The 6 Forgotten Factors of Hypertrophy
For Igniting Colossal Gains in Size & Strength

By Vince Del Monte and Ben Pakulski

Presented by Hypertrophy M.A.X.

www.hypertrophymax.com
THE 6 FORGOTTEN FACTORS OF HYPERTROPHY FOR IGNITING COLOSSAL GAINS IN SIZE AND STRENGTH

FREE REPORT
Compliments of the Pros:

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The highly anticipated Hypertrophy M.A.X. System releases “privately” on December 18, 2012

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M.A.X. stands for Monthly Anabolic Xtreme: The First Program in History to Deliver 12 Months of Unique Hypertrophy Models & Elite Coaching For Colossal Gains In Size & Strength!

Here we grow again....

If you walk in to any gym in the world right now, you will inevitably find people doing bench press, a few walking on the treadmill, a few doing kettlebell swings (lord only knows why!), a few doing some work on the TRX, and a whole lot of people that come to the gym day after day to do the same monotonous routine that gets them minimal muscle gain and zero fat loss.

So many people are victims of the 2 steps forward and 2 steps back routine that personal trainers and gym businesses thrive on!

Tell us if this story sounds familiar!

We all have a friend that just has to tell you all about their newest workout routine: “It’s the best thing ever invented...!” “It’s the “exact” workout some pros use...!” This workout is going to get him great results and he is SO excited to share it with the world.

After a mere three weeks on this program your friend is starting to look different. He’s in the gym every day with his notepad and water bottle filled with some cool looking...
“secret formula” neon green drink. He wears a stopwatch that beeps to measure rest intervals. He focuses on every rep like it’s his last. His muscles look fuller and more defined. You offer him your most sincere compliment and he smiles and kicks back a thank you and rushes off to his next set. He’s a man on a mission and on track for his best body ever. Where did all this newfound motivation come from, you ask yourself?

Six weeks go by before you see your friend in the gym again. This time the stopwatch is not beeping, his muscles look softer and less defined, and he’s no longer carrying his notepad or neon green drink. You notice he’s not dripping with the same confidence he did six weeks ago and you ask him, “Everything okay?” He informs you, “I haven’t been in the gym for three weeks. That program was great at first, then I got used to it, stopped seeing results and lost motivation. I need something new…”

HMMM, SOUND FAMILIAR?

This story is more common than you might think. You discover the latest workout routine or diet trend, which sparks a newfound motivation. You’re excited! You see some quick results but the results are short-lived and the initial excitement wears off and you’re left wanting more. Don’t raise your hand if this is you but it’s kind of like individuals wanting to date someone new every month! You buy into the lie that the grass is always greener on the other side of the fence. But the truth is that the grass is greenest where you water it!

We call this the **shiny red ball syndrome**.

Anything new is great at first. You’re motivated, it’s different, you’re intrigued to see what might come of it, and then all the excitement wears off and you’re left with the same old crappy dull red ball you had before.
Sounds a bit exaggerated but ultimately it’s true. We all love to see the shiny red ball, but before long, it’s not so shiny, it’s not so cool, and then we want a newer ball.

The same holds true with workout programs, training techniques, nutrition methods, supplement stacks and recovery rituals. Instead of searching out *time-tested* and *scientifically-validated* principles and theories, you’re always on the lookout for the next trick and trend!

**Seeking out the shiny red ball is not uncommon; it’s human nature!**

We all get excited over the newest thing. Even us. It’s the premise on which all marketing is based - get people’s emotions flowing over the big red shiny ball! A few weeks later, we forget all about it. We have all been there. The cycle repeats itself over and over.

**THE PROBLEM MOST PEOPLE HAVE IS THAT INSTEAD OF EMBRACING THIS FACT OF HUMAN NATURE, THEY TRY TO FIGHT IT.**

For instance, if you KNOW that you lose motivation in the gym after four weeks on the same program, PLAN to change it! If you lose motivation every six weeks, plan to change it every six weeks. If you stop seeing results after just a few weeks, PLAN to change it, ASAP! Why fight yourself into believing that you need to push through this lack of motivation when you’re clear cut solution is right in front of you: *change the program*. We’ll talk about six overlooked ways to change your program in a moment.

But first, before we teach you the six forgotten factors of hypertrophy for colossal gains in size and strength we must address the...
4 LIES ABOUT BUILDING MUSCLE
YOU MUST STOP BELIEVING...

LIE #1 - THERE IS A MAGICAL PROGRAM OUT THERE.

Time to set the record straight on something. There is NO such thing as the PERFECT workout!

Everyone out there these days seems to be making the claim that their workout will be the magic workout you’ve been looking for all your life. Well, we call that BS! If there truly was a magic, “easy” workout plan out there, everyone would be walking around looking like an ultra-shredded HULK wannabe, benching 500lbs and squatting 1000lbs.
The truth of the matter is that there are basically TWO types of workout programs out there:

1) PROGRAMS BASED ON PROVEN SCIENTIFIC PRINCIPLE AND;

2) PROGRAMS BASED ON BRO-SCIENCE.

In all honesty, both of these types of programs could be effective for you. The difference lies in the consistency of the effectiveness. Let me take a minute to explain.

When you begin ANY new program, your body is going to respond. There is a new stimulus and the human body is designed to adapt, get stronger or build muscle so that it can more easily perform this task in the future. The problem is, after a few short weeks of adapting to this new stimulus, your body is no longer required to respond. It’s already used to what you’re doing so it sees no need to continue to grow new muscle.

Bro-science essentially boils down to what you see being done in the gym by about 95% of men and women. They go to the gym with no plan, no structure, and really NO idea how to stimulate growth. We call it “Throwing darts at a dartboard...blindfolded!”

Sure, eventually you’ll hit something, but most of your time is spent hoping that you’re aiming in the right direction.

When it comes to training the bro-science way, you have no idea what variables you should be manipulating, in what order, how often they need to be changed, how often to rest, how long to rest etc. You just go to the gym and do what you “feel” and hope is going to do SOMETHING!
It’s as **dumb** as trying to save a million dollars without a financial planner and ignoring your bank statements. Good luck!

We don’t know about you, but from day one, this “throwing darts at a dartboard blindfolded” approach sounded like a huge waste of time and we felt like dumbasses every time we stepped in the gym without a plan. Wouldn’t you agree?

**A scientific based plan** on the other hand is based on manipulating the variables of exercise that are proven to cause the greatest amount of change. As we know, the human body is very quick to adapt to anything we subject it to so it is important to know which variables we can and should be changing:

- Rest intervals (both between sets and between workouts)
- Repetition speed/tempo (how fast or slow you move the weights)
- Load (how close is the weight to your 1 repetition max (RM))
- Number of sets (per exercise, per workout, per body part)
- Duration (length of workout time)
- Frequency (how many workouts per day and per week)

Once you understand the science behind every one of these variables, you can **take control** of your physique.

Imagine being able to grow consistently, forever, without plateaus! This may be a little far fetched, because obviously we all have our genetic limitations, but if you’re anything like us, you’re damn near ready to start challenging those genetics and are motivated to push beyond all of your limits!

**THE TRUTH.** There is no such thing as a magical program, there are only great phases and they must be PERIODIZED, ORGANIZED and SEQUENCED intelligently. The key to growing without plateau is to combine a series of phases throughout the course of a year, which manipulate all the factors of hypertrophy. That’s the first reason Hypertrophy M.A.X. was created – to bust through your plateau!
LIE #2 - THERE IS ONLY ONE WAY TO TRAIN.

