

JACKSON PEOS, PHD

TOP 20



TOP 20 MALE TRANSFORMATION SECRETS



JACKSON PEOS



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ABOUT JACKSON PEOS, PHD

Jackson Peos is regarded as one of the world's fitness experts and is a nutritionist, personal trainer, and online coach.

He is known for his quirky style and love of anime, integrating it into his teachings to help people get excellent results, whether for fat loss, hypertrophy or stepping up on stage.

He holds a PhD in Clinical & Sports Nutrition from the University of Western Australia. He also has formal qualifications with a BSc in Sports Science and Exercise & Health and a BSc (Hons) in Exercise Physiology.

Jackson is also a member of the Clean Health Academic Advisory Board and owns several businesses, including Pump Kitchens, Koshiro Residences and more.

As an avid athlete, he has competed previously in bodybuilding, boxing, rowing, and Australian Rules football.

Jackson resides in Bali and is a specialist in optimizing body composition and exercise performance via nutrition strategies.

For more information on Jackson, you can follow him at:



ABOUT CLEAN HEALTH

WE BLEND THE LATEST SCIENCE WITH REAL-WORLD, PRACTICAL COACHING TOOLS THAT YOU CAN APPLY TO YOURSELF OR WITH CLIENTS INSTANTLY!

Established in 2008, Clean Health is one of the world's leading online fitness educators, having taught more than 50,000 students in over 80 countries.

Our range of online, easy-to-access courses are developed and created by the very best in the industry across nutrition, sports science, fitness business and strength and conditioning.

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BIOLAYNE

Clean Health was founded by personal trainer and company CEO Daine McDonald (@dainemcdonald) as a personal training organization focused on getting results based on the science of lifestyle, nutrition, and training.

Our first performance-based gym was opened in 2012, and by 2015 we had 3 locations and were on our way to completing over 300,000 sessions before we closed our gyms down for good in 2020 to go all-in on online education.



ABOUT CLEAN HEALTH

We have been featured in numerous media publications and TV shows, including the Sydney Morning Herald, Yahoo Finance, CQ Magazine, Men's Muscle & Health, Men's Fitness, Australian Women's Health & Fitness, Oxygen Magazine and more.

We have partnerships with industry titans such as Layne Norton PhD, Sebastian Oreb, Jackson Peos PhD, Bill Campbell PhD, along with corporate giants such as Fitness First, Good Life Health Clubs, BFT and more.

smh.com.au
The Sydney Morning Herald

WORLD GYM

ninemsn

MEN'S FITNESS

BFT BODY FIT
TRAINING

MMH
MEN'S MUSCLE & HEALTH

F Fitness First

oxygen

Daily Telegraph

Our experts have presented at some of the most significant health and fitness events globally, including FILEX, MEFIT Summit, and the Australian Fitness Expo.

Our mission is to raise the level of knowledge and industry standards for 500,000 fitness professionals worldwide by 2030.

For more information on us, visit us via the channels below:



INTRODUCTION

Gentlemen (and female coaches),

Welcome to my Top 20 Fat Loss Secrets for Men eBook.

I put this guide together because, all too often, I see men not doing the simple things needed to transform themselves (in body and mind) so that they can unleash their highest potential.

