	Reps	Rest
Flat Dumbbell Bench Press	4	12 : 10 : 8 : 6*	
Incline Dumbbell Bench Press	4	12 : 10 : 8 : 6*	
Barbell Squat X 5 Sets	5	12 : 10 : 8 : 6 : 6**	
Barbell Lunges***	4	12 -15	
Dumbbell Deadlift	5	12 : 10 : 8 : 6 : 6**	
Pull Ups	In as few sets as possible	50	

* Choose a weight where you feel you will fail on the last rep of each set. Increase weight each set.

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** Choose a weight where you feel you will fail on the last rep of each set. Increase weight each set until the last 2 sets. Aim to use the same weight for set 4 and 5.

*** This is an important stretch exercise. Do 12-15 reps per set for 4 sets aiming for slow, controlled repetitions

Friday

Exercise	Sets	Reps	Rest
Shoulder Machine Press?	4	12 : 10 : 8 : 6*	
Side Delt Machine Raises	4	12 : 10 : 8 : 8**	
EZ-Bar 21s	3	21	
Overhead Dumbbell Tricep Extensions	4	12 : 10 : 8 : 8**	
Standing Dumbbell Curls?	3	10*	
Triangle Grip Tricep Cable Pulldowns?	3	10*	
Machine Donkey Raises	5	30 : 25 : 20 : 20 : 15*	

* Choose a weight where you feel you will fail on the last rep of each set. Increase weight each set.

** Choose a weight where you feel you will fail on the last rep of each set. Increase weight each set until the last 2 sets. Aim to use the same weight for set 3 and 4.

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Your 30 Day Build Muscle Challenge 3700 Calorie Meal Plan

Meal 1	Breakfast (684 cal., 59g prot., 71g carb., 21g fat)
	2 Whole Extra Large Eggs (160 cal., 14g prot., 0g carb., 12g fat) 6 Egg Whites (96 cal., 24g prot., 0g carb., 0g fat) 2 Slices Cheese (100 cal., 8g prot., 4g carb., 6g fat) 1 Banana (121 cal., 1g prot., 31g carb., 0g fat) 3 Slices Whole Wheat Bread (207 cal., 12g prot., 36g carb., 3g fat)
Meal 2	Post Workout (318 cal., 42g prot., 30g carb., 5g fat)
	2 Serving Post-Workout Protein Shake (180 cal., 34g prot., 6g carb., 3g fat) 2 Slices Whole Wheat Bread (138 cal., 8g prot., 24g carb., 2g fat)
Meal 3	Lunch (678 cal., 39g prot., 98g carb., 16g fat)
	2 Turkey Burgers on Whole Wheat Buns (488 cal., 34g prot., 58g carb., 16g fat) 1 Cup Mixed Vegetables (80 cal., 3g prot., 15g carb., 0g fat) 1 Cup Orange juice (110 cal., 2g prot., 25g carb., 0g fat)
Meal 4	Afternoon Snack (384 cal., 34g prot., 30g carb., 7g fat)
	2 Servings Protein Shake (180 cal., 34g prot., 6g carb., 3g fat) 2 Cups 1% Milk (204 cal., 16g prot., 24g carb., 4g fat)
Meal 5	Mid- Afternoon Meal (775 cal, 99g prot., 14g carb., 10g fat)
	2 6oz. Chicken Breast (562 cal., 70g prot., 0g carb., 6g fat) 1 4oz. Flounder Filet (100 cal., 21g prot., 0g carb., 2g fat) 1 Cup Garden Salad (11 cal., 0g prot., 2g carb., 0g fat)

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	1 Cup 1% Milk (102 cal., 8g prot., 12g carb, 2g fat)
Meal 6	Dinner (632 cal., 77g prot., 15g carb., 27g fat)
	9 oz. Skirt Steak (522 cal., 69g prot., 0g carb., 27g. fat) 5 Peeled Shrimp (30 cal., 5g prot., 0g carb., 0g fat) 1 Cup Mixed Vegetables (80 cal., 3g prot., 15g carb., 0g fat)
Meal 7	Bedtime Snack (337 cal., 49g prot., 10g carb., 3g fat)
	1 Can Tuna Fish (125 cal., 30g prot., 0g carb., 1g fat) 2 tbsp. Peanut Butter (146 cal., 7g. prot., 10g carb., 2g fat)
Daily Nutrient Total: 3742 Calories, 403 Grams Protein, 268 Grams Carbohydrates, 89 Grams Fat)	

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30 Day Build Muscle Challenge Weekly Challenges

Welcome to the 30 Day Build Muscle Challenge Weekly Challenges. These challenges are for anyone who wants fast results and wants to build the body of a **BEAST**.

Fact: To build the body of a **BEAST**, you have to build the lifestyle, habits and mindset of a **BEAST**

In all honesty, the only difference between you and those guys who are "Jacked" and **Certified BEASTS** in their own right is that they do certain things and think a certain way than you do when it comes to building muscle.

This 30 Day Build Muscle Challenge was specifically designed to help you build those habits and the mindset of a **BEAST**.

Quick Rules and Guide lines

So before we begin, here are some quick rules to help you get the most out of these Weekly Challenges.

1. You Need to Follow Every Step of Every Challenge.

Remember, this 30 Day Build Muscle Challenge is all about building your muscle building habits and your muscle building mindset. So **when you move on from week to week, you have to continue to build those habits that you've developed from previous weeks.**

These habits and mindset challenges are NOT just one shot deals that you just do for one week and then stop doing them because the week is over. You won't see life-changing results that way. You have to live by these habits continuously.

Don't worry, **if you take on this 30 Day Build Muscle Challenge with 100% effort and energy these habits and mindsets will eventually become INSTINCT and AUTOMATIC**, you'll do these things without even thinking about it.

Remember, it takes a certain lifestyle to build the **body of a BEAST**. And to build life changing muscle takes a lifestyle change and these challenges will help you build the Habits and Mindset to create that lifestyle so your body has no choice but to build muscle.

2. Don't Move Onto Another Challenge Before You've Completely Finished the Previous Challenges

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This 30 Day Build Muscle Challenge is all about building the right Muscle Building foundation by learning and applying the fundamentals. **You should look at EVERY challenge as CRITICAL to your success.**

You haven't gotten the results you wanted up until this point because you lacked the foundation. You lacked the knowledge and application of the fundamentals.