This is actually a pretty cool and interesting topic. When people are “new” to the muscle building world (or at least new to following our principles) and first realize how many different ways there are to train, they tend to get really excited and dance around like school kids on Friday afternoon.

What if we were to tell you that we could teach you SIX (6) new models of training that would completely prevent you from ever hitting another plateau again in your life? Would that excite you? We thought so!

I know when someone first revealed these training models to us we were more excited then we ever were on Christmas as a kid.

“DUDE...this is AWESOME!” (sorry we get excited!) Heck, that’s one of the reasons we still hire people to design many of our programs for us! It’s always something new and different – amazing! We still remember the day when we discovered the approach to changing our workouts EVERY day if we wanted to! This catapulted our game to another level.

Coming from Captain ADHD himself over here (Ben speaking here) let me tell you this felt like someone had just told me I could eat all the peanut butter brownie sundaes I wanted and still get huge and ripped! (Well, almost!).

The point of my little rant is just that there is no need to be bored with your workouts EVER AGAIN! That’s another reason Hypertrophy M.A.X. was created -- to unveil unique models of training that have never been published in any other magazine or website.

The key is to identify a goal, and then determine what variables you need to be manipulating to achieve your goals. Want to get faster? Train for speed. Want to get bigger? Stronger? Train for strength. Leaner? Learn about metabolic resistance training, and get moving. Taller? Kidding! I guess we can’t do everything!
Not exactly confident how to differentiate between each of these training styles or how to *attack* your goals? Don’t worry - you’ve come to the right place!

Each and every one of these goals must be trained for in a specific way, and the best part is, it’s EASY to do! Hypertrophy M.A.X. will *periodize* the forgotten factors of muscle growth into a 12-month muscle building program that focuses on a different variable of growth each month. As a user of the program you’ll see and feel how your body rapidly changes when you expose it to the different variables in a structured, progressive and step-by-step manner.

**THE TRUTH.** There are SIX specific ways to train for size and strength and you must use them *all*. Neglecting just one will stall your progress and result in a plateau. On top of that, the more advanced you become the faster your body adapts to constant training. Advanced athletes need to be changing their routines every 3-4 workouts if they expect to see continuous results.

**LIE #3 - ASSUMING THE BIG GUY IN THE MAGS OR THE RIPPED DUDE ON YOUTUBE KNOWS WHAT HE’S TALKING ABOUT.**

Who’s kidding who here? We ALL know by now (or at least you should) that many of the biggest guys in the world, top pro bodybuilders included, have NO idea how to train. This goes for many of the lean and ripped fitness models on YouTube. Why they train the way they do, or how to improve from year to year is as much a mystery to them as it is to us. This is why you see so many young bodybuilders achieve their genetic potential very young and then disappear off the face of the planet. Many of the top bodybuilders show up year after year after year, looking exactly the same, never improving weaknesses or putting on any muscle at all. The only variance is whether they were able to not cheat on their diet this year and get into great shape, or not. As for the fitness models, when
was the last time you saw them overweight or out of shape? Never! Why? Most of them had shredded abs even before they started working out!

We see many of the most muscular guys in the world, and even in our local gyms, all using different form, a different “style” of training and we wonder what is REALLY right and what is a complete waste of time?

**The good news is that after 15 years of research, trial and error, and being a guinea pig for almost every workout plan that exists in the world, it is finally possible for us to tell you UN-equivocally that there are definite and measureable factors that must exist within every workout plan if it’s going to be a success. Ignore one and you’ll fall short of your goals.**

Don’t get upset if you’ve never been exposed to these factors in theory or in practice. There is a lot of information out there. Sifting through it all takes hours of tireless commitment. The good news is that we’ve made it our job to rigorously seek out the most knowledgeable men and women in the world - the people doing real life university studies, or the coaches working with the best pro athletes in a real-world environment – to bring the BEST of it to you!

We would’ve given anything for this quality of information when we were just starting our muscle building days. We would have avoided so many wasted workouts, so many misguided meals, so many hours of hard work doing the completely wrong things. Looking back on it all now we can’t imagine how successful we would have been if someone had offered us proven, factual, effective workouts and nutrition information in ONE place. We know we were
misled by catchy marketing ploys and the appeal of the “huge dudes” in the magazine ads just like you have been.

Don’t get us wrong, it’s okay to get excited about the supplements in the magazines - supplements can be great! But if you’re not rotating the six forgotten factors of hypertrophy into your program over the course of the year then no supplement in the world is going to help you -- you’re just wasting your money on expensive urine!

**THE TRUTH.** There are two kinds of coaches - those who substitute knowledge for experience and those who substitute experience for knowledge. There are people out there with degrees and certifications who couldn’t get their body muscular or to 8% body fat if their life depended on it. Then there are those bodybuilders, powerlifters and fitness models who have no business being in the personal training business because everything they do is based on “It works for me…”

Your take home lesson is to understand that it’s wise to learn from a combination of science + intuition. The best results come when the coach helps guide the student to the answers and the trainee is A PART of the training process. That’s another reason we’ve decided to create Hypertrophy M.A.X. Each month you’ll get access to a professional fitness model and a professional bodybuilder with more than 25 years of cumulative experience. Users will get exclusive access to a private membership forum and group phone coaching each month to give you an opportunity to ask questions and customize factors further.
LIE #4 - BELIEVING YOU’VE TRIED IT ALL AND SEEN IT ALL.

Trust us, when you think you’ve seen it all, or know everything there is to know about training and nutrition, you meet someone that puts you right back in your place.

This honestly happens to both of us a few times a year. We’ve completed four years of university on the topic, and we attend certifications or courses on almost a monthly basis just in the hope that we might learn a few new things each time that will help our performance and efficiency even 5% (heck we’ll take 0.05%)! Each time we leave a course, we realize how much more there is to still learn.

The truth of the matter is that there are so many variables to training and nutrition that you can pretty well be assured that unless you devote 12 hours a day for the next 20 years to tirelessly read and research everything that exists in about seven different languages, you don’t have a hope of learning “it all”! Just hope to learn as much as you need to get your physique to where you want it to be!

For us, getting our physiques to where we want them to be means being among the best physiques in the entire world. For someone with many genetic shortcomings (Ben speaking here believe it or not) this requires an extremely
scientific approach to everything I do. I can’t afford to get stuck in a rut or experience any setbacks. So seeking the BEST information in the world is the ONLY OPTION for me.

To become an expert in anything it is said that you need 10,000 hours of continuous work. Exercise encompasses biomechanics, anatomy, physiology, nutrition and each of these areas alone takes 10 or more years to become an expert in! Feel free to quote me when you encounter the next “bro-science meathead” in the gym who claims he “knows it all”! “Take it up with BPak” is always a class favorite response at my seminars.

We recently had the tremendous honor of attending a five-day Hypertrophy Camp put on by the world’s number one strength and conditioning coach, Mr. Charles Poliquin. We equated each day of this course to be about the equivalent of one year of college level education.

The amount of information offered was incredible and mind-boggling at the same time. Just when you thought you were starting to get a solid grasp on everything, Coach Poliquin would throw some incredible new information at you and make you feel like a 17-year-old kid again that had just discovered “super sets!”

**THE TRUTH.** There are ALWAYS new ways to improve if you’re open-minded and willing to learn. There is ALWAYS someone smarter than you. The more you learn, the more you realize how little you know. This is another reason we created Hypertrophy M.A.X. -- our goal is not to help you learn more and more about less and less (the Internet already does a great job at that) but it’s to get you to “see the light” and get crystal clear on the SIX forgotten factors. If you learn how to manipulate just these SIX factors then your genetics don’t stand a chance! We also want to introduce you to our inner circle of brilliant therapists, doctors, coaches and athletes. We want to give you access to who we go to for the answers so you completely “get it”.

www.HYPERTROPHYMAX.COM
ENTER THE FORGOTTEN “SUPER HEROES” OF MUSCLE GROWTH.