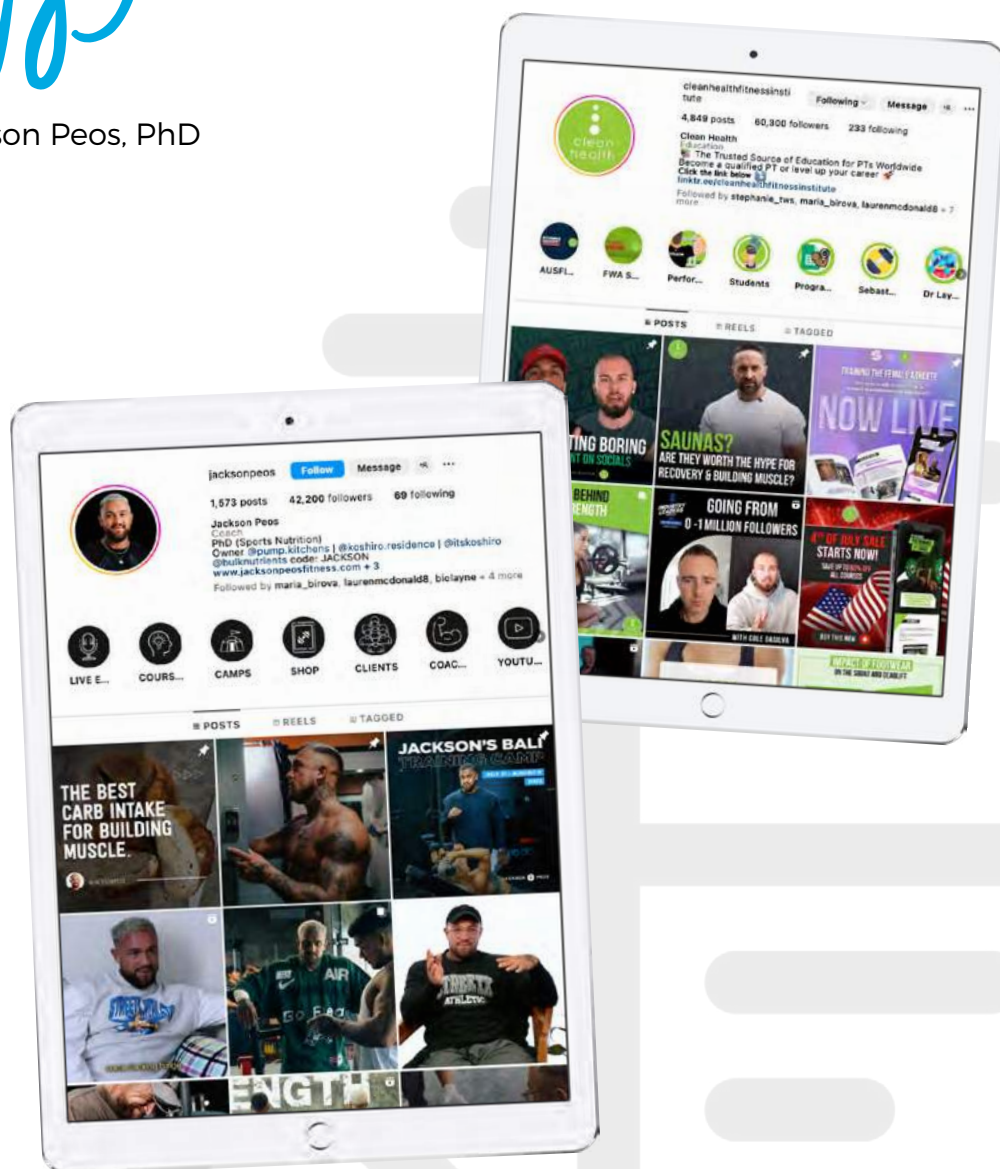
Conversely, for a lot of coaches out there (men and women), the way you coach a man is very different from a woman, so in this guide, I hope you give some tips that you can apply to help your male clients.

So, whether you are a bloke looking at getting into their best shape ever or you are a coach working with men, hopefully, you take away some gems from this e-book today to start applying tomorrow!

Yours in transformation 💪



Jackson Peos, PhD



SECRET 1

HARNESS THE MALE MINDSET

When the goal is physique improvement, the logical route to this destination is via physical manipulation.

In many respects, this is true, as manipulation of direct variables such as macronutrient intake, calorie level, training volume, and cardio load will have a profound consequence on the physique.

HOWEVER, IF YOU'RE INTERESTED IN TAKING YOUR PHYSIQUE TO THE UPPER ECHELON, IT'S NOT ENOUGH JUST TO MANAGE THE PHYSICAL REALM. ONE MUST LEARN POSITIVE MANIPULATION OF THE PSYCHOLOGICAL ALSO.

Where the mind goes, the body will follow.

The perfect program is meaningless if the mind is not sharp enough to execute it.

So how do we build an undefeated mindset?

1. Get comfortable being uncomfortable.

Do not constantly seek the path of least resistance.

2. Practice solitude.

Away from people & away from screens. You cannot tap into the deep parts of your psyche if you're distracted by visual or aural stimuli.

3. Practice discipline.

Discipline is not inherent, it's a skill. The only way to improve it is with practice. Discipline is consistently doing the things you don't like doing but doing them as you love them.

4. Use a daily journal.

Each morning set yourself a list of daily discomforts to endure and battles to win. This builds discipline & confidence.

5. Avoid complaining.

Complaining is a disease that weakens your defence system.

6. Practice working in silence.

If you can't do it unless someone's watching, you won't get very far.

7. Sharpen the blade daily

by doing something that you like doing... Saunas, ice baths, early wakeups, jogs, & swims are all fine examples.

SECRET 2

REACT TO LIFE ON YOUR TERMS

People love to play the destiny card.

This card suggests that our future is not up to us; it's already written.

This is a load of BS.

The destiny card is played by people that don't want to take responsibility for their progress, or lack thereof, so they blame the universe or some other mystical outlet.

The universe doesn't decide your future; your actions do.

Accepting that you are in the driver's seat, and you control the journey towards your goal attainment is a critical step towards mental and physical mastery.

THE UNIVERSE DOESN'T PUT FOOD IN OUR MOUTHS...

THE UNIVERSE DOESN'T STOP US A REP EARLY...