So by skipping a challenge or even parts of a challenge you're only sabotaging yourself.

You need to successfully apply the fundamentals FIRST, that is the only way you will succeed.

Every BEAST in the gym applies the fundamentals and if you choose not to then you're only cheating yourself out of the body you truly want.

3. Give 110% on Every Task, in Every Challenge, EVERY WEEK!!!

You're only going to get out of this challenge what you put into it.

I'm gonna be straight up with you, **if you put in HALF ASSED effort then expect HALF ASSED results. It's just that simple.**

But if you put in a STRONG, ROCK-SOLID effort, then guess what STRONG, ROCK-SOLID results will be waiting for you at the end of these 30 days.

It's all up to you. Which kind of results you want?

The ball is in your court.

Good Luck. I look forward to guiding you through this journey.

Rich

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WEEK 1 – Building Your Food Habits

CHALLENGE: Buy, Cook and Prepare your Food in Bulk and **Never** Let Your Stomach Go Hungry For 1 Week.

Habits You Will Build:

1. **Never Letting Your Stomach Go Hungry** - the number one habit you should look to build from this challenge is to never, EVVVERRRR let your stomach go hungry.

This is huge because most guys don't eat enough, that's why they don't gain weight and build the muscle they want.

If you build the habit of never letting your stomach go hungry **you will literally be surprised at how easy it is to truly build the muscle you want.** Remember, to your body your muscles are very "expensive" and guess what, calories is the "currency".

Thus the more calories you consume, the more muscles you can "buy".

2. **Buying Food in Bulk** - in order to cook and prepare your meals in advance you're going to have to buy in bulk. For example, I don't buy a dozen eggs anymore. I go to BJ's and buy a carton of **5 DOZEN** eggs at one time. (If I didn't I'd be going to the grocery store AT LEAST every other day)

For starters it's MUCH cheaper to buy large quantities of food in bulk. And second it's a necessity if you want to **surround yourself with food.** If you want to get big you have to buy in bulk. PERIOD!!!



3. **Cooking and Preparing ALL Your Meals in Advance** - in order to never let



your stomach go hungry you need to **be surrounded by food.** If you're not surrounding yourself with food, you'll find it very difficult to consume the food you have to when you it's time to eat.

You have to get into the habit of cooking your meals in advance. Unless you enjoy being in the kitchen all day every day, you need to do this. Ever see a guy who was super BIG, I'll bet you 9 times out of 10 they're walking around with their

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next (few) meals in their bag, in a container or somewhere nearby.

This is a habit that just comes with building life-changing muscle and building the body of a BEAST. You have to prepare your food in advance.

Step by Step What You Have to Do:

1. Pick a day to buy all the food you will need for one week (or at LEAST THE NEXT 3 DAYS)

a. Make a list first

- i. You always want to go to the grocery store with a list that way you go to the grocery store with a game plan.
- ii. I'm pretty certain you don't want to spend any more time at the grocery store than you have to so the easiest way to get in and out is and to remember everything you need is to make a list of the things you need a head of time.

b. Go to the grocery store

- i. If you can, I recommend going to a wholesale store like BJ's or Costco because it's cheaper to buy things in bulk at these places.

c. Tip: Don't go when you're hungry

- i. This is a big mistake that even I fall into sometimes. NEVER go grocery shopping on an empty stomach or when you're feeling hungry. Because I can almost guarantee you that you'll walk out with something that you probably shouldn't be walking out with.

2. Pick a day where you will prepare and cook your food

- a. Get all the ingredients and start cooking - it may take longer than you like the first time, but once you get the routine down you'll be surprised how much great tasting food you can make very quickly.
- b. When you're finished cooking put all your meals together and put them in the fridge or the freezer.
- c. If you've done this correctly, then you should have all your meals cooked and stored for (AT LEAST) the next three days. This makes it extremely easy for you to take your food to work, to class, where ever you go and not have to worry about cooking all day long.

3. EAT and NEVER let your stomach go hungry for 1 whole week- It's real simple from this point, all you have to do is eat, Eat and EAT. The key here is to eat each meal before you actually get hungry. When you feel your stomach slowly starting to get empty, then it's time for another meal.

Note For Breakfast: Remember the goal is to never let your stomach go hungry. Which means as soon as you get up in the morning, the first thing on your mind should be devouring your breakfast for the day. So every morning

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within 15 minutes of you "waking up" you should be eating your first meal of the day.

- a. **FYI** : believe it or not, but as I'm writing this section I'm preparing my meals for the next 3 days. The more you do it the easier it becomes (and this comes from someone who doesn't enjoy cooking all that much)
- b. **TIP**: Me personally I only cook food for three days at a time. The main reason is because I don't have enough room in my freezer to freeze all my meals for seven whole days. Which means **I pretty much only cook food twice a week** (3 days at a time)

This Week:

- | |
|--|
| 1. Complete Your Week 1 Challenge Worksheet (Provided on the page Below) |
| 2. Follow Week 1 of your 30 Day Build Muscle Challenge Workout Plan – Page 63 |
| 3. Follow Your Build Muscle Challenge 3700 Calorie Diet Plan – Page 71 |
| 4. Complete your Body Progress Worksheet at the end of the week – Page 46 |

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Week 1 Challenge Worksheet

Week 1 Tasks	
Task Completed	Task
<input type="checkbox"/>	1. Pick a day to buy all the food you will need for 1 week (or at LEAST THE NEXT 3 DAYS) Day : _____
<input type="checkbox"/>	2. Pick a day(s) where you will prepare and cook your food Day(s) you will prepare all your food this week _____
<input type="checkbox"/>	3. EAT and never let your stomach go hungry for 1 whole week <input type="checkbox"/> Day 1 <input type="checkbox"/> Day 2 <input type="checkbox"/> Day 3 <input type="checkbox"/> Day 4 <input type="checkbox"/> Day 5 <input type="checkbox"/> Day 6 <input type="checkbox"/> Day 7 *As you complete this task everyday check it off

WEEK 2 – Building your EATING Habits and your Hunger Mindset

CHALLENGE: Eat a Meal Every 2.5 Hours and Track When You Eat ALL Your Meals

Habits This Will Build:

1. **Always Thinking About Your Next Meal** – when you're building muscle you ALWAYS want to be thinking about your next meal. Think of your body like a machine and food as your fuel. Once there's a shortage of fuel (calories) your body will stop building muscle. That is why you need to provide your body with a constant stream of nutrients throughout the day.
2. **Don't Wait til You're Hungry to Eat** – you kind of got a head start on this from last week. But this week is where we're going to hammer this habit home. Most guys who struggle to build muscle and gain weight wait until their stomach is on EMPTY to start eating again. Remember the way to fast muscle gains is to provide your body with a constant stream of nutrients BEFORE it begins starving for it.