We are all after the same goal: OUR IDEAL Physique. So, allow us to address this in a really direct and informal way, as we would tell a best friend.

We KNOW what you want. You want what every one else wants (ourselves included). You want to build a WICKED body that attracts the right kind of attention and earns you the respect you desire, and you want to do it in the FASTEST way possible! Right?

The great news is that this is not the impossible dream. Take it from me (Ben speaking), a guy with below average genetics, from a home of unfit, unhealthy, overweight people. You just need to learn how to do things right. It’s not as hard as it sounds. We’re here to give you the most direct line to THE most cutting-edge info in the world, all in one place.

Learn to MASTER each of these Forgotten Growth Factors, and take control of your body NOW!
GROWTH FACTOR #1
TO IGNITING NEW GAINS:
MAX-TENSION

WHAT IS IT?

By now, you’ve all heard someone talk about “tension”. If you haven’t, you better read carefully. This is the number one MOST IMPORTANT thing to understand when it comes to building any amount of muscle. Whether you’re a 110-pound yoga mom or a 260-pound rugby player, and if you’re looking to improve your physical body, tension is about to become your new favorite word and your new best friend. Here’s why…. (don’t worry we’ll keep it brief):

First off, tension is a relative term. The amount of tension we place on our bodies varies greatly, and this directly dictates the amount of muscle, and also the amount of bone tissue we carry. If you want to carry more muscle tissue on your physique, you must subject your body to increased tension on a regular basis and allow it to recognize an immediate need to solicit new muscle growth.

Let us do our best to explain the concept of increased tension with regard to muscle and weight training:

Imagine we use a very thick rubber band - the kind you may see power lifters using to increase the tension in their workouts - and we dangle a 30 pound dumbbell from it. This particular band is so strong, that it does not rip and the dumbbell does not touch the floor when we hang the top end of the band off.
the desk in Vince’s office. As you can now clearly see with your eyes (if you were here in the room, or you can imagine yourself), the rubber band has a lot of tension going through it, right? It’s pulled pretty tight. Once this dumbbell stops moving, the amount of tension in the band is consistent and probably measureable. Now what if we pull the dumbbell a little further toward the ground? Did the amount of tension in the rubber band just increase? Of course it did. But, did the amount of weight being used change? Nope. Still just a 30 lb dumbbell, BUT we increased the amount of TENSION going though that band MANUALLY by adding a little extra resistance to it.

WHY SHOULD YOU CARE?

This whole system is very similar to your muscles! It’s really what goes on inside your muscle when you exercise. The cool thing is that you can INCREASE TENSION without increasing the weight! Yaaaaay! Amazing… what a breakthrough! This is why you see some really big and muscular guys in your gym who are not lifting the heaviest weights! They know how to create an enormous amount of tension in the muscle without the reliance of heavy weights that oftentimes do more harm than good to your body.

Think of it this way (assuming you’re not emotionally attached to feeding your ego): Why lift 60 pounds when you can get the same or better results with 30 pounds? This is what we’ll be teaching you every single month in the videos that accompany Hypertrophy M.A.X.

Less weight, less joint damage. More direct tension for more muscle growth. The only thing left to say now is “Yaaaaaaa buddy!”
HERE’S WHY VINCÉ HAS A BIG CHEST AND BEN HAS HUGE LEGS.

The idea of “genetically strong” body parts is simply to do with the amount of tension that your body puts through a given muscle. If your quads are big, it’s because your body structure is such that you tend to take a lot of tension on your quads and not on the supporting muscle.

If you have huge pecs, it simply means that your body is aligned in such a way that puts a greater amount of tension on your pecs, rather than on the other surrounding muscles, or muscles with similar functions.

So, what does this mean to you? Well, if you can begin to understand this concept, then you can learn to manipulate tension, optimize tension and grow any muscle at the exact rate of every other muscle in your body.
WHAT HAPPENS IF YOU DON’T FOCUS ON INCREASING TENSION?

You’re doomed! You are only as strong as your weakest link. What if you went to a soccer match and one of the guys on the team was 70 pounds overweight and a slow ass? Do you think the other team would learn to exploit that weak link and prevent the team from making any appreciable progress? Or course. All the moving parts need to be up to speed in order to make the system work best. Here’s something to think about, “You can only progress as fast as your weakest link!”

With regard to exercise, training, and building freakish muscles, this becomes applicable if you have a weak muscle in the chain. That weak muscle WILL absolutely hold you back from achieving the body you want. Ever notice when training your back, your arms tire first? Or perhaps it’s your grip? How about a crazy pump in your feet when you train calves, or worse yet, quads? We know you’ve all been there, and chances are you still do experience this from time to time. Our question to you is, how do you expect to build a big back if your arms tire first?

How are you going to get big quads if you’re constantly worrying about how much your feet are pumped and not focused on squeezing the working muscle? Answer: YOU CAN’T and YOU WON’T! No drug or supplement can disguise your limiting factors.

Let us get you thinking about a controversial topic:

Do you think that squats are an unhealthy exercise? Are they “bad” for your knees? Should you squat “all the way down?” The answer to all of these questions is, “It depends!” (Quite cutting edge info there, we know, but it’s true).
The irrefutable truth of the matter is that squats ARE NOT bad for your knees! We don’t care what you read, who said otherwise or what you “think” you know. A squat, when done PROPERLY is in NO way detrimental to the knee joint. Therein lies the problem. What does properly mean, and how do we do them properly?

In order for you to perform a squat properly (or ANY exercise for that matter), you have to ensure that the joint is properly prepared to do it. For example, if you can’t control knee flexion while seated on a leg extension, how in the world are you going to control knee flexion when you ask your ankle, knee and hip joints to work together? It’s IMPOSSIBLE and this is when injuries occur and guys complain of excessive muscle soreness.

**Bottom line** - all the muscles in that area (or the kinetic chain as you might have seen it called) must be functioning and distributing tension appropriately. If one of the muscles of the chain is out of whack, squats instantly become bad for the knee joint. Think about it like a door on hinges. If the door is in proper alignment, it can swing on those hinges for decades. If you loosen just one screw at the top, or add just a little weight to the top of the door, over time, you’re going to rip the hinges right out of the wall. It may not happen the first time, or even the fifth time, but eventually you’re going to notice those hinges starting to come out of the wall. Result: knee problems and you’re going to walk away thinking, “Squats are bad…” when really it had nothing to do with the squat exercise itself.

Creating proper muscular tension ensures that the joints are safe, you are recruiting each and every muscle involved in the movement, and you are ensuring the movement is maximized and so is your growth potential.
TRY THIS TO BUILD MUSCLE:

So you want to build muscle do you? But, do you REALLY want it? Or do you just want it, kind of, sort of? Well, if you’re serious about building muscle then the first thing you need to do is **GET OUT OF YOUR OWN WAY!**

Too many people get in their own way because their ego prevents them from learning how to do things properly and actually use weights their bodies can manage. In Hypertrophy M.A.X, you’ll hear us say that, “**Control is the currency of growth!**” If you can’t control it, you have ZERO business touching those weights.

Here is the very first step you MUST do when you get up from wherever it is you are doing while reading this:

**LEARN HOW TO CREATE MAXIMUM TENSION IN YOUR MUSCLES.**

Don’t worry; it’s easier than it sounds if you can keep your ego in check for a few minutes!