WE DO THOSE THINGS.

**A WINNER ACCEPTS RESPONSIBILITY FOR THEIR ACTIONS,
BOTH GOOD AND BAD.**

A loser accepts responsibility for their good actions and blames external forces for their bad ones.

"It will all work out in the end" is a loser attitude.

It won't work out unless you do.



SECRET 3

BUILD MOMENTUM

One of the most powerful tools to harness during your fitness mission is momentum.

Momentum can be the difference between doubting your ability to succeed at your goals or adhere to your program versus feeling invincible and unshakable.

So how do we build momentum?

Simple, start small.

MANY PEOPLE SABOTAGE THEMSELVES BY SETTING UNREALISTIC TARGETS AND ABSURDLY LOFTY GOALS FROM THE GET-GO.

THEY ATTEMPT TO REACH THESE TARGETS, UNDOUBTEDLY FAIL, AND THEN THEIR CONFIDENCE IS CONTINUOUSLY EATEN AWAY LIKE A PARASITE.

THESE CONSTANT DEFEATS ARE DANGEROUS, AS THEY TEAR DOWN YOUR WALLS OF CONFIDENCE.

Confidence is a fundamental part of momentum as it reinforces an unflinching resolve that you can do what you tell yourself you can.

So instead of aiming for the penthouse while standing on the ground floor, set your sights on level 2.

This target is far more achievable, and importantly, the attainment of it will provide a sense of victory that will quickly strengthen your walls of confidence with an additional layer of reinforcement.

Then you tackle your next target with an enhanced shield and boosted morale in your stride.

Compile the small victories, and you enrich your defence and strengthen your attack.



SECRET 4

SEEK SOLITUDE DAILY

“Without great solitude, no serious work is possible.” – Pablo Picasso

One of the things most lacking in our modern society is time spent in solitude.

People don't know how to be alone anymore, and they will typically evade it by spending time with people for the sake of being around people or distracting themselves with screen time – the modern-day pseudo-friend.

**TO BE YOUR BEST IN BUSINESS, FITNESS, OR LIFE,
YOU MUST BE COMFORTABLE BEING BY YOURSELF.**

Being comfortable when in solitude means you no longer depend on someone else for your training intensity, dietary adherence, work hours, happiness, or well-being.

Spending time in solitude is also the only time when we can truly achieve self-awareness and explore the depths of our psyche.

Have you ever conceived some great ideas in the shower?

Thought so!

This is because you've finally distanced yourself from the distractions of your social circle and technology, and you can think deeply and unimpeded.

**I PROMISE YOU; THAT ALL YOUR BEST INSIGHTS WILL BE FOUND IN SOLITUDE.
THEY WILL NOT BE FOUND IN THE VOICES OF YOUR SOCIAL CIRCLE OR ON TIKTOK.**

Mastering the transformation of the male physique starts with mastering your mind.

Solitude provides the key to entering the door to begin that lesson.



SECRET 5

WIN THE MORNING, WIN THE DAY

How you spend the first 2 hours of your day is like looking into a crystal ball at your future.

Do you snooze your alarm?

Do you start your day by scrolling social and watching other people living their lives?

Do you grab a coffee and a muffin for breakfast on the way to work because you couldn't be bothered making a better one?

What does that say about your future?

One of the best life hacks I can offer is starting your day with some battles and coming out triumphant.

BATTLE EXAMPLE 1: YOUR ALARM SOUNDS, AND YOU'RE TIRED.

VICTORY: YOU GET UP ANYWAY!

BATTLE EXAMPLE 2: IT'S COLD AND RAINY OUTSIDE.

VICTORY: YOU GO FOR A RUN !

So, while everyone else is sleeping in or mindlessly scrolling their devices, you've already separated yourself from the pack with 2 wins on the board.

Starting your day with something HARD and then defeating it is also critical for going into the rest of your day with resolute confidence to battle anything that gets thrown at you.

This includes your confidence to stick to your diet when the cravings come, to do that extra rep of hack squats when your legs are screaming at you, or to say no to the muffins that Jenny has bought for everyone at work.



Starting your day with a battle and a win is the difference between feeling like you're facing the rest of your daily battles with a butter knife or a samurai sword.

SECRET 6

SET THE RIGHT GOALS

Everyone knows that they should set goals. That's no secret.

The secret lies in setting the right type of goals.

The efficacy of goal setting can be depicted on a bell curve.

**SET THEM TOO SMALL
& YOU'LL NEVER CHALLENGE YOURSELF OR GET CLOSE TO YOUR POTENTIAL.**

**SET THEM TOO LARGE
& YOU'LL LIKELY FAIL, WITH THESE PERSONAL DEFEATS TEARING DOWN
YOUR CONFIDENCE & SELF-EFFICACY FOR FUTURE GOAL PURSUITS.**

You need to set your goals in the middle zone.