So this challenge will help you to **destroy your old habit of waiting til you're hungry to eat**, and build the new habit of "Constantly Eating".

Mindset This Will Build:

1. **Avoid Hunger Like the PLAGUE!!!**

You have to develop the mindset that **hunger is BAD**, because in reality it is bad for your transformation goals. You have to view hunger as a first class ticket to becoming or even remaining skinny.

Imagine your body is a car driving up a hill, at the top of this hill is the body you've always wanted and at the bottom is the skinny, frail and weak body you're trying to move away from.

As soon as you start to feel hungry imagine that car (your body) slowly sliding backward down that hill moving further away from the top (the body of your dreams) and closer to the body you're trying to avoid (a skinny guy physique)

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But on the flip side, every time you finish one of your meals picture that car (your body) REVVING it's engine as it begins blazing a trail closer to the top (the body you've always dreamed of)

This is the mindset you must have. You don't have to use this example, whatever images you picture in your head is fine as long as it motivates you to **avoid hunger like the plague**.

Step by Step What You Have to Do:

1. **Put Yourself On a Timer** – this part is pretty easy, just set your watch or your cell phone to sound an alarm **2 ½ hours** after you eat breakfast.

After you complete **EVERY** meal, set your timer for another **2 ½ hours** and eat a meal as soon as the timer sounds.

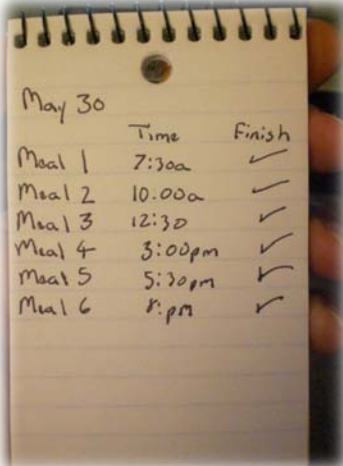
[My Experience with this challenge] – When you first try this, it's going to be **tough**. While I was testing this challenge out for myself I was ***SHOCKED*** at how tough it was in the beginning.

But after a week I got so used to eating every 2 ½ hours I almost didn't need the timer, I knew it was time to eat by the way my stomach felt.

Helpful TIP: Set your alarm for **2 hours and 15 min.** that way when the alarm sounds you have 15 minutes to finish up whatever you're doing and prepare your meal so that you're ready to chow down at the 2 ½ hour mark.



2. **Create a Meal Journal** – nothing fancy, this could be a composition book or a notepad you carry around with you throughout the day. And it's real simple, write down: **When did you eat each your meal and if you finished it.**



- For every minute after 2 ½ hours that you don't eat something I want you to visualize your body eating away at your muscles. Because that's exactly what's happening the longer you postpone the next meal.

***** If you complete this week's challenge correctly the feeling of hunger should start to feel strange to you by**

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the end of the week since your stomach has rarely been empty, which is a VERY VERY good thing.

It means your body is getting used to a steady stream of nutrients throughout the day, which is the key ingredient to fast muscle gains.

NOTE: Don't be discouraged if you can't consume ALL your meals at first. Your body has to adjust and adapt to your increase in calories. If this is the case, **just make sure you're consuming more and more food each day** until you're able to reach the amount you should be consuming in order to pass Week's challenge.

Don't forget in order to complete this week's challenge you still need to complete ALL of the following TASKS:

Week 1 Challenges

1. Pick a day to buy all the food you will need for one week (or at LEAST THE NEXT 3 DAYS) and go food shopping
2. Pick a day where you will prepare and cook your food
3. EAT and never let your stomach go hungry for 1 whole week

This Week:

- | |
|--|
| 1. Complete Your Week 2 Challenge Worksheet (Provided on the page Below) |
| 2. Follow Week 2 of your 30 Day Build Muscle Challenge Workout Plan – Page 63 |
| 3. Follow Your Build Muscle Challenge 3700 Calorie Diet Plan – Page 71 |
| 4. Complete your Body Progress Worksheet at the end of the week – Page 46 |

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"Everything You Need To Gain 10 lbs in 1 Month"

Week 2 Challenge Worksheet

Week 2 Tasks	
Task Completed	Task
<input type="checkbox"/>	1. Put Yourself On a 2 ½ hr Timer for Each Meal <input type="checkbox"/> Day 1 <input type="checkbox"/> Day 2 <input type="checkbox"/> Day 3 <input type="checkbox"/> Day 4 <input type="checkbox"/> Day 5 <input type="checkbox"/> Day 6 <input type="checkbox"/> Day 7 *As you complete this task everyday check it off
<input type="checkbox"/>	2. Create a Meal Journal (Write down when you ate each meal & if you finished each meal) <input type="checkbox"/> Day 1 <input type="checkbox"/> Day 2 <input type="checkbox"/> Day 3 <input type="checkbox"/> Day 4 <input type="checkbox"/> Day 5 <input type="checkbox"/> Day 6 <input type="checkbox"/> Day 7 *As you complete this task everyday check it off
Week 2 Tasks (cont'd from Week 1)	
Task Completed	Task
<input type="checkbox"/>	3. Pick a day to buy all the food you will need for 1 week (or at LEAST THE NEXT 3 DAYS) Day : _____
<input type="checkbox"/>	4. Pick a day(s) where you will prepare and cook your food Day(s) you will prepare all your food this week _____
<input type="checkbox"/>	5. EAT and never let your stomach go hungry for 1 whole week <input type="checkbox"/> Day 1 <input type="checkbox"/> Day 2 <input type="checkbox"/> Day 3 <input type="checkbox"/> Day 4 <input type="checkbox"/> Day 5 <input type="checkbox"/> Day 6 <input type="checkbox"/> Day 7 *As you complete this task everyday check it off

WEEK 3 – Building Your Workout Habits

CHALLENGE: Time Your Weight Training to Finish in Under an Hour

Habits This Will Build:

1. **Get in, Workout and Get out!** - This week's challenge will help you build a habit of treating your workouts like a jewelry heist.