Either right now, or the next time you go in the gym, pick an exercise (ideally ALL of the exercises you ever do again), and **LEARN HOW CREATE TENSION BEFORE YOU MOVE!**

Let’s use the example of the bicep curl because you can all grab a soup can or your tub of Isoflex protein. Now, from a fully stretched position (lengthened arms), I want you to create tension in your biceps BEFORE you move the weight an inch. Can you do it? If you can’t create tension with a soup can, good luck creating tension while you think you’re curling 40-pound dumbbells.
You can also try this on a push-up. As you lower yourself into a fully stretched pec (bottom of a push-up), create tension in the pecs before you move anywhere. Think about PUSHING THE GROUND AWAY FROM YOU. Stop thinking about moving your body away from the ground and visualize the floor as the “world” and you are pushing the “world” away from you. IMMEDIATE TENSION! Crazy, eh? Seriously, go down to the floor and PUSH THE FLOOR AWAY FROM YOU. Want to feel it even more? While pushing the “world” away from you, think about crushing it together (but shoving your hands inward). Insane sensation, right?

Once you feel that tension building up in the muscle you’re intending to work, then finish the rep! You’ll notice your rep is much slower, more controlled and more intense! Simple? Get to it (and good luck doing 10 push-ups this way!)
GROWTH FACTOR #2
TO IGNITING NEW GAINS:
MAX-DENSITY

WHAT IS IT?

Now on to the least utilized growth igniter in the family! Density is the factor that most people can very easily understand, but yet neglect to utilize to their advantage. Maybe it’s just the nature of human beings to be lazy and not bother to pay attention to this type of small detail. Manipulating a workout’s “density” is a very good way to immediately spark some new growth, see measurable progress, improve your work capacity, reduce stress on joints and even burn fat. Hear us out: The term “density” has taken on many different meanings in the area of fitness and muscle building. With regard to workouts, density refers to the AMOUNT of work done in a given time frame.

Doing 12 sets for chest in 30 minutes is said to be a MORE dense workout than doing 12 sets for chest in 45 minutes. Doing 16 sets in 40 minutes is denser than doing 12 sets in 40 minutes. Density is the amount of work you do in a given time frame. Do more work in that time frame, and the workout is denser. Pretty simple, right?

We know it’s simple but yet it seems no one uses it to their advantage. It may be one of those variables that is just so simple it slides under the radar, but we suspect it’s a method many people avoid because it’s hard. To do more in less time is like sprinting around the track faster -- it’s going to hurt! Let’s admit it -- many of us avoid the truly hard workouts because we don’t like getting out of our comfort
zone. In Phase 2 (Month 2) of Hypertrophy M.A.X, we teach you how to double your gains with density workouts. If you can get through the four weeks then you’ll see your fastest gains ever -- whether you’ve been training one year or 10 years. The greatest benefit of increasing density of a workout is the immediate adaptation of the cardiovascular system. Try doing the same workout that you did last week, and do it in 20 minutes less time. It’s going to kick your ass (and you might end up passing out)!

You’ll find that the first few times you do it, you’ll end up dropping the weights you use by a lot. Don’t worry, your body will adapt quickly. Density training is training your muscular endurance, and making your body more efficient at converting energy into fuel (a bell should be going off in your brain right now)! A more efficient body means stronger, leaner, more muscle!

Ultimately, we want our bodies efficiently using every nutrient we put in so that our muscles constantly have the fuel they need to contract and grow big and strong. Inefficient muscle means bad pumps, and plenty of fat storage. Some people have a really hard time increasing the density in their workouts because A) it’s hard. B) you use less weight.

But let us be the first to remind you, your muscles have no idea how much weight you’re using. Your brain can not know the numbers on the dumbbells. By using less time between sets, you are preventing your muscles from having ample time to recover and therefore forcing them to recruit new and MORE motor neurons and muscle fibers - muscle fibers that have been dormant and “asleep” because you’ve never given them a good reason to wake up! Recruiting more “dormant” muscle fibers means EXPLODING new growth off your (perceived) slow-to-grow body parts!
TRY THIS CHEST WORKOUT TO BUILD MUSCLE:

This is the exact workout I (Ben here) followed last week, and this week I decided to try it using HALF the amount of total workout time! Insane? YES! Effective? INCREDIBLY!

- 6 sets incline barbell press x 10 reps (Rest 45 seconds)

- 4 sets flat dumbbell press (with internal rotation of the humerus on concentric) x 8 reps (30 seconds rest)

- 3 sets push-ups x 20 reps (inward and downward intention, focus on pushing the ground away from you and together) (20 seconds rest)

Record your workout time from the second you start the first rep to the second you finish the last rep. During your next workout, attempt to finish it faster. For instance, if the workout above took you 25 minutes, try to do it a few minutes faster. Here are the requirements though: A) the tempo stays the same (do not move the weights faster), B) the weights stay the same, and C) reduce the rest periods about 10-15 seconds on every set.

GET READY FOR THE WORKOUT OF YOUR LIFE!
The chest workout above doesn’t sound like much, and chances are you will get angry with us for making you use such light weights to finish the prescribed reps, but guess what? The goal isn’t to lift heavy weight (at least that’s not the ultimate goal). The goal is to build muscle and these types of workouts will GREATLY improve efficiency and will build the dense lean muscle you’re after.

If you successfully finish the workout faster, pat yourself on the back - you improved your work capacity and it’s only a matter of time before you look bigger. If you didn’t improve, it’s time to re-evaluate your recovery and nutrition (by the way, each month of Hypertrophy M.A.X will include our newest supplement stacks and nutrition protocols for size and strength)!

It doesn’t matter how many reps you do if they all suck!
GROWTH FACTOR #3
TO IGNITING NEW GAINS:
MAX-LACTIC

WHAT IS IT?

We have all heard about lactic acid. Some of us fear it; others crave it. Love it or hate it, lactic acid is something that we can all benefit from greatly! At one point in your life, you have experienced some degree of lactic “burn,” whether it was from walking up a steep hill, carrying too many grocery bags, or lifting heavy weights in the gym.

To most of us, lactic acid is a terrible thing. Why would anyone desire this? The fact of the matter is, people who learn to love the burn associated with lactic acid have done so because they know its benefits and have learned to love the after effect.

We will avoid the chemistry lesson, but it is very important to note the physique enhancing effects of extreme lactic acid build up. Lactic acid is a byproduct of cellular energy production. When your body experiences increased demand for oxygen and energy, it gives off greater amounts of lactic acid as a result. In a roundabout way, this is your body’s way of telling you that the activity you are partaking in is demanding and that you can’t do it forever (thanks goodness)!
Anyone looking to improve the physical appearance of their body must learn to exploit the benefits of increased lactic acid levels. Obviously over the past few years there is great debate over whether someone should be doing High Intensity Cardio, or low intensity-long duration type cardio. Well the fact is there really is no debate. High intensity exercise of any sort is MUCH more effective at burning body fat than any low intensity-long duration exercise and the reason is due to lactic acid accumulation.

Lactic acid increases the acidity of the blood and as a result can cause a dramatic increase in growth hormone. Growth hormone as we all should know, is the best hormone in the body for losing massive amounts of body fat, FAST!

In Phase 3 (Month 3) of Hypertrophy M.A.X, you’ll be introduced to MAX-LACTIC workouts! Easily one of the most excruciating workouts you’ll experience in your life.

MAX-LACTIC workouts result in faster fat loss than aerobic programs, but they will also increase strength and muscle mass -- in fact they can make you bigger and stronger if you choose a variety of rep ranges (as we’ll teach you). With aerobics, all you get is fat loss and weakness. Why train your body to become weak?

