

# GET A RIPPED BEACH BODY

You Are About to Learn a Proven, Step-By-Step Approach for Getting a Lean and Muscular Body – The Physique of a Strong and Athletic Male Model (Not Bulky At All... and Definitely Not Like the Skinny Ones!)

Everybody has **the potential** to get a lean, well-proportioned and athletic body that looks **fantastic at the beach** and **great in street clothes**.

But...



*... the cold hard truth is that not everyone has got what it takes to do it!*

This blueprint may **not be for you** - (take an honest look at yourself):

1. You need to be **determined to succeed** (do what it takes)!
2. You need to be **consistent** with the way you train and eat.
3. You need to **give it your best** and be **intense in your workouts**. This simply means training as hard as you are capable of. I don't want you to kill yourself but **half-assed effort** simply won't produce results.

If you **don't** match all of these points, the plan is not for you. You might as well read a fitness magazine (Hint: most of the info there is **diluted** to match a wider audience. Read: it is *pretty useless*).

Click the link bellow if you match **ALL THREE** of the above points. I believe this plan will work for you.

I want to show you a way to get your ideal physique **as fast as possible**. This doesn't necessarily mean quickly - the body will take time to adapt - but the change, if you follow these steps - will take the **shortest route possible!**

# Chapter 1:

## Bulk or Cut? Get Lean and Mean First!

To bulk or cut - this is the question... Bulking and cutting emerged in the 80's as a way to try to eat your way to bigger muscles. Bodybuilders would train hard and stuff themselves for a bigger part of the year and then try to lose the body fat only.

The problem with this approach is that trying to eat your way up to more muscle doesn't really work. You end up pretty much the same once you lose all the extra fat.

But there's more reasons to *get lean and mean* and stay that way - never ever getting fat on purpose...



Did you know that with more fat tissue your body produces more estrogen? Yes, the fatter you are, the more female hormones circulate in your body and the less muscle you can build.

Even if you are not all about building muscle, you gotta admit that excess fat sucks. It looks ugly.

On the other hand, if you get lean and stay that way while building up your body, you will look at least decent year round. I mean - we don't undress only at the beach, right?

**But there's more, [recent studies](#) even show that excess body fat is linked to brain damage!**

The bottom line: you need to get to base line leanness as soon as possible - not just for the fact that you will look and feel better year round, but also because it's best for your health long term. How lean? You don't have to get to paper-thin skin stage.

Just make sure to lose the excess bulge around your waste and you are good. The only way to get lean is to get into caloric deficit. This means eating less food than you burn.

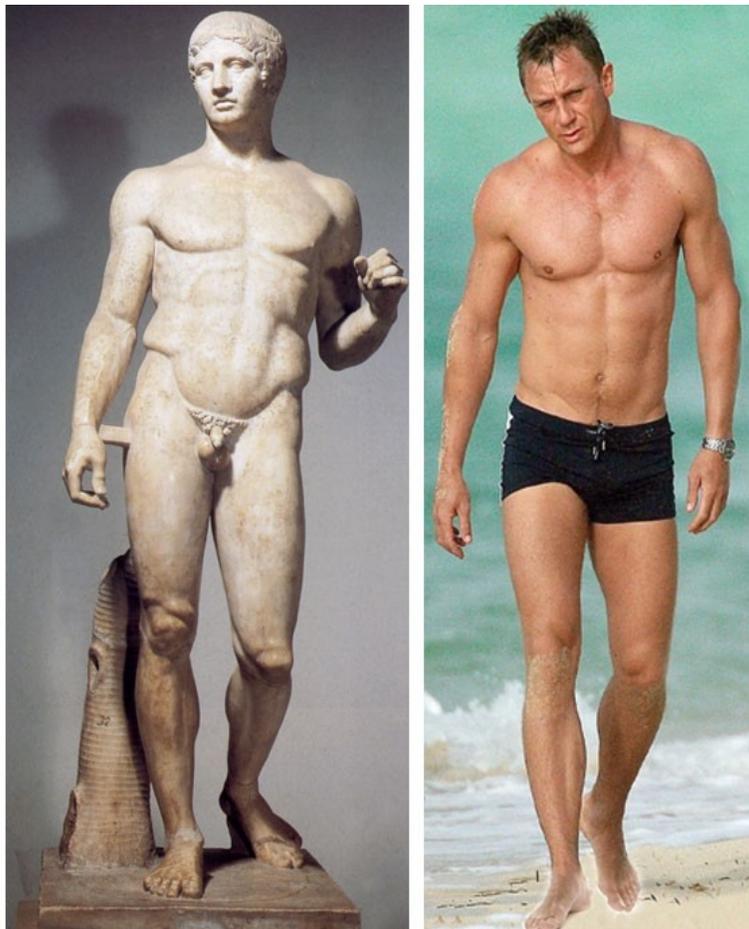
So the bottom line is - get lean by *eating less*. Use exercise as a supplement, not as the only way to burn energy. Here is the process you can use to get lean with eating less



## Chapter 2:

# Build Muscle in the Right Places

Before we begin, take a look at this comparison between a classic ancient statue and a modern Hollywood actor. Note the similarities in the muscular development, levels of body fat (both are lean) and proportions.