You get in. You do your thing. Then you get the hell out!

Remember after a certain point, the longer you stay in the gym weight training, the more you're sabotaging your results.

This challenge will also help you:

- a. Stay focused on completing your workout ASAP
- b. Avoid "lollygagging" and joking around while you're working out
- c. Avoid cheating yourself by resting too long during your workout.
- d. Break the habit of "staying a little longer in the gym to work out a little extra" way of thinking and help you see better results.

Mindset This Will Build

1. **The Longer You Stay, the Longer You PAY!** - When you're in the gym your mind should be set on "the longer I stay here the less muscle I'll build here". Remember, you have to stress your muscles with an intense workout **quickly** (before your Cortisol levels get high and start eating away at your muscles)

IMAGINE: In exactly 1 hour after you start your workout, the gym is going to explode so you better get your workout in and get outta there.

You could imagine whatever you want all that matters is that you have an imaginary clock in your head as you're working out, and the more that clock ticks the quicker you need to get the workout over with as soon as possible.

NOTE: At the end of this challenge, you should have a serious **sense of urgency** every time you go to the gym. Just like a jewel heist remember, get in, do your thing and get out!

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Step by Step What You Have to Do:

1. **Take a stopwatch of some sort to the gym EVERYTIME you workout** - if you do not have a stopwatch, get a stopwatch! You can find a cheap sports watch with a timer or stopwatch function for less than 15 bucks (All I did was hop on Amazon.com and searched for "digital watch")

Right before you start your first exercise set your alarm to sound in 1 hour

TIP: Start the stopwatch right before you start your first exercise.

2. **Try your ABSOLUTE best to get through your workout within the 60 minutes** – this means you DON'T:
 - a. Lollygag
 - b. Joke around with your friends
 - c. Rest longer than you're supposed to
 - d. Go at a snail's pace

I want you to **treat your workout like you're getting paid to finish on time** (less than 60 minutes)

TIP: If you have to wait for a machine or set of weights because someone else is using it. Just move on to the next exercise and come back to that one, because remember the clock is "ticking".

Every minute you're still working out past the 1 hr. mark I want you to **PINCH** yourself. Then look at your muscles and imagine your body slowly eating away at all the hard work you've been putting in.... because that's exactly what's happening!

Write down the time you started your workout and the time you ended your workout (right before you started the first set to the second you finished your last set)

This is a great challenge, because you really have to be **disciplined with your rest periods** and your **sense of urgency** at the gym.

Key things to keep in mind:

Don't worry if you go over 60 minutes in the beginning. The goal is to constantly improve your time with every workout so eventually you can finish your workout before the alarm sounds at the 60 minute mark. **So as long as you continue to improve your time with every workout then you've passed this challenge.**

***Cardio is not included in this. Which means the goal is for you to **FINISH** your weight training within 60 minutes, if you have to do cardio at the end of one of these workouts, do not include cardio within your 60 minute time frame.

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Don't forget in order to complete this week's challenge you still need to be:

Week 1 Challenges

1. Pick a day to buy all the food you will need for one week (or at LEAST THE NEXT 3 DAYS) and go food shopping
2. Pick a day where you will prepare and cook your food
3. EAT and never let your stomach go hungry for 1 whole week

Week 2 Challenges

1. Put yourself on a timer – Eat every 2.5 hours
2. For every meal write when you ate your meal and if you finished it

Week 3 Challenges

1. Take a stopwatch of some sort to the gym EVERYTIME you workout
2. Try your ABSOLUTE best to get through your workout within the 60 minutes
3. Write down the time you started your workout and the time you ended your workout

This Week:

- | |
|--|
| 1. Complete Your Week 3 Challenge Worksheet (Provided on the page Below) |
| 2. Follow Week 3 of your 30 Day Build Muscle Challenge Workout Plan – Page 66 |
| 3. Follow Your Build Muscle Challenge 3700 Calorie Diet Plan – Page 71 |
| 4. Complete your Body Progress Worksheet at the end of the week – Page 46 |

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Week 3 Challenge Worksheet

Week 3 Tasks	
Task Completed	Task
<input type="checkbox"/>	1. Take a stopwatch of some sort to the gym EVERYTIME you workout <input type="checkbox"/> Day 1 <input type="checkbox"/> Day 2 <input type="checkbox"/> Day 3 <input type="checkbox"/> Day 4 <input type="checkbox"/> Day 5 <input type="checkbox"/> Day 6 <input type="checkbox"/> Day 7 *As you complete this task everyday check it off
<input type="checkbox"/>	2. Try your ABSOLUTE best to get through your workout within the 60 minutes <input type="checkbox"/> Day 1 <input type="checkbox"/> Day 2 <input type="checkbox"/> Day 3 <input type="checkbox"/> Day 4 <input type="checkbox"/> Day 5 <input type="checkbox"/> Day 6 <input type="checkbox"/> Day 7 *As you complete this task everyday check it off
<input type="checkbox"/>	3. Write down the time you started your workout and the time you ended your workout <input type="checkbox"/> Day 1 <input type="checkbox"/> Day 2 <input type="checkbox"/> Day 3 <input type="checkbox"/> Day 4 <input type="checkbox"/> Day 5 <input type="checkbox"/> Day 6 <input type="checkbox"/> Day 7 *As you complete this task everyday check it off
Week 3 Tasks (cont'd from Week 2)	
Task Completed	Task
<input type="checkbox"/>	4. Put Yourself On a 2 ½ hr Timer for Each Meal <input type="checkbox"/> Day 1 <input type="checkbox"/> Day 2 <input type="checkbox"/> Day 3 <input type="checkbox"/> Day 4 <input type="checkbox"/> Day 5 <input type="checkbox"/> Day 6 <input type="checkbox"/> Day 7 *As you complete this task everyday check it off
<input type="checkbox"/>	5. Create a Meal Journal (Write down when you ate each meal & if you finished each meal) <input type="checkbox"/> Day 1 <input type="checkbox"/> Day 2 <input type="checkbox"/> Day 3 <input type="checkbox"/> Day 4 <input type="checkbox"/> Day 5 <input type="checkbox"/> Day 6 <input type="checkbox"/> Day 7 *As you complete this task everyday check it off