You want them hard enough that they force you outside of your comfort zone but not so large that you're skipping over 10 goals that you should be aiming for first and setting yourself up for failure.

Secondly, your goals need to be actionable.

Here are some example goals:

1. Reach 100k Instagram Followers
2. Win my IFBB Pro Card
3. Do 10k coaching sales next month

The problem with these types of goals is that they are not actionable or process-driven; they are outcome goals.

Outcome goals are not directly within your control and, thus, are less helpful.



SECRET 6

SET THE RIGHT GOALS

INSTEAD, WRITE YOURSELF PROCESS-DRIVEN GOALS THAT INCREASE THE PROBABILITY OF REACHING THE OUTCOME GOAL.

For example:

- Post 4x per week on my grid & daily on IG stories for 12 months
- Quit alcohol for 6 months
- No cheat meals
- Invest 10% of your income each month
- Post weekly social proofs of your client's success

Identify your outcome goals, and then work backwards by recognising process-driven goals that demand attention on a weekly and daily basis.

Hold yourself accountable to them by writing them in a contract with yourself.

If it were a contract in your workplace, you'd maintain the contract terms because if you didn't, you'd be fired.

Take the same approach with the terms in your own contract and hold yourself to the highest of workplace standards.

You'll be rewarded.



SECRET 7

SET YOURSELF UP TO WIN

A lot of people fail in pursuit of their goals because they set themselves up for defeat by choosing to remain in an unproductive environment.

Your environment is everything.

Place a plant in the shade, it will wither and die.

Place that same plant 1 metre to the left in the sunshine and right conditions, and it will grow to its full potential.

Are you in the sunshine or the shade?

TO ANSWER THIS QUESTION, YOU MUST IDENTIFY THREATS TO YOUR GROWTH.

ARE THE PEOPLE AROUND YOU PUSHING YOU TO DO BETTER THAN YOU COULD DO ALONE?

IS YOUR LIVING SITUATION CONDUCTIVE TO STAYING ADHERENT TO YOUR PROCESS GOALS?

IS YOUR LIFESTYLE REFLECTIVE OF THE IDEAL VERSION OF YOUR FUTURE SELF?

IF YOU'VE ANSWERED NO TO ANY OF THESE QUESTIONS, THEN YOU'RE IN THE SHADE.

It might be daunting to leave the shade, as the shade is likely your comfort zone and where your family and friends exist.



I talk about this extensively in my online course for men who want to transform their lives inside and out, which you can claim 50% off on below.

However, if you are truly committed to taking control of your life and reaching your potential, then you must be brave enough to step into the sun.

BUY NOW

SECRET 8

FLEXIBLE DIETING IS DANGEROUS

Flexible dieting was hailed as the saviour of our fat loss struggles and eating relationships.

Indeed, as shown in the research, if flexible dieting is used in the right way, it can lead to greater weight loss sustainability, reduced dichotomous thinking towards food, improved social relationships, and reduced binge eating episodes, among other benefits.

However, like most tools, they can be used to help or harm.

Take a hammer and knock in a nail; helpful.

Take a hammer and knock someone on the head; harmful.

It's the same tool; the difference is what we use it for.

Unfortunately, many in the fitness industry abuse flexible dieting as a tool to consume the tastiest and most exciting diet possible within their calorie allowance.

THIS HAS NUMEROUS DOWNSIDES, INCLUDING AND NOT LIMITED TO:

1. Overconsumption of processed foods

2. Higher cravings & hunger

3. Unpredictable weight, appearance, digestion, & performance

4. Decision fatigue

5. Time wastage

6. Increased food focus

7. Increased tracking error through estimations

8. Difficulty identifying your rate of physique progress

SECRET 8

FLEXIBLE DIETING IS DANGEROUS

Flexible dieting is only harmful when abused. To use it correctly, save it for when it's needed. Appropriate times to pull out flexible dieting from the tool belt include:

1. Occasional social events
2. Unforeseen circumstances (e.g., being held back at work)
3. Diet burnout and you needing a chance to reset

For the rest of the time, to optimise your physique development, you will want most of your days of eating to look relatively the same.

Find a set-up that is decently enjoyable but not hyper-palatable.

Something that you digest well and perform well on, then rinse and repeat!



SECRET 9

SUPPLEMENTS THAT ARE HELPFUL

Everyone is looking for a secret supplement. Unfortunately, there isn't one.

Simply being more consistent with your eating than the guy next to you will take you further than every supplement combined!