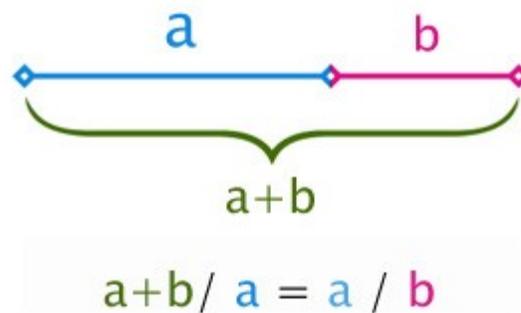
To the left: the Doryphoros - the Spear-Bearer. The Greek sculptor Polykleitos designed this statue as an example of the "golden rule", showing the perfectly harmonious and balanced proportions of the human body in the sculpted form.

To the right: the best James Bond since Sean Connery: Daniel Craig. Unfortunately news of a 3rd movie with Craig are not encouraging as of now.

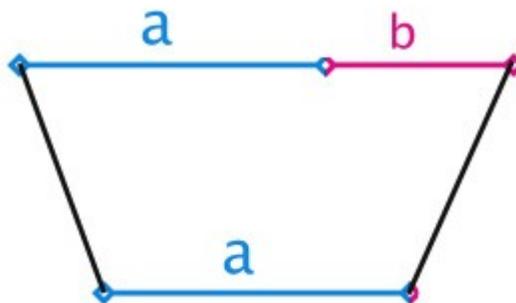
## What Are the Perfect Body Proportions?

So here I will explain the concept of the "golden ratio" and how it relates to having a killer beach body. This is gonna be just a bit technical, but it will be over soon, I promise - so bear with me...

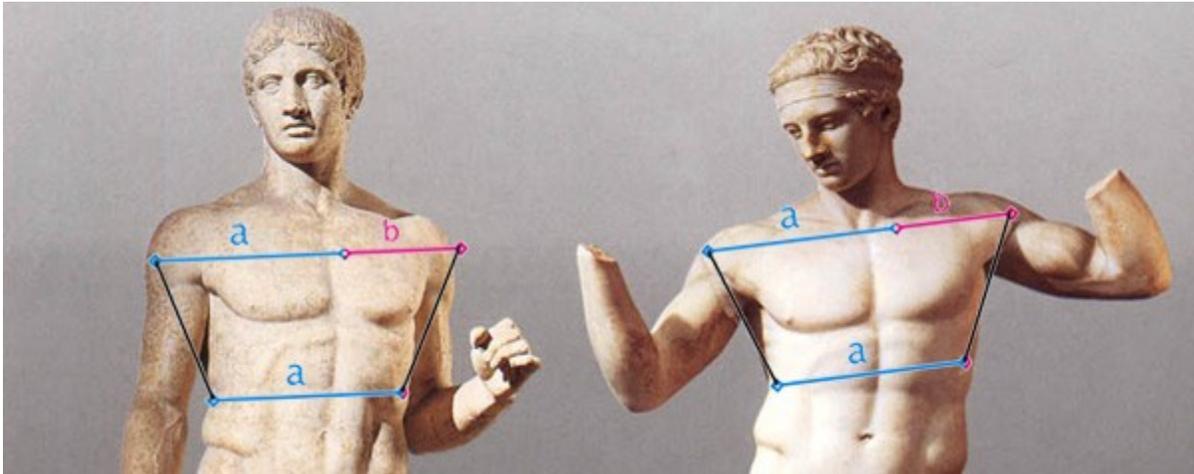
The golden proportion is a ratio. So if you have a line you can divide it in two so that its parts are in a golden proportion. The way to do it is to have the ratio between the whole line (**a+b**) and the the larger part of the line (**a**) equal the ratio between the larger part of the line (**a**) and the smaller part of the line (**b**):



So if we were to put this golden ratio in a diagram, here's how it looks.