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"Everything You Need To Gain 10 lbs in 1 Month"

"Everything You Need To Gain 10 lbs in 1 Month"

Week 3 Tasks (cont'd from Week 1)

Task Completed	Task
<input type="checkbox"/>	6. Pick a day to buy all the food you will need for 1 week (or at LEAST THE NEXT 3 DAYS) Day : _____
<input type="checkbox"/>	7. Pick a day(s) where you will prepare and cook your food Day(s) you will prepare all your food this week _____
<input type="checkbox"/>	8. EAT and never let your stomach go hungry for 1 whole week <input type="checkbox"/> Day 1 <input type="checkbox"/> Day 2 <input type="checkbox"/> Day 3 <input type="checkbox"/> Day 4 <input type="checkbox"/> Day 5 <input type="checkbox"/> Day 6 <input type="checkbox"/> Day 7 *As you complete this task everyday check it off

WEEK 4 – Building your Muscle Building Knowledge

CHALLENGE: Subscribe to popular muscle building blogs and websites and read my recommended articles.

Habits This Will Build:

1. **Listening to Experts Who've Gone Through What You're Going Through** - you have to get into the habit of listening to experts. But not just any experts, ideally experts who have gone through exactly what you're going through right now.

This is important because this will help you build your muscle building knowledge. You'll learn how your body works and what makes it TICK and what is needed to see the changes you want from people who've already figured it out.

It is also important, because it'll get you into the habit of NOT taking advice from everyone else. Because guess what, your body is not like everyone else's, us naturally skinny guys, hardgainers and guys who naturally struggle to build muscle have to do things a little bit different.

FUNNY example: Could you imagine if Shaq went to Kobe and asked him "I want to score a lot of points in these games just like you, teach me how you do it Kobe?"

Of course Kobe is going to show him how he dribbles past defenders, spins around guys, penetrates the defense, and shoots three pointers from behind the arc.

Now can you imagine Shaq doing all the things Kobe does to score points in a basketball game? Can you imagine Shaq shooting three pointers or (trying to) dribble past defenders like Kobe?

"Heck No!!!" (If you're a fan of basketball you understand why that would be a HORRIFIC sight)

But that's exactly what you're doing when you follow muscle building advice from someone whose body is built differently from yours. You're like Shaq shooting a three pointer. YIKES!

2. **Constantly Learning New Things That Can Increase Your Results and Make Your Life Easier** -You want to build a habit of constantly learning new things about how your body works and what things you can do to see the results you want.

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You literally want to become a sponge when it comes to muscle building. Just look at all the guys who have BEASTLY bodies in the gym, they didn't just go in there one day and said I want to workout and get BIG.

They took the time to learn what exercises they should do, how to do them with proper form, what foods they should eat, and what workouts will get them the results they want and so on.

And that's what I want you to get in the habit of **CONSTANTLY EXPANDING YOUR MUSCLE BUILDING KNOWLEDGE**.

The good news is you've already started this process by taking the 30 Day Build Muscle Challenge, I just want you to keep it going!

Mindset This Will Build:

1. **You'll Only Grow As Much As You Know** - I want you to think about Muscle Building Knowledge as you do about food.

Now that you've gone through the first couple of weeks of this challenge you already know **you're limited to how much you can GROW** based on how much you EAT, the same is true about how much you KNOW.

The truth is you'll only grow as much as you know. Just imagine how much you're going to grow after following this 30 Day Build Muscle Challenge and learning everything in this guide.

Now imagine if you hadn't stumbled onto this guide how much you would have grown then. A lot less I'm guessing.

Do you think "Arnold", Ronnie Coleman or Jay Cutler or any professional bodybuilder got the way they did without learning new tricks, strategies and methods.

No, of course not.

So I want you to think of your mind as a sponge. The smaller the sponge, the less water (muscle gains) you can wring out of it. But the bigger the sponge (the more muscle building knowledge you have) the more water (muscle gains) you can wring out of it.

So I want you to build the mindset that **you have to consistently soak up more muscle building knowledge in order to "ring out" and produce more muscle gains**.

Step by Step What You Have to Do:

30 Day Build Muscle Challenge

"Everything You Need To Gain 10 lbs in 1 Month"

"Everything You Need To Gain 10 lbs in 1 Month"

1. **Read my "MUST READ" muscle building articles** - these articles have been hand-picked by yours truly. These articles have given me plenty of "ah ha" moments, and helped me expand my muscle building knowledge. And I want them to do the same for you.
 - a. You don't have to read them all in one sitting, but to complete this challenge you have to read all of them.

Go to: <http://www.buildmusclechallenge.com/recommended-muscle-building-articles> to read my list of "MUST READ" muscle building articles.

2. **Visit and subscribe to my "MUST READ" muscle building sites and blogs** - this way; you don't have to go out seeking ways to build your muscle building knowledge. It'll be all sent to you, so you can devour it with ease.

Go to: <http://www.buildmusclechallenge.com/recommended-muscle-building-blogs-and-sites> to visit and subscribe to my list of "MUST READ" muscle building sites and blogs

3. **Once a day for 15 minutes (minimum), pop on and read something about muscle building that interests you** - Time isn't the real factor here it's what you do in those 15 minutes that count. This shouldn't be just 15 minutes going through the pages of these websites and blogs.

In these 15 minutes you should have enough time to read at least one or two thorough muscle building articles, blog posts or videos.

Remember, you can do more than 15 minutes, and in most cases you probably will (which is very good) for this task, just note that 15 minutes is the minimum.