Another great benefit of MAX-LACTIC workouts is that they prepare you for our future heavy lifting! We call these workouts “Ball Builder” workouts (sorry women who are reading this) because they are not for the weak of stomach!
TRY THIS TO GAIN COLOSSAL SIZE:

Someone looking to gain muscle and optimize body composition at the same time needs to learn how to train to manipulate lactic acid levels to their advantage.

Here are a few great training tips for maximum muscle building, massive growth hormone releases, and losing body fat in the fastest way possible by utilizing the benefits of lactic acid:

1) Training bigger body parts will have a greater capacity for lactic acid production because of greater energy demands placed on the body. So, when trying to grow or optimize body composition, make sure to train larger muscle groups often and hard.

2) Incorporate more muscles into one workout. The more muscles you use, the greater the energy requirement on the body…the greater the lactic acid.

3) Higher reps and greater time under tension are the BEST ways to increase lactic acid levels. Now, this does not mean that this is how you should always train if building muscle is your goal, but learning to balance ALL the growth igniters is essential to your success.

4) Take your current workout and do a massive giant set on all your exercises. For example, if your back workout has lat pull downs, seated rows, t bar rows and pullovers; instead of doing them in straight sets, perform a giant quadruple set and then rest for 2-3 minutes. Take no rest between each exercise. Don’t worry if you have to drop your weights. Just focus on working through the lactic acid. It’ll suck! Good luck trying to get through it more than two or three times without feeling sick! If you can make it through a few rounds then you can be sure that you’ve generated maximum growth-hormone production and you’ll see your body get harder and leaner every workout.
WHAT IS IT?

OK, make sure we have your full attention here for a moment. The word “intensity” is easily one of the most frequently misused and abused words tossed around in the fitness world, and as a result, people have no clue what true intensity really is (hint hint: it has nothing to do with how intensity is portrayed in the magazines).

When you see the word intensity, what comes to mind? Hard work, insanely difficult, big meathead bodybuilders laying on the floor after squats, etc. Well, GET THAT OUT OF YOUR MIND! As far as exercise goes, that has nothing to do with intensity.

Since we all now pride ourselves on being the most educated fitness athletes and muscle builders (Yes, that’s ALL of you!) we know that in our community of scientifically educated bodybuilders that “intensity” is defined according to how much an individual can lift in relation to how much weight they can lift for 1 repetition. This is defined as 1-repetition maximum, or 1RM. For instance, if Size often times follows strength!
you are capable of lifting 100 pounds for 1 repetition for a given exercise set, that
exercise set has a greater intensity level than an exercise set in which you lift 95
pounds. What’s confusing for people is that the scientific community does not rela-
te intensity to the number of reps. Although lifting 90 pounds for 10 reps may feel
much harder than lifting 91 pounds for 1 reps, based on scientific weight training
terminology, 91 pounds still has a greater intensity level.

Another example - someone working with his or her 4RM is experiencing higher
intensity than someone doing an 8RM, despite the effort experienced. It’s correct
in saying that power lifters do more intense workouts than bodybuilders (which
doesn’t mean bodybuilder workouts are not tough, but by definition, power lifting is
more intense than bodybuilding).

To hammer this home one more time, 6 sets of 3RM workout is more intense than
doing a 6 set giant set workout, even though the giant set might leave you laying
on the floor in a pool of your own sweat and wondering if the gym has a wheelcha-
ir service to escort you to your car! In scientific terms, the giant set workout is still
less intense. Next time you see some guy on YouTube say, “I just did 45 sets
on chest. Man, that was intense!” you can think to yourself, “No it wasn’t,
it was just long!”

In Phase 4/Month 4 of Hypertrophy M.A.X, you’ll be introduced to MAX-INTENSI-
TY, which is completely dedicated to moving you towards your 1RM! In fact, we’ll
be flying out to Colorado to film this phase at the gym of the defending Mr. Olympia
champ, Phil Heath! (We’ll be there the first week of July if you want to stop by and
see us).

**WHY SHOULD YOU CARE ABOUT TRAINING FOR REAL INTENSITY?**

In the proper scientific sense, *intense* workouts are designed to make you freaky
strong, fast! Learning to manipulate the variables of a strength workout is essential
to the success of any intensity workout.
If you do too much, your joints will hurt and you will actually get weaker. Too little and you won’t get stronger.

The reason you’re here reading this right now is because there is a PROVEN scientific approach to intensity training known to stimulate MAX strength gains and minimize any negative effects of extended periods of intense workouts (sore joints, weakness, central nervous system fatigue).

**WANT TO LOSE FAT AND GET RIPPED UP?**

Intensity training is an essential component of any effective muscle building or body composition program (fat loss). By adding strength in the short term, it allows you to use greater loads in your subsequent training models and therefore achieve greater muscular hypertrophy. Beware though, we have all known someone who goes into the gym week in and week out, does single reps, triple rep sets and after a while you notice that there are no longer strength gains and only wear and tear on the joints. We also want to point something out before we go any further. Exercise itself IS NOT bad for your joints in ANY way. In fact, there is more evidence to suggest that exercise is the best thing for your bones and joints. What IS bad for your joints is:

**A) Doing things improperly** i.e. training like a **weight lifter** instead of a **bodybuilder**. Weight lifters are solely concerned with getting a weight from point A to point B no matter how sloppy it looks, without any regard for control and using momentum to do three quarters of the lift! When the muscles are not in control, the stress shifts to the surrounding tissues such as joints, ligaments and tendons - and your muscles don’t even know you went to the gym! Can you imagine that? You lift heavy weights, but if you asked your muscles they would say, **“Our muscles haven’t worked in years, but our joints sure hurt!”** Sad but true story.
Every month that you’re a member of Hypertrophy M.A.X you’ll receive a 2-3 hour hard copy DVD that includes explicit instruction on how to train like a bodybuilder and stimulate your muscles, not your joints. Learning how to lift safely will literally save you thousands of dollars in therapy when you turn 40 and the damage is too late.

**B) Doing exercises and techniques your body is not prepared for** i.e. attempting to do exercises more complex than your body is ready to handle. It’s a great idea to make sure that every few months you re-assess your body’s preparedness for any and all exercises. Back to the squat example - how in the world can you expect to control knee flexion during a multi-joint squat exercise if you can’t even control knee flexion during a single-joint leg extension exercise? It’s IMPOSSIBLE! We will discuss this in great length in Hypertrophy M.A.X and will progress your exercises from month to month so your muscles grow and your joints thank you for being smart.

**C) Repeating the exact exercises and techniques over and over** i.e. relying on the same movement patterns cause, what is called, wear patterns in your joints and bones. Kind of in the same way we must rotate our tires on our cars, we must also rotate our movement patterns through exercise. Here’s an example you can do on a chest press machine: instead of simply pushing the weight forward, start shoving the handles downward while you press forward! So now you are changing the wear pattern, i.e rotating your tires. When you push, you can also shove the handles upward as you press. These simple techniques create incredible resiliency within your joints.
TRY THIS TO GAIN COLOSSAL STRENGTH:

Below you will find one of the safest and smartest INTENSITY programs ever designed. Try this exact workout every five days for three consecutive workouts. You should be looking at putting 20lbs on your bench press in 2-3 weeks. No joke!

Beware though: this is a very strenuous workout and you must ensure your body is PREPARED to do something like this or you will end up hurting your joints or worse.

What does it mean to be prepared?

Structural balance, optimal range of motion, ideal execution, and joint integrity. Are you in control of all of these variables? Are you aware of HOW to be in control of all of these variables? If not, do not attempt this program. When you sign up for Hypertrophy M.A.X, you will be ready once you progress through the first few phases.