With that said, there are a handful of supplements that I believe can provide a slight edge to the wolf hunting for every 1% advantage and already executes his training and eating to an elite standard:



1. Creatine monohydrate

for improved strength & endurance performance:
0.1 mg per kg daily (1)

2. Caffeine

for enhanced cognition & training performance:
0.3-0.7 mg per kg 45 minutes before training (2)

3. Intra-workout essential amino acids to assist with muscle protein balance when training for longer than 2 hours: 15gm approx

4. Intra-workout carbohydrates to assist with performance & glycogen sparing when training for longer than 2 hours: ~30g (3)

5. Whey protein

is an easily digested fast-acting protein before &/or after training: 0.5 g per kg of body weight

6. Omega 3 fish oil

to assist with cardiovascular dynamics & inflammation:
3-5 g daily (4)

7. Curcumin

for management of inflammation: 400mg daily (5)

8. Ashwagandha

for management of stress:
300-450mg pre-bed (6)

9. Magnesium:

500mg post training

10. Citrulline:

10g during training for possible enhancement of blood flow & nutrient transport (7)

P.S. Stay away from test boosters, SARMS, and turkesterone!



SECRET 10

SLEEP YOUR WAY TO SUCCESS

It's relatively undebatable that human cognition and performance cannot be maximised while sleeping less than 5 hours a night (8).

Furthermore, science suggests that the sweet spot is around 7 hours per night.

Less known is the fact that you can't "catch up" on lost sleep, as research has shown that those doing shift work with minimal sleep during the week and long sleeps during the weekend still incur the cognitive and health encumbrances of inadequate sleep.

It's also important to note that shorter spells of quality sleep are more beneficial than long spells of interrupted poor sleep.

This means:

- Avoiding caffeine after 2 pm
- Avoiding devices 2 hours before sleep
- Making sure your room is dark and silent.
- Doing something relaxing before bed
- Keeping your room around 18 degrees

WHEN SEEKING OPTIMAL PHYSIQUE PROGRESSION, ONE SHOULD:

1. Go to bed and wake up at similar times every day of the week
 2. Sleep 6-8 hours per night (7 is ideal)
 3. Sleep similar durations each night of the week
 4. Don't play sleep catch up
 5. Make your environment optimal for deep sleep
-

Now go forth and sleep!

SECRET 11

THE SCIENCE OF TRAINING VOLUME

Most experts will agree that around 10-20 working sets per muscle group per week will be required to maximise the hypertrophy of that particular muscle (9).

Less than 10 is unlikely to create sufficient disruption for optimal hypertrophy, while much over 20 sets is a dose doubtful to enhance the muscle protein synthetic response further, deemed 'junk volume'.

When discussing optimal training volume for hypertrophy, most people are neglecting a critical consideration.

The volume you need to grow optimally is almost solely dependent on your training intensity.

In this case, I define intensity as your intensity of effort or proximity to failure.

If you do most of your sets with 2-4 reps left in the tank (2-4 RIR), then you will need a higher set volume to accumulate a sufficient stimulus.

If you train like Dorian Yates, balls to the wall, nothing left, then you'll need fewer working sets to optimise your response.

An additional consideration is that of absolute strength. I'm sure many of us can think back to when we first started lifting weights and had the ability to pump out 10 sets of the bench press to failure in a session and feel fresh in the morning.

Simply put, we were weak. The stronger you become, the more fatiguing and stimulative your sets become, and therefore the less you need.

TO SUMMARISE:

1. Approximately 10-20 working sets per week will be needed per muscle group to optimise growth.
 2. Closer to 10 sets per week if you train very hard (to failure) or if you're very strong.
 3. Closer to 20 sets if you train mostly away from failure and your working sets are not very taxing.
-

SECRET 12

THE SCIENCE OF TRAINING FREQUENCY

Like training volume, to uncover the secret of optimal training frequency, we must first address the characteristics of the training itself.

A person that trains with a low intensity of effort can train often.

A person that pushes to their limits with training cannot.

Research suggests that a muscle should be trained 1-2 times per week to optimise growth, with a possible slight advantage of 2 times per week due to the management of within-session fatigue (10).

For someone that trains with moderate training intensity, with most sets not taken to failure, I would suggest a training split as follows:

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7	DAY 8
Push 1	Pull 1	Legs 1	Rest	Push 2	Pull 2	Legs 2	Rest/ Repeat

However, for someone that seeks to surpass their limits with their training, this frequency will not be optimal.

The individual will likely crash and burn from insufficient recovery!

In that case, I suggest a modified split as follows:

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
Push	Rest	Arms	Back	Rest	Legs	Rest/ Repeat

Ultimately, experiment with what works for YOU and remember that consistency ALWAYS outweighs perfect programming!

Ps. I go IN-DEPTH about program design and periodisation in my Men's Transformation course, which you can read up on below.



BUY NOW

SECRET 13

THE RIR TRAP

The majority of published research suggests that training to failure is not essential to maximise hypertrophy and, in fact, can be detrimental in some circumstances (11).