Don't forget in order to complete this week's challenge you still need to complete ALL of the following TASKS:

Week 1 Challenges

1. Pick a day to buy all the food you will need for one week (or at LEAST THE NEXT 3 DAYS) and go food shopping
2. Pick a day where you will prepare and cook your food
3. EAT and never let your stomach go hungry for 1 whole week

Week 2 Challenges

1. Put yourself on a timer – Eat every 2.5 hours
2. For every meal write when you ate your meal and if you finished it

Week 3 Challenges

30 Day Build Muscle Challenge

"Everything You Need To Gain 10 lbs in 1 Month"

"Everything You Need To Gain 10 lbs in 1 Month"

1. Take a stopwatch of some sort to the gym EVERYTIME you workout
2. Try your ABSOLUTE best to get through your workout within the 60 minutes
3. Every minute you're still working out past the 1 hr. mark I want you to PINCH yourself.
4. Write down how long it took you to go through your entire workout
5. Write down the time your started your workout and the time you ended your workout

Week 4 Challenges

1. Read my "MUST READ" muscle building articles
2. Visit and subscribe to my "MUST READ" muscle building sites and blogs
3. Once a day for 15 minutes (minimum), pop on and read something about muscle building that interests you

This Week:

- | |
|--|
| 1. Complete Your Week 4 Challenge Worksheet (Provided on the page Below) |
| 2. Follow Week 4 of your 30 Day Build Muscle Challenge Workout Plan – Page 66 |
| 3. Follow Your Build Muscle Challenge 3700 Calorie Diet Plan – Page 71 |
| 4. Complete your Body Progress Worksheet at the end of the week – Page 46 |

30 Day Build Muscle Challenge

"Everything You Need To Gain 10 lbs in 1 Month"

"Everything You Need To Gain 10 lbs in 1 Month"

Week 4 Challenge Worksheet

Week 4 Tasks	
Task Completed	Task
<input type="checkbox"/>	1. Read my "MUST READ" muscle building articles
<input type="checkbox"/>	2. Visit and subscribe to my "MUST READ" muscle building sites and blogs
<input type="checkbox"/>	3. Once a day for 15 minutes (minimum), pop on and read something about muscle building that interests you <input type="checkbox"/> Day 1 <input type="checkbox"/> Day 2 <input type="checkbox"/> Day 3 <input type="checkbox"/> Day 4 <input type="checkbox"/> Day 5 <input type="checkbox"/> Day 6 <input type="checkbox"/> Day 7 *As you complete this task everyday check it off
Week 4 Tasks (cont'd from Week 3)	
Task Completed	Task
<input type="checkbox"/>	4. Take a stopwatch of some sort to the gym EVERYTIME you workout <input type="checkbox"/> Day 1 <input type="checkbox"/> Day 2 <input type="checkbox"/> Day 3 <input type="checkbox"/> Day 4 <input type="checkbox"/> Day 5 <input type="checkbox"/> Day 6 <input type="checkbox"/> Day 7 *As you complete this task everyday check it off
<input type="checkbox"/>	5. Try your ABSOLUTE best to get through your workout within the 60 minutes <input type="checkbox"/> Day 1 <input type="checkbox"/> Day 2 <input type="checkbox"/> Day 3 <input type="checkbox"/> Day 4 <input type="checkbox"/> Day 5 <input type="checkbox"/> Day 6 <input type="checkbox"/> Day 7 *As you complete this task everyday check it off
<input type="checkbox"/>	6. Write down the time your started your workout and the time you ended your workout <input type="checkbox"/> Day 1 <input type="checkbox"/> Day 2 <input type="checkbox"/> Day 3 <input type="checkbox"/> Day 4 <input type="checkbox"/> Day 5 <input type="checkbox"/> Day 6 <input type="checkbox"/> Day 7 *As you complete this task everyday check it off

30 Day Build Muscle Challenge

"Everything You Need To Gain 10 lbs in 1 Month"

"Everything You Need To Gain 10 lbs in 1 Month"

Week 4 Tasks (cont'd from Week 2)

Task Completed	Task
<input type="checkbox"/>	7. Put Yourself On a 2 ½ hr Timer for Each Meal <input type="checkbox"/> Day 1 <input type="checkbox"/> Day 2 <input type="checkbox"/> Day 3 <input type="checkbox"/> Day 4 <input type="checkbox"/> Day 5 <input type="checkbox"/> Day 6 <input type="checkbox"/> Day 7 *As you complete this task everyday check it off
<input type="checkbox"/>	8. Create a Meal Journal (Write down when you ate each meal & if you finished each meal) <input type="checkbox"/> Day 1 <input type="checkbox"/> Day 2 <input type="checkbox"/> Day 3 <input type="checkbox"/> Day 4 <input type="checkbox"/> Day 5 <input type="checkbox"/> Day 6 <input type="checkbox"/> Day 7 *As you complete this task everyday check it off

Week 4 Tasks (cont'd from Week 1)

Task Completed	Task
<input type="checkbox"/>	9. Pick a day to buy all the food you will need for 1 week (or at LEAST THE NEXT 3 DAYS) Day : _____
<input type="checkbox"/>	10. Pick a day(s) where you will prepare and cook your food Day(s) you will prepare all your food this week _____
<input type="checkbox"/>	11. EAT and never let your stomach go hungry for 1 whole week <input type="checkbox"/> Day 1 <input type="checkbox"/> Day 2 <input type="checkbox"/> Day 3 <input type="checkbox"/> Day 4 <input type="checkbox"/> Day 5 <input type="checkbox"/> Day 6 <input type="checkbox"/> Day 7 *As you complete this task everyday check it off

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"Everything You Need To Gain 10 lbs in 1 Month"

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Week 5 BONUS CHALLENGE:

CHALLENGE: RAID-A-Bufferet!!!

Not only is this your reward for making it this far but this is also essential to your muscle gains.

Habits This Will Build:

1. **Constantly Expanding Your Stomach and Your Appetite** - remember, the more calories you can consume each day, the more muscle you will gain and raiding a buffet is a great way to stretch your stomach, increase your appetite and increase the amount of food you can consume.

Who do you think will gain more muscle...."Someone who can only consume 4000 calories or the guy who can consume 5000 calories a day?"

That's right, the guy who can consume more calories each day will gain more muscle. And raiding a buffet is a great way of doing it (consuming more calories).

2. **Reward Yourself with LOTS of Great Tasting Food So You Don't Go INSANE**- After a grueling period of eating and tasting basically the same things over and over and over again you will start to go insane.

I don't care how good the food tasted in the beginning. If you eat too much of it, it will eventually drive you nuts!!!

For example, when I was bulking up during my first and second transformation I loved eating eggs in the morning and tuna fish in the afternoon.

But after doing this for weeks on end, just the sight of eggs and the smell of tuna fish literally made me want to BARF. And that's exactly why you need to give your taste buds a break and have something to look forward to (like raiding a buffet)

Step by Step What You Have to Do:

This by far might be the most enjoyable challenge of all.

1. **This week, find a buffet you'd like to go to.**
2. **Pick a day within this week to go if possible**

TIPS: I personally like to RAID-A-Bufferet on the day I worked out a body part that I'd like to grow a little bit more muscle than the rest.