INTRODUCING: WAVE LOADING

The idea behind Wave Loading is to maximize strength and something known as MUA, motor unit activation. Greater MUA means your body will be more efficient at firing a greater overall percentage of muscle fibers per contraction and make you stronger, faster!

This approach can be used for any of the compound movements and main strength building exercises. Doing this for isolation exercises is not going to benefit you.
Let's take a look at how to apply this to your chest workout:

**Compound Exercise One: Flat Barbell Bench Press**

6 sets 3010 tempo  
(120 seconds rest between sets)

Set 1: 7 reps@135 lbs  
Set 2: 5 reps@ 145 lbs  
Set 3: 3 reps@ 155 lbs  
Set 4: 7 reps@ 145 lbs  
Set 5: 5 reps@ 155 lbs  
Set 6: 3 reps@ 165 lbs

**Compound Exercise Two: Incline Dumbbell Press**

6 Sets 4010 tempo  
(60 seconds rest between sets)

Set 1: 10 reps@60 lbs  
Set 2: 8 reps@65 lbs  
Set 3: 6 reps@70 lbs  
Set 4: 10 reps@65 lbs  
Set 5: 8 reps@70 lbs  
Set 6: 6 reps@75 lbs
As you can see, wave loading involves moving the load up and/or down within subsequent sets of the same exercises. This method recognizes the neuromuscular adaptations within a multiple set exercise arising from exposure from higher load. The biggest benefits of wave loading are accelerated strength gains, increased explosiveness and increasing your work capacity.

There are NO forced reps in strength training. The only time a forced rep is used is to literally save your life. Forced reps cause lapses in form and increase potential for injury. Focus on keeping your form perfect and reaching the exact number of prescribed reps each set. Always have a competent spotter to ensure your safety but not to lift the weights for you! If you can’t get the weight on or off the rack then it’s too heavy to begin with because you’re NOT in control of every variable of the lift. Sorry to burst your ego but you need to earn the right to lift heavy weights and control is the only way you earn it!

**DON’T WORRY, WE’LL BE TEACHING YOU HOW TO CONTROL SOME HEAVY-DUTY WEIGHTS IN THE MAX-INTENSITY PHASE OF HYPERTROPHY M.A.X!**
GROWTH FACTOR #5 TO IGNITING NEW GAINS: MAX-FREQUENCY

WHAT IS IT?

Many fitness and muscle-building enthusiasts get caught up in the fact that a week has seven days. This fact is a wonderful thing when it comes to keeping track of the seasons and calendar year but has ZERO relevance when it comes to your body and building muscle.

The trend of training body parts once per calendar week started in the 1980’s when there was literally zero science and research when it came to training. Your body has NO idea when Monday is. Your body only knows work hard, contract, recover and grow. So why the idea of training each body part once per week has become so popular escapes us.

Another goal of Hypertrophy MAX is to not dumb you down and just tell you what to do but to explain why so that you will become the most intelligent lifter in your gym! The goal of weight training is to stimulate new muscle growth. In order to stimulate new muscle growth, we train with weights to break down muscle and ask a muscle to adapt and grow. This growth process occurs by means of protein synthesis. Therefore, by deductive logic, we know that the goal of weight training is to stimulate
protein synthesis and new muscle growth. Makes sense right?

So, if the goal of training is protein synthesis, and training a muscle is known to stimulate protein synthesis for 48-72 hours, what happens after this 72-hour period is over? Well, the truth of the matter is that after this 72-hour “growth period”, the body starts breaking down the protein it just synthesized in order to return to homeostasis.

**WHY SHOULD YOU CARE ABOUT MANIPULATING TRAINING FREQUENCY?**

If the hardest weight training will only stimulate a greater rate of protein synthesis for a maximum of 72 hours before your body starts breaking down that muscle again, would it not make sense to conclude that you should be training that muscle again as soon as possible after the 72 hour period is over? Makes sense to us. Sure sometimes soreness lasts longer than that, but that is usually a result of improper nutrition and a lack of recovery support such as sleep and supplementation. When using an increased frequency of training, your recovery habits become even more essential to your success.

Of course, there is a flip side to every coin. If you train each body part every 72 hours your joints and tendons may not have adequate time to recover from the constant bombardment. Learning to periodize your training and utilize EVERY type of training modality is essential to success at any level. Manipulating volume, density, frequency, intensity are all necessary for healthy muscles, joints and optimal muscle growth.

**Let us ask you this:**

When was the last time you intentionally decided to train only 2x a week? How about 4x a week? How about 8x a week? Ever thought about training 12x a week then taking a 5 day layoff to super compensate?
The bad news is that you’re limiting your gains big time. The good news is that you have SO SO much more room to grow if you haven’t ever manipulated training frequency. Both of us learned this first hand in January when attending Charles Poliquin’s 5-day Hypertrophy Camp and went through 15 workouts (3 workouts per body part from Monday to Friday) in five days! Was it overtraining? Absolutely 100% yes! But after we were instructed to take five days off, all 17 class participants gained 3-5 pounds of lean mass after that experience! It was temporary overtraining but because a five day of “absolutely nothing” rest was followed up, every body made insane gains. This is an extreme example of manipulating training frequency but something we’ll continue to do once a year (it’s that intense only once -- maybe twice -- a year is enough).

**TRY THIS, AND GROW THOSE STUBBORN BODY PARTS:**

Pick one body part that you want to grow, and train it every 72 hours for three weeks. We recommend using the exact same three workouts every week so that you can easily chart your progress, but also to allow your body to adapt to the new training program. Take a look back at all the factors of hypertrophy and make sure you’re considering each one within the weekly schedule.

The more advanced you become the closer you might be able to come to training each body part every 48 hours. For the first try however, stick with every 72 hours. Remember, your body will adapt to anything you subject it to, but you need to be patient and allow it time to adapt. Then you need to follow up with a “de-load” or active recovery to ensure super compensation. Going back to once every seven days after once every 48 hours will allow for some extreme super compensation, i.e. growth.
GROWTH FACTOR #6
TO IGNITING NEW GAINS:
MAX-VOLUME

WHAT IS IT?

It seems the word “volume” is almost a 4-letter word in the muscle building industry these days. Most people avoid it like a fat kid avoids vegetables. People have been brain washed industry-wide over something called overtraining. It’s crazy, if you go on any bodybuilding forum you’ll find more people concerned with how little to train rather than how much! It’s no wonder our society is getting lazier and lazier but it’s sad to see this mentality slide into our world of bodybuilding.

The idea of high volume training has many warranted benefits, as well as many known detriments. The key then, is to first identify what volume really means. Volume refers to the amount of work done in a given time frame. The truth of the matter is that many people actually respond better to high volume training than they do to low volume training. And from our experience, most people are undertrained and not even close to being overtrained.

Endomorphs are shown to see greater benefit from higher volume workouts and are less likely to “overtrain.” They can benefit from frequent bouts of high volume workouts. An ectomorph would want to keep the frequency of their high volume periods less often, but they can definitely still reap amazing benefits from volume training that is strategically planned into their yearly training calendar.
Do you have a yearly training calendar or do you just wing it and hop from program to program? About 99.9% of trainees don’t have a plan that goes much further than three or four weeks! The problem with this is that you don’t have synergy. Hypertrophy M.A.X solves the problem of no planning and maps out 12 months of periodized workouts!

**REMEMBER, IF YOU DON’T KNOW WHERE YOU’RE GOING IN LIFE, ANY ROAD WILL GET YOU THERE! IF YOU DO KNOW WHERE YOU’RE GOING THEN YOU NEED TO GET ON THE RIGHT ROAD!**

A bunch of regular guys making the most of themselves!
Why Should You Care?