This research is not particularly surprising to me, considering that the study cohorts are typically comprised of recreationally trained participants with average experience levels.

I AGREE THAT FOR BEGINNER AND INTERMEDIATE TRAINEES, TRAINING TO FAILURE IS LIKELY UNNECESSARY (AND COULD BE HARMFUL) AS A SET WITH 2-4 REPETITIONS IN RESERVE IS EXPECTED TO BE A SUFFICIENT STIMULUS TO THEIR MUSCLES FOR A PRONOUNCED ADAPTATION.

For experienced lifters (those that likely aren't putting their hand up to participate in training studies because they care too much about their own training and results), I do not believe that submaximal efforts (with reps left in the tank all the time) are capable of providing an optimal hypertrophic response in the advanced years of a training career.

Our muscle is very adaptive, it adapts to whatever training we throw at it. After consistent training for 10 years or beyond, I am confident that the only way to ensure future consistent optimal progressions is by training to your limit.

Training to your limit (i.e., failure) ensures there is a novel stimulus placed on the muscle and, therefore, a requirement for adaptation.

By leaving reps in the tank, I think you run the risk of serving something to the muscle it's already seen before. If the muscle has seen it before, then there is no disruption and, therefore, no adaptation.

ANOTHER RISK OF SUBMAXIMAL TRAINING PERTAINS TO ONE'S ASSESSMENT OF THEIR PROXIMITY TO FAILURE OR RIR. PREVIOUS RESEARCH HAS SHOWN THAT EVEN EXPERIENCED LIFTERS DRASTICALLY UNDERESTIMATE THEIR REPETITIONS IN RESERVE (12).

This means that while you might think you're leaving 2 reps in the tank on a set, but you could be leaving 2-6!

This error mapped over a training year can make the difference between an awe-inspiring year of progress versus spinning your wheels for 12 months. By training with your maximum effort, you avoid this risk entirely!

SECRET 14

IMPLEMENT CARDIO FOR MEN'S HEALTH

Here's the secret:

Everyone should do cardio.

Yes, even the 300-pound gym rat in his Ryderwear Raptors!

I don't think the calorie expenditure and fat loss benefits of cardio are any secret.

**THE SECRET IS THAT THE BENEFITS OF REGULAR CARDIO
SPAN MUCH FURTHER:**

1. Improved cardiovascular
dynamics

2. Improved fitness

3. Faster recovery rate

4. Increased endurance

5. Better appetite regulation

6. Better ventilation

7. Improved insulin sensitivity

That's just to name a few.

**WE EVEN HAVE RESEARCH TO SHOW THAT PARTICIPANTS WHO PERFORMED
A BLOCK OF CARDIO BEFORE A BLOCK OF WEIGHT TRAINING GREW MORE
MUSCLE THAN THE GROUP WHO JUST DID THE WEIGHT TRAINING.**

**PERFORMING CARDIO CAN INCREASE YOUR PROPENSITY FOR MUSCLE
BUILDING (13).**

Whether you are trying to burn fat or build muscle, I suggest a year-round baseline of 20-30 minutes of moderate-intensity cardio (heart rate surpassing 140 bpm) performed 3-7 times per week.

SECRET 15

LEARN WHEN TO CHANGE YOUR PROGRAM

Many wrongly assume that a frequently adjusted program is advanced and, therefore, optimal.

But the secret is that the less a program is changed or adjusted, the better it is.

A program rarely adjusted is a clear signal of an individual making significant progress.

If your car was driving comfortably to your destination, would you suddenly stop to change out the engine?

Didn't think so.

SO, IF YOUR PROGRESS ALIGNS WITH YOUR WEEKLY AND MONTHLY PROGRESS CHECKPOINTS, WHY CHANGE IT?

IF YOUR PROGRESS IS GOOD, ADJUSTING YOUR PROGRAM LIKELY PROVIDES A 5% CHANCE THAT YOUR PROGRESS WILL IMPROVE, BUT A 95% CHANCE THAT YOU'LL DISTURB MOMENTUM AND PROGRESS WILL BE WORSE.

This recommendation goes for both nutrition and training adjustments.

Whether you're in a fat loss or muscle gain block, your nutrition should only be adjusted if your rate of gain or loss is no longer in line with projections.

Avoid the temptations of changing your nutrition because you're "bored", because you think you can make it easier, or because you've seen someone else do something different. Consistency wins in the nutrition game.

When it comes to training, a program should be rinsed and repeated for a minimum of 8-10 weeks, but likely much longer.

By sticking with the same movements and honing your execution, you become an expert in these exercises, and it's easy to quantify progress.