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For example - if you feel you're lacking in shoulders, if possible RAID-A-Buffer on the day you workout your shoulders. All those extra calories will help you add more muscle and this is especially true for whatever muscle group you workout that day.

3. **At least once a week RAID-A-Buffer:** one time for our RAID-A-Buffer day Jimmy, our good friend Tim and myself went to a **Brazilian Rodizio** (all you can eat Meat Buffet) where we devoured EVERYTHING in sight....
(the pic below)

TIP: Just keep in mind that it doesn't have to be a buffet.

For example: Another time Jimmy and I went to Boston market, where we bought a **Meal for Four** and devoured it between the two of us. So in essence, we both had a meal for two.



Funny story: I'm not going to lie that meal was tough, I finished my half, but Jimmy made it all the way until he had about two spoonfuls of mashed potatoes left and couldn't finish it... All that food and it was two spoonfuls of Mashed Potatoes that did him in.

"Yes I still let him hear about it to this very day."

In order to complete this challenge all you have to do is have one RAID-A-Buffer day where you devour everything in sight for 1 meal.

So remember, when you're building muscle, you always want to throw in a RAID-A-Buffer day to:

- treat yourself for sticking with your diet and training all week
- push the limits of your stomach, so it can hold more food
- increase your appetite
- prevent you from going insane, while you're eating for gains and make your diet, a lot more bearable.

Don't forget in order to complete this week's challenge you still need to complete ALL of the following TASKS:

Week 1 Challenges

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"Everything You Need To Gain 10 lbs in 1 Month"

"Everything You Need To Gain 10 lbs in 1 Month"

1. Pick a day to buy all the food you will need for one week (or at LEAST THE NEXT 3 DAYS) and go food shopping
2. Pick a day where you will prepare and cook your food
3. EAT and never let your stomach go hungry for 1 whole week

Week 2 Challenges

1. Put yourself on a timer – Eat every 2.5 hours
2. For every meal write when you ate your meal and if you finished it

Week 3 Challenges

1. Take a stopwatch of some sort to the gym EVERYTIME you workout
2. Try your ABSOLUTE best to get through your workout within the 60 minutes
3. Every minute you're still working out past the 1 hr. mark I want you to PINCH yourself.
4. Write down how long it took you to go through your entire workout
5. Write down the time your started your workout and the time you ended your workout

Week 4 Challenges

1. Once a day for 15 minutes (minimum), pop on and read something about muscle building that interests you from at least one of the sources you've subscribed to in Week 3.

Week 5 Challenges

1. RAID-A-Buffer!!!

This Week:

- | |
|--|
| 1. Complete Your Week 5 Challenge Worksheet (Provided on the page Below) |
| 2. Follow Week 5 of your 30 Day Build Muscle Challenge Workout Plan – Page 68 |
| 3. Follow Your Build Muscle Challenge 3700 Calorie Diet Plan – Page 71 |
| 4. Complete your Body Progress Worksheet at the end of the week – Page 46 |

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"Everything You Need To Gain 10 lbs in 1 Month"

Week 5 Challenge Worksheet

Week 5 Tasks	
Task Completed	Task
<input type="checkbox"/>	1. RAID-A-BUFFET!!!
Week 5 Tasks (cont'd from Week 4)	
Task Completed	Task
<input type="checkbox"/>	2. Read my "MUST READ" muscle building articles
<input type="checkbox"/>	3. Visit and subscribe to my "MUST READ" muscle building sites and blogs
<input type="checkbox"/>	4. Once a day for 15 minutes (minimum), pop on and read something about muscle building that interests you <input type="checkbox"/> Day 1 <input type="checkbox"/> Day 2 <input type="checkbox"/> Day 3 <input type="checkbox"/> Day 4 <input type="checkbox"/> Day 5 <input type="checkbox"/> Day 6 <input type="checkbox"/> Day 7 *As you complete this task everyday check it off
Week 5 Tasks (cont'd from Week 3)	
Task Completed	Task
<input type="checkbox"/>	5. Take a stopwatch of some sort to the gym EVERYTIME you workout <input type="checkbox"/> Day 1 <input type="checkbox"/> Day 2 <input type="checkbox"/> Day 3 <input type="checkbox"/> Day 4 <input type="checkbox"/> Day 5 <input type="checkbox"/> Day 6 <input type="checkbox"/> Day 7 *As you complete this task everyday check it off
<input type="checkbox"/>	6. Try your ABSOLUTE best to get through your workout within the 60 minutes <input type="checkbox"/> Day 1 <input type="checkbox"/> Day 2 <input type="checkbox"/> Day 3 <input type="checkbox"/> Day 4 <input type="checkbox"/> Day 5 <input type="checkbox"/> Day 6 <input type="checkbox"/> Day 7

30 Day Build Muscle Challenge

"Everything You Need To Gain 10 lbs in 1 Month"

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	*As you complete this task everyday check it off
<input type="checkbox"/>	7. Write down the time your started your workout and the time you ended your workout <input type="checkbox"/> Day 1 <input type="checkbox"/> Day 2 <input type="checkbox"/> Day 3 <input type="checkbox"/> Day 4 <input type="checkbox"/> Day 5 <input type="checkbox"/> Day 6 <input type="checkbox"/> Day 7 *As you complete this task everyday check it off

Week 5 Tasks (cont'd from Week 2)

Task Completed	Task
<input type="checkbox"/>	8. Put Yourself On a 2 ½ hr Timer for Each Meal <input type="checkbox"/> Day 1 <input type="checkbox"/> Day 2 <input type="checkbox"/> Day 3 <input type="checkbox"/> Day 4 <input type="checkbox"/> Day 5 <input type="checkbox"/> Day 6 <input type="checkbox"/> Day 7 *As you complete this task everyday check it off
<input type="checkbox"/>	9. Create a Meal Journal (Write down when you ate each meal & if you finished each meal) <input type="checkbox"/> Day 1 <input type="checkbox"/> Day 2 <input type="checkbox"/> Day 3 <input type="checkbox"/> Day 4 <input type="checkbox"/> Day 5 <input type="checkbox"/> Day 6 <input type="checkbox"/> Day 7 *As you complete this task everyday check it off

Week 5 Tasks (cont'd from Week 1)

Task Completed	Task
<input type="checkbox"/>	10. Pick a day to buy all the food you will need for 1 week (or at LEAST THE NEXT 3 DAYS) Day : _____
<input type="checkbox"/>	11. Pick a day(s) where you will prepare and cook your food Day(s) you will prepare all your food this week _____
<input type="checkbox"/>	12. EAT and never let your stomach go hungry for 1 whole week

30 Day Build Muscle Challenge

"Everything You Need To Gain 10 lbs in 1 Month"

"Everything You Need To Gain 10 lbs in 1 Month"

	<input type="checkbox"/> Day 1 <input type="checkbox"/> Day 2 <input type="checkbox"/> Day 3 <input type="checkbox"/> Day 4 <input type="checkbox"/> Day 5 <input type="checkbox"/> Day 6 <input type="checkbox"/> Day 7
*As you complete this task everyday check it off	

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Conclusion....