Volume training is extremely beneficial for improving the efficiency of muscular contraction. High volume training forces your body to adapt to a greater workload, and recruit a greater percentage of muscle fibers or motor neurons to complete the required task. Both high and low threshold motor units, fast and slow twitch muscle fibers are forced to work to complete the designated workout (that is, provided you know how to incorporate those types of fibers into your training).

The idea of overtraining has to do being in the gym for too long, too often and training too hard. Training with high volume does not mean that this has to be the case. When you tell someone to do 20-24 sets per body part, the world screams overtraining. If people didn’t spend so much time discussing the weather, their fights with their girlfriend last night, and reality TV they would realize that they could easily get it all done in much less time than would ever be considered “overtraining.”

The few people that swear by the training system popularized by Mike Mentzer and Dorian Yates, the “heavy duty” training systems, are the biggest proponents that everyone should only be doing ONE set to failure to stimulate growth. Well let us tell you all a secret, we can guarantee that NO athlete with less than 10 years of experience training at a very high level will grow from this type of training. These heavy duty disciples are usually the biggest adversaries to any amount of volume training. They are convinced that anything more than one set is overtraining. In actuality, most people that benefit from heavy duty training styles are people that have actually trained with very high volume in the past, trained their muscles to be more efficient, and when they stopped seeing gains from volume training finally had the foresight to change up one of the factors of hypertrophy!

MOST of the time, training with short, intense bouts of exercise is the best way to ensure an optimal hormonal environment for growth. HOWEVER, high volume training to improve the effectiveness of muscular contraction is something everyone should consider doing a few times a year.
One of the big mistakes that does result in overtraining is defining volume in terms of sets, not reps!

**YOU CAN’T ASSUME THAT ALL REPS ARE CREATED EQUAL.**

Squatting and deadlifting reps are more demanding than a curling or triceps extension reps.

Think about this: does 24 sets on quads create the same muscle damage, hormonal response and fatigue on your body compared to 24 sets on forearms?

Absolutely not! 24 sets on quads will kick the crap out of your metabolic, neural, hormonal, immune and psychological system far greater than hitting a small muscle group like forearms.

One of the keys to controlling volume is to focus on reps per body part not sets per body part. For example:

- Low volume: 12-72 reps per workout
- Medium volume: 73-200 reps per workout
- High volume: 201-360 reps per workout
- Ultra-high volume: 361-450 reps per workout

And this mini chart will need to be taken a step further as well because 450 reps on deadlifts will be a completely different experience than 450 reps on some bicep curls! This is the info we’re planning on sharing in Hypertrophy M.A.X -- imagine how much control and confidence you’ll have in every workout!
TRY THIS WORKOUT AND PACK ON SOME SERIOUS SIZE!

Incorporating periods of high-volume training is mandatory to achieve maximum muscle growth, especially in lagging body parts. One of our goals is to help you not be afraid of strategically training longer (which is also great for reducing body fat). Here’s your homework for the week:

**TRAIN FOR 75 MINUTES! BUT, WITHIN THE 75 MINUTES YOUR GOAL IS TO DO ALL 31 SETS. THE WORKOUT PRESCRIBED BELOW WILL TAKE 73 MINUTES IF YOU HIT THE PRESCRIBED TEMPOS AND REST PERIODS.**

Here’s your shoulder workout for the week:

<table>
<thead>
<tr>
<th>Exercise</th>
<th>Sets</th>
<th>Reps</th>
<th>Tempo</th>
<th>Rest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standing Press:</td>
<td>8</td>
<td>4</td>
<td>4010</td>
<td>180</td>
</tr>
<tr>
<td>Seated DB Press:</td>
<td>6</td>
<td>6</td>
<td>4010</td>
<td>120</td>
</tr>
<tr>
<td>Seated Lateral Raises</td>
<td>5</td>
<td>12</td>
<td>3010</td>
<td>60</td>
</tr>
<tr>
<td>Bent Over Raises</td>
<td>5</td>
<td>12</td>
<td>3010</td>
<td>60</td>
</tr>
<tr>
<td>Front Plate Raises</td>
<td>5</td>
<td>12</td>
<td>3010</td>
<td>60</td>
</tr>
<tr>
<td>DB Front Shrugs</td>
<td>2</td>
<td>15</td>
<td>3020</td>
<td>30</td>
</tr>
</tbody>
</table>
We’re giving you a 2 minute “head start” and have strategically written a high-volume workout that keeps all the reps within 4 and 12 but enough tension so you’ll want to kill us! Bring your carb powder and aminos and start sipping 30 minutes in. This will combat the cortisol. Record how much you do. Your goal next week will be to reduce the rest periods by 15 seconds on each interval while using all the same weights. This will make the workout more dense and indicate improvement.

Our goal is for you to realize that workouts with a higher number of sets, exercises and reps are needed to bust through plateaus, wake up lagging body parts and improve your work capacity. Yes, your cortisol levels will be elevated but don’t worry, your carb powder will spike your insulin and minimize the damage. Keep in mind, this is a temporary phase, consider it a “ball builder” workout - one of those workouts that will give you big cajones (again, sorry ladies)!

We look forward to putting you through our own personalized MAX-VOLUME phase to show you how to crank up your volume intelligently so that you can grow from it.
To experience Hypertrophy M.A.X. 
I.E Monthly Anabolic Xtreme, 
You must learn how to 
Periodize each factor into an organized 
& progressive system

On December 18th, the highly anticipated Hypertrophy-MAX will be released to the world and if you’re reading this report then you’re about to see the offer of the century!

In short, we’ve created an offer you won’t be able to refuse! You’ll see what we mean shortly… We’ve NEVER done anything like this in history (nor have ANY of our fitness colleagues)!

We will say that Hypertrophy M.A.X is for serious trainees. Serious in the sense that you place a high priority on education, having a coach/mentor, being inspired and getting connected with like-minded individuals like yourself. If you’re a know-it-all or not truly committed to designing your best body ever, then this is NOT for you. Leave your copy on the shelf for someone else once we go live.

Hypertrophy M.A.X is the first program in history that organizes all six growth factors into a periodized program; concentrating on one variable each month and
delivering cutting-edge print information and step-by-step instructional workout videos to your front door (yes, this is going to be a hard copy program)!

We trust this report helped you appreciate the magnitude of the 6-growth igniters, which are more accurately 6-anabolic factors of hypertrophy. We understand that the word ignite could imply you isolate each one, but that’s not completely accurate.

Yes, you can and should isolate each igniter during different training phases but the take home message is:

**EACH GROWTH FACTOR IS INTERCONNECTED WITH THE OTHERS AND EACH FACTOR WILL HAVE AN EFFECT ON THE OTHER FACTORS**

Igniting new muscle growth every 28 days boils down to how skillfully you progress and balance these six factors of hypertrophy. If you’re emphasizing one more than another, you’ll be limited in your growth. If you neglect a handful, your gains will be limited. If you are only manipulating one or two factors then, of course, you’re going to hit a rut and see your progress stall. It’s inevitable.

If you’re currently utilizing only one or two of the factors then consider that very good news because your body has a lot of room to grow.
If you’re currently manipulating three or four of these, then consider that good news too - your body still has room to grow.

**BOTTOM LINE, UNTIL YOU IGNITE ALL SIX OF THESE GROWTH FACTORS, YOU’RE NOT EVEN CLOSE TO IGNITING YOUR FULL POTENTIAL.**

Why have you not learned or heard about how to unlock some of these targets in the past?