SECRET 15

LEARN WHEN TO CHANGE YOUR PROGRAM

IF YOU'RE CONSTANTLY PROGRAM HOPPING AFTER 6 WEEKS, YOU'LL NEVER GET ADEQUATE TIME TO MASTER A MOVEMENT TRULY, AND THE PROGRESSIONS YOU'LL OBSERVE ARE LIKELY DUE TO GETTING MORE PROFICIENT WITH THE NEW MOVEMENT PROGRAM HOP, AS OPPOSED TO TRUE STRENGTH PROGRESSIONS.

As long as you can beat your numbers of the previous week (excluding those deep in a deficit/fat loss phase), then there's little basis for changing your training program.

If it isn't broken, don't try and fix it!



SECRET 16

TRAIN WITH A LOGBOOK

There's a misconception that the old school always loses to the new school.

I've experimented with every training app under the sun and still find myself going back to a pen and paper for logging my training.

First, if you're not logging your training, you need to.

If you can't leave your session with certainty that you outperformed your previous efforts, then there's a high probability that you "repeated" a session.

Therefore, the stimulus for adaptation could be better.

Logging your training and ensuring that you beat your previous working sets in some aspect (whether via reps or load) guarantees a stimulus was placed on the muscle.

When it comes to logging the training itself, the logbook is king! Why?

ONE

IT KEEPS YOU OFF YOUR PHONE.

EVERY TIME YOU OPEN AN APP OR EVEN BROWSE PAST A NOTIFICATION, YOUR FOCUS GETS PULLED OUT OF THE SESSION.

WOULD THEY LET NBA PLAYERS CHECK THEIR PHONES DURING A GAME OR TRAINING SESSION? THERE'S A GOOD REASON FOR THAT.

TWO

IT ALLOWS FOR MORE DETAILED NOTETAKING TO REFLECT ON THE NEXT WEEK AND IMPLEMENT.

NOTES MIGHT INCLUDE SETTINGS OF THE EQUIPMENT, CUES, OR MISCELLANEOUS NOTES LIKE "CLEAN UP NEXT WEEK" OR "ADD 10KG NEXT WEEK".

THESE ARE VERY HELPFUL AND CAN'T BE REPLICATED WITH ANY TRAINING APPS CURRENTLY ON THE MARKET.

SECRET 17

USE OFF-PLAN MEALS TO YOUR ADVANTAGE

I am an advocate for weekly off-plan meals, but if you genuinely care about your goals, your eating choices for an off-plan meal should reflect that.

I don't refer to them as cheat meals because cheating implies a breaking of the contract with yourself, and it implies that they are harmful.

If your weekly off-plan meal looks like a double cheeseburger and Ben and Jerry's on the couch until you feel sick, it's the sign of someone not genuinely committed to a goal and a breaking of the contract to be the best you can be.



Off-plan meals should be beneficial by providing an opportunity for some mental relaxation, a recharge, and some time with friends or family. You should depart feeling better than when you arrived, not worse and riddled with guilt!

If you feel guilty after your off-plan meal, you are doing wrong; then you are cheating.

RESEARCH ALSO SUGGESTS THAT CONSUMING HIGHLY PROCESSED & HIGHLY PALATABLE MEALS WITHOUT RESTRICTION CAN (14):

1. Make eating relationships worse
2. Increase the likelihood of future binge episodes
3. Disturb normal hunger signalling (making cravings worse)

Less known is the research that stuffing yourself until you're in pain can lead to semi-permanent stomach stretching, making it more difficult to feel full in the future.

When taking an off-plan meal, a trick I use is to ask myself what I think a professional athlete would eat in this situation.

Tub of ice cream and cheeseburger? Unlikely.

More likely would be a few sushi rolls, regular frozen yoghurt, some homemade tacos, or a Japanese teriyaki bowl.

In everything we do, our actions should reflect the character we aspire to be.

SECRET 18

OPTIMISE PRE-WORKOUT NUTRITION

One massive edge so many people forget about is a well-constructed pre-workout meal!

Getting your pre-workout meal right will:

1. Maximise strength and endurance potential
2. Increase intramuscular glycogen storage
3. Cause minimal digestive disturbance
4. Trigger muscle protein synthesis
5. Suppress muscle protein breakdown

Considering this, anyone that thinks their training adaptations can be optimised by training in a fasted state is a moron.

STEP 1:

- Consume 0.5-1g of carbs per kg BW 60-90 mins before training
- Choose easily digested, low-fibre carb sources for fast uptake to the blood and minimal bloating

STEP 2:

- Consume 0.45-0.55g per kg BW protein 60-90 mins before training
- Choose easily digested, lower fat options
- Ensures fat uptake and a rapid rise in MPS
- Some people will benefit from avoiding dairy proteins

STEP 3:

- Keep fats low, a maximum of approximately 10 grams
- Fats slow digestion and delay the uptake of key nutrients



SECRET 18

OPTIMISE PRE-WORKOUT NUTRITION



BONUS STEPS!