Not surprisingly it resembles the V-shape of a muscular torso with a small waist and muscular chest, upper back, shoulders and arms. Here is how this golden ratio looks when superimposed on two ancient Greek statues, one of them is the Spear-Bearer that we saw above:



Both statues show a near-perfect golden ratio in their muscular development. So the way to a body that looks great is to get a small waist (**a**) by getting lean and build up the muscles of the upper body (**a+b**). Now, let's superimpose the golden ratio on two Hollywood actors famous for their muscular physique - Hugh Jackman and Ryan Reynolds:



Note how Ryan Reynolds looks a bit "off" and underdeveloped. His shoulders seem a bit narrow compared to Hugh Jackman. He still can build up his upper body to have the golden waist to shoulder ratio. To do this he needs more upper body strength.

In fact in an interview he said he was impressed by the upper body strength of Jackman when they worked out together. Jackman's more developed upper body and bigger upper body strength are correlated. But more on that later...

So, In the next chapter I will reveal how to build up your upper body muscles. You will learn how to avoid the number #1 problem people face in the gym – lack of progress after a few weeks or months. I will also show you how to get dense and hard, yet big enough muscles.

## Chapter 3:

# Guaranteed Workout Results by Building the Right Kind of Muscle

So people fail to get the workout results they are after for three main reasons. The first reason is that they lack a general plan and don't focus in their workout towards the achievement of a workout goal.

Just "winging it" doesn't work when trying to change your body with weight training. So people would generally see a slight change in their body after the first few weeks or couple of months and then the routine would stop working.

There other people who seem to progress a bit, but their bodies either lack the full "muscular look" or they get bigger muscles which are kind of "puffy looking" and lack hardness and density.

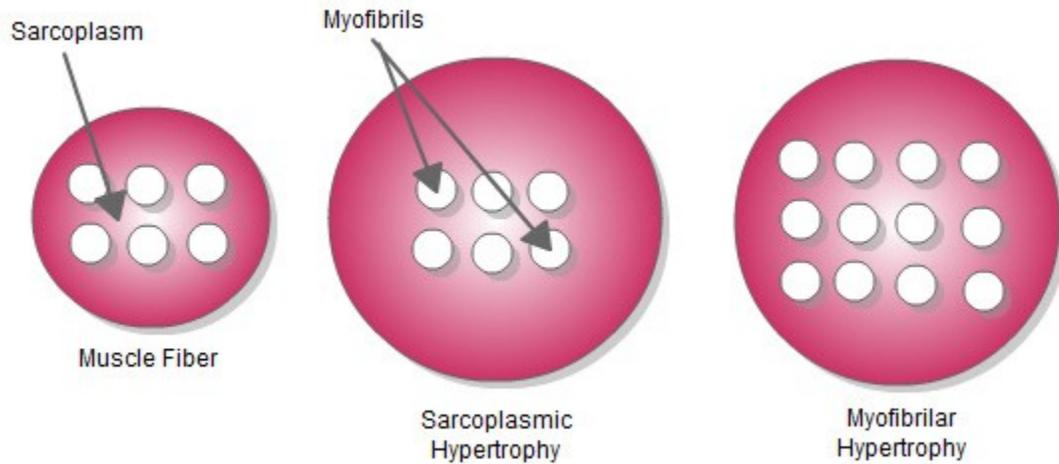
## **Varying Rep Ranges to Target the Two Types of Muscle Growth**

The simplest way to fix all three of these problems is to change up your the routine every 4 to 8 weeks by varying the rep ranges and in this way targeting the two main types of muscle growth.

So muscles can grow in two ways. The muscle fibers themselves can grow. This makes the muscles hard, dense and strong. Olympic weightlifters have this kind of muscle growth. The only problem is that this type of growth is very, very slow.

To get a fix of "quicker results" you must also train for a period of time in order to expand the nutrient content of the muscles. In this way you will not be getting significantly stronger, but the muscles will change their appearance very quickly.

The problem here is the lack of density and hardness as well as the plateau that you are bound to hit sooner or later. To combat both these problems, simply rotate between training for density and training for quick size every few weeks



Above you can see the two types of muscle growth. The first illustration is the untrained muscle. The second illustration shows - the quick growth of the muscle by targeting an increase in the nutrient content. The last picture shows the dense muscle growth with an increase in the actual muscle fibers.

I learned about these two types of muscle growth from the book [Power to the People](#), written by Pavel Tsatsouline, an ex-Soviet Special Forces physical training instructor.

## How to Train for Hardness and Density

In order to train for density, you will need to focus on maximal muscular tension in your muscles. So each rep will be done with focus on contracting the muscle. You can imagine that each repetition is an individual set.

Don't rush and pump. Focus and contract hard. The rest periods between sets are generally longer 2-3 minutes. You will do 2-6 repetitions (so pick a weight that doesn't allow you to do more) per set.