Well congratulations on making it this far.

If you're reading this then that means that you completed your 30 Day Build Muscle Challenge and hopefully (if you pushed yourself and completed the challenges) you've added some muscle and moved the scale in the right direction (up).

I made this Challenge because I know competition usually brings out the best in people.

And with the 30 Day Build Muscle Challenge, it was designed for your old self (the skinny guy, who made excuses, didn't quite know what he was doing) to compete with your stronger self (the confident, strong willed, NEVER take NO for answer guy that you want to become)

Hopefully by completing your 30 Day Build Muscle Challenge you've taken a huge leap in becoming that guy. And if you can look at yourself in the mirror after this Challenge is over and you can firmly say:

"Yes, I gave it my all and I'm closer to that dream body and ULTIMATE confidence than ever before"

Then keep reading....

Remember the 30 Day Build Muscle Challenge is designed to help you gain your next 10 -15 lbs of muscle. But if you feel you're ready for a more advanced training designed to **COMPLETELY TRANSFORM your body** so you can quickly build the life changing, head turning, girls staring masculine physique you've always wanted then go to:

<http://www.buildmusclechallenge.com/advanced-challenge>

Now that you've completed your 30 Day Build Muscle Challenge don't forget to:

Step 1: Whitelist My Email Address (If you haven't done so already)

This is IMPORTANT!

I'm going to be sending you BONUS updates, giving out special tips, answering your questions and running special events like live webinars, bonus training, etc.

And the only way to ensure that you get all of this is to Whitelist my email.

Even if my first few emails got to your inbox, that doesn't guarantee that you'll receive others and you could miss out on ALOT.

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Just imagine if you didn't get my first email and you missed out on reading this 30 Build Muscle Challenge Training Guide. Well if you don't Whitelist my email address you could miss out on something even BIGGER later on down the line.

The cool thing is, it takes less than a minute to do. Just go to:

<http://buildmusclechallenge.com/claim-your-free-gifts>

And follow the easy directions on that page.

Step 2: Send Me YOUR RESULTS!

So now that you've finished your 30 Day Build Muscle Challenge, let me know what kind of results you've gotten.

(Hint Hint, Wink Wink – "I may start running a 30 Day Build Muscle Challenge contest to reward the guys who stuck with the program, gave it their all and got the best results")

To send your results:

Send an email to Richard@buildmusclechallenge.com in the **subject line** put: **"30 Day Build Muscle Challenge Results"**

Be sure to include:

- Your name, your city & state
- Before Photo
- After Photo
- A quick blurb about yourself
 - Please note your before weight and after weight
- What you liked most about the program

If you send in your results I'll definitely find a way to reward you and give you the recognition you deserve for sticking with the program and GETTING RESULTS.

(It's too early to tell right now, but a 30 Day Build Muscle Challenge Wall of Fame keeps popping into my head :)

Step 3: Help Spread the Word!

If you enjoyed this training guide I'd like you to help me out.

My mission is to help transform physiques and to help transform lives. So my goal is to get this 30 Day Build Muscle Challenge into the hands of the guys that need it most "guys who are currently struggling to build muscle and gain weight"

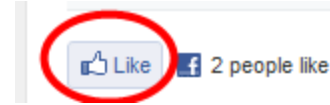
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So only if you've enjoyed what you've experienced and learned here and you feel that the 30 Day Build Muscle Challenge is a valuable resource to help guys (maybe even someone you know) reach their goals I want you to go to: <http://buildmusclechallenge.com/30-day-build-muscle-challenge-workout-plan>

Hit the like button and help us reach our goal of impacting as many lives as possible.



Also if you have a friend who can benefit from this guide please feel free to pass it along to them as well. When you do, tell 'em: "You can thank me later"

Step 4 – Let's Make it Better

Can you do me a huge favor?

I really want to know what you think of the 30 Day Build Muscle Challenge. And I want you to help me make it even better, if you do I'll gladly put you on my early notification list to the **90 Day Transformation Challenge** when it becomes available:

Simply go to: <http://www.buildmusclechallenge.com/30-day-survey> to fill out my quick and easy survey.

It'll help me out a lot.

Affiliate Disclosure

To my loyal subscribers, readers and friends: I believe in making my website and business practices completely transparent and full disclosure. Unlike many other website owners, and as my trusting subscriber, reader and/or customer I'll always be completely upfront about my business.

In this special report I have recommend products and services, other than my own, and with those recommendations I may receive a commission on referred sales. This commission not only allows me to create Special Reports like this one but these commissions are also used to pay for things like my webmaster, my video team, newsletter delivery, website design and other business expenses. This allows me to continue helping you with information I provide on my free blog, free newsletter, free you tube videos and free teleseminars.

I know there is alot of hoopla and empty promises made by alot of products and product owners out there. But rest assured the only products I will ever recommend are products that I 100% believe in and use myself. So if you see me make a recommendation that means you should be excited because it's something really special that will help you reach your goal and impact your life for the better.

If I haven't used it first hand, found it to be of exceptional quality, and believe it will undoubtedly help you achieve your goals faster, I don't and won't recommend it. Period.

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It makes absolutely no sense for me to recommend crappy products to you because it's my reputation and my name that would be tarnished for weeks, months, if not years if I did.

And I would never jeopardize the trust that you have placed in me to help you reach your goal for any type of commission. I will always keep your best interest in mind and put you first before making a profit because I know how it feels when others don't.

Thank you for being a loyal reader and subscriber and for your continued support.

Your friend and coach,

Richard Knight