Consume 3-6mg of caffeine per kg BW for enhanced performance
¼ teaspoon of salt can increase vasodilation, pumps and nutrient transport

My go-to pre-workout meal is:

1. 100g of rice flour/cream of rice
2. 140g of banana
3. 50g whey isolate
4. 10g dark chocolate
5. Salt
6. Cinnamon

SECRET 19

REMEMBER THE BIG LIES WE TELL OURSELVES!

We all have done one or all of these at some point!

So a reminder to self-check in with yourself now and see what BS narrative you are currently running with, then remove it!

LIE 1: I HAVE A SLOW METABOLISM

No, you don't; you move less and don't train as hard as you think, and likely eat more than you think you do (15,16).

LIE 2: MY WEIGHT HASN'T BEEN MOVING, SO I MUST BE GAINING MUSCLE!

It is tough to lose fat and gain muscle simultaneously. If you're trying to lose fat and your weight isn't moving, there's a 99% chance you're not in a calorie deficit.

LIE 3: I SHOULDN'T LOWER MY CALORIES BECAUSE MY METABOLISM WILL SLOW DOWN

Total daily energy expenditure will indeed reduce when lowering calories. However, this is the only way to achieve fat loss. It is unavoidable.

LIE 4: CARDIO EATS INTO MY MUSCLE

Wrong. Cardio may improve muscle growth over the long term. Ensure your cardio isn't too intense if close to your weights training (13).

LIE 5: I THINK I NEED A CHEAT MEAL TO FILL BACK OUT

No, you don't. You want one. Be careful of letting your mind justify weakness.

LIE 6: I'M NOT LOSING WEIGHT BECAUSE I'M HOLDING WATER

Wrong. You need to eat less and move more!



SECRET 20

PLANNING FOR THE FUTURE

If you don't plan for the future, there is a high likelihood that you'll fail to hit your current goals.

Why?

Because our brain is always seeking the next challenge, the next quest.

When you start approaching the end of your current goal, if you don't have anything else planned after that, there's a high likelihood you'll sabotage yourself so that you end up in a place with nothing to shoot for.

This is how so many people get caught in the trap of yoyo dieting.

They lose weight and feel like they are left with no mission or purpose, so they blow out and gain back a tonne of weight to have a reason to jump on another diet.

That is why planning ahead and setting a goal after the goal is essential.

That way, as you approach the end of one goal, you will stream roll right through because you have that next goal on the horizon.

Now, that next goal may or may not be related to your health and fitness, but it must be something that drives you, and you are eager to pursue it.

Whenever you embark on a goal, always set another goal after it so that you are always one step ahead.

Don't wait to reach your goal's end before setting another goal, or you may run out of steam!

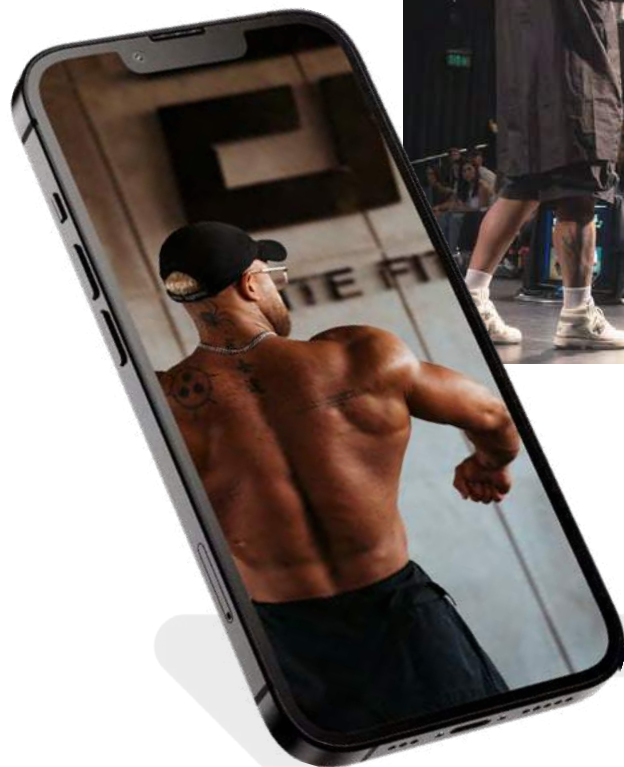


CONCLUSION

Well, that's it!

I hope you enjoyed these 20 critical “secrets” to optimising your physique (and mind) as a man, or if you're a coach (male or female), you now have some new tools and considerations to apply with your clients!

Now, if you want to take your physique to the next level or “level up” your ability to get epic male transformations, check out my Male Transformation Specialist Online course below, which you can claim a 50% discount on now!



BUY NOW

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