We aren’t exactly sure but we do have an idea…

It could be that the people you’re taking advice from got their own physique purely because of genetics; or they just decided to stop learning; or they don’t read the research journals like we do.

We are both Kinesiology graduates, we still research journals, we surround ourselves with the smartest doctors, therapists and coaches, have 25 years of combined experience with this stuff; and we’re die-hard fitness junkies who test everything out on ourselves and we think our physiques speak for themselves. We live body-building all day, every day. We have no other day job or mission but to teach you what we know.

Building muscle is not as simple as training hard, eating big and resting or else every person you know would have a phenomenal physique. This information is not common sense.

Again – unless you start unlocking each of these growth factors to ignite new muscle growth, you’ll never experience colossal gains in size and strength.
**BUT HERE’S THE CATCH...**

The more advanced you become (i.e. the longer you’ve trained), the harder it is for your body to respond and the harder it is to hit these six different growth factors. They must be combined in a precise way to build the complete package that you deserve.

So we’re sure you have a lot of questions, which is why this conversation does not end here. Over the course of the next week and a half, we’re going to be sharing even MORE powerful information to help you maximize your full muscular and strength potential.

Talk soon,

**Benjamin Pakulski**
Honors Kinesiology Degree
IFBB Pro Bodybuilder
Creator of MI40

**Vince Del Monte**
WBFF Pro Fitness Model
Creator of No Nonsense Muscle Building
Honors Kinesiology Degree
P.I.C.P. Level 1 & 2 Certified
Precision Nutrition Certified
Meet “Vince Del Monte,” the only Fitness Guru who has been coined The Skinny Guy Savior. He earned this name by dedicating his life to transforming the lives of the skinny, scrawny wimpy guys & skinny girls – helping them become healthier, fitter and more confident in their bodies. In the end his students transform themselves to “Live better, Look better & Know better!” Vince has transformed thousands of lives of the skinny, scrawny wimpy individual with a perfect mix of encouragement, humor, no BS, inspiration and fun with his popular best selling “No-Nonsense Muscle Building” system.

Vince has the most popular “skinny to muscular” transformation stories in the world. He was the poster boy of the “I can’t gain weight or get the girl” story. Vince became known as “Skinny Vinny.” He was 140-150 pounds at 6 feet tall. The nickname didn’t die; it stuck with him all through college.

He tried everything to gain weight any way he could, never reaching past 149 lbs., dripping wet. He went through the battles to gain like no other. As a former competitive long distance runner, Vince used running to survive the embarrassment and insecurity he suffered from being too skinny. He formed an identity for himself as one of those lean, mean, running machines.

Vince studied Kinesiology and received a Honors Kinesiology degree from the University of Western Ontario. After college, he found a mentor who “told him to burn all of his fitness magazines and stop wasting money on supplements to gain weight.” Vince’s life started to change. He gained some weight, got muscles and then met the girl of his dreams – whom he calls his B.M.W. – Beautiful Marvelous Wife!

Vince helps thousands of individuals with “muscle unfriendly genetics”; make a plan to create new habits and commit to it. He helps with motivation, confidence, and teaches the basis for training smarter not harder – individuals see muscles within 2 weeks, not 2 months! They eat better and have a more balance life. And
in the end, each individual becomes a better man or woman all while reaching his or her goals.

Vince is the Author of “No-Nonsense Muscle Building: Skinny Guy Secrets To Insane Muscle Gain.” The book has sold more than 80,000 copies in more than 120 different countries. He is also a WBFF Professional Fitness Model.

Vince continues to compete in the fitness-modeling world and has won the Canadian Fitness Model Championships. In June 2008, he competed again and placed 3rd at the World Fitness Model Championships. He enjoys the natural bodybuilding and fitness lifestyle, and continues to practice what he preaches. Later this summer he'll be competing in the Pro Division of the WBFF World Championships.

To join Vince’s Free Newsletter for his latest workouts, videos, articles and updates, please visit www.VinceDelMonteFitness.com
I grew up as a very athletic kid. I think I played just about any sport I could. Around the age of 15 is when most sports start to become competitive. Testosterone starts to flow and young men starting thinking about college and pro athletics. Being a pretty high level athlete at the time, I started to look for the edge. I found myself in the weight room with a couple of my close buddies.

Things started to change quickly for me. I got strong faster than the other guys and began to realize I loved the way this made me feel. I was hooked. I was in there everyday, rain or shine. People started to notice, I felt myself getting faster, and I definitely noticed an improved athletic performance and overall confidence in my game.

I vividly remember my first encounter with a FLEX magazine, it was Nasser El-Sonbaty on the cover, and my exact words were “Oh my god! I don’t ever want to be that big!” ….my how things change. Haha.

Needless to say, that magazine piqued my curiosity and I continued to read FLEX for the exercise and nutrition info, although I’ll be honest, Mens Health was much more my desired look at the time.

After a year or so of training, I had achieved the “men’s health” look and still wasn’t content with the way I looked, I wanted more muscle. I joined the local “hardcore” gym and my true passion was discovered! Bodybuilding.

Two brothers that trained there were the guys setting the standard for being the Gym monsters. These guys were big, strong, and to my surprise at the time, were only a couple years older than me. At the time, I was that skinny kid watching from across the gym. They lifted heavy, so I lifted heavy. They squatted, so I squatted. They deadlifted, so did I. After about a year, I had put on a lot of weight. I was still nowhere near as big and strong as they were, but my desire was great.

I think it was well over a year before I had earned my dues to be able to train with
them, in fact, it may have been two years. These guys LOVED to train, and watching and emulating them is what started my career down the path I am on today.

A love for training, a desire to work harder and improve everyday.

Today, Vic and Dan are both happily married and still train hard. They both continue to be some of my greatest inspiration because they look inside and see that little screaming kid with desire bigger than his muscles.

When I began training, my dad always told glory stories of his youth and his tremendous leg and shoulder strength. Who doesn’t want to emulate dad! My quest to be my greatest self, began there.

One of my earliest gym memories is of an older gentlemen explaining the art of the squat to me. His words shaped my approach to training….. „son, the body is an amazing structure, and as with any structure is must begin from the ground first! Build a strong base with your legs, and the rest will follow!” I first found myself getting faster for sports. I became a better overall football player, my speed increased for baseball and I began to blow away many of my counterparts on the hockey rink.

After training for two years I was ready to allow my dad to come to the gym to watch me squat. He had been bugging for awhile after seeing me add muscle and boast of my strength gains(come on, who doesn’t brag to impress their parents!). At this point I was 17, a religious member of „Macks Gym” in Toronto, and eager to learn the sport of bodybuilding. I squatted well that day, 4 plates, 405lbs for 3 sets of 8. I weighed 175lbs at the time. Dad was impressed, and took me that weekend to sign up with the guy known as Canada’s bodybuilding coach at the time, Scott Abel.

4 years with Scott saw me go from 175lb kid with little abs and a little muscle to a 250lb 20 year old with abs. He taught me to be diligent with my training and log books, and NEVER miss meals!

My idol and mentor, the late Tom Hall(IFBB Pro, never defeated) was the most
influential to my bodybuilding career. Tommy taught me wrong from right inside the
gym and out. Tom took the time to teach me the correct biomechanical way to do
every exercise, showed me how to eat like a bodybuilder and why. He also got me
my first Muscletech contract at the age of 18(they liked the calves too!). Tom pas-
sed away 3 weeks after my first ever show on Oct 1, 2005. He never got to see me
compete, he had some family things to attend to that weekend. My second show,
3 weeks after he passed, was to be the first time he saw me compete. It was the
hardest thing I’ve ever done, but I did that show, and every show for the rest of my
career in that great mans honor.