## How to Train for Quick Growth

In order to train for quick growth, the key is fatiguing the muscle. The rest periods between sets are generally shorter - less than 90 seconds. Each repetition is done in a pumping, rhythmical manner. This is in contrast to the density workout where you focus and contract hard

You will do 7 to 12 reps in 3 to 4 sets with 2-3 exercises for each body part. So each body part will be trained around once per week.

### A Free Video Explaining the Two Types of Muscle Growth

Here's a great [video](#) (**scroll down and watch Video #2**) explaining the two types of muscle growth and why we need to train for both.

And in Chapter 4 I will show you how to put this how process together and how to "fine tune" your new muscular body for spectacular results.

## Chapter 4:

# The Best Workout Plan: Putting it all Together

So in this chapter I will summarize the process of going from out-of shape to having a great looking beach body.

The first priority is to get lean. This means creating a caloric deficit by eating less food and exercising more (but eating less is much more effective!) in order to burn the excess body fat until you have a flat stomach and no excess fat around the waist.

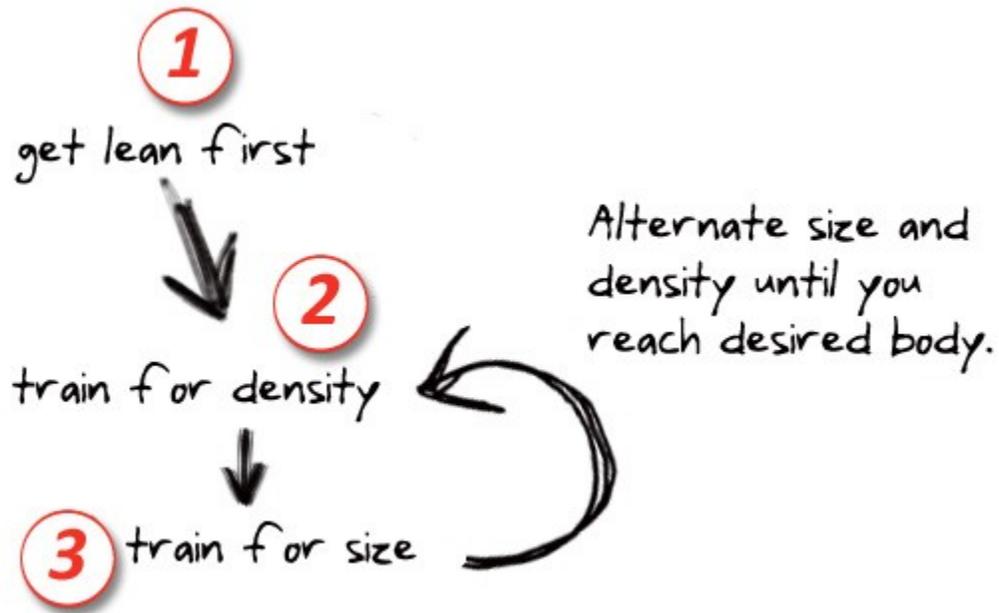
The benefits of doing this first thing are numerous but the two main ones are that you will look decent year -round and will have higher testosterone levels (so this means more muscle) because with less body fat you will have less estrogen (this female hormone decreases with less fat storage).

Next, you will build your upper body up. The reasons for this is that with a small waist (from getting lean) and developed upper body - the shoulders, chest, upper back and arms, you will have the v-shape "golden ratio" body characteristic of classic ancient statues and modern Hollywood actors.

To build your upper body the right way, you will be alternating density (strength) and size (quick growth) training.

The two benefits of doing so are that you will avoid a plateau in your workout (no results!) and get dense and hard, yet big enough muscles when you alternate lower reps (density) and higher reps (quick size) training.

Here's how the process looks:



There's a cool trick you can use in order to make your skin extra tight so your muscles pop. You might want to use this trick to prepare for a vacation or another special event.

With this trick, you strategically diet and alternate density and size training to maximize your muscularity.

Rusty Moore, a renegade fitness author, wrote a free step-by-step blueprint which does an awesome job explaining this strategy. You can download it below.



[ShrinkWrapEffect.pdf](#)

( click and choose "Save Link As..." to your Desktop)

Like me, Rusty is a big proponent of alternating density and size training for achieving the best possible muscular development. He has created a workout system that focuses on the two types of muscle growth in a strategic manner.

He created a workout plan, [Visual Impact](#), with which you will not only get bigger, harder and denser muscles, but also can use his cool method of strategically training for size and strength in order to tighten up the skin around your muscles.

[Click Here to Check Out the Visual Impact Workout](#)