

Winning Times

www.winners2000.co.uk

Issue 39

It's Back!

Building Muscle

The secrets behind building the perfect physique

Site News

Updates on all our 3 sites

The answers to your Weight Loss questions

Lose the fat forever!

Members in Profile

Some of our Winners!

Free to Member Classes

Information

The Wrong Trousers?

YOU get HUGE results at our gym ...

And much much more!





COMBAT ARENA TORQUAY



Mixed Martial Arts Classes

are now available at the newly opened **Combat Arena** at our **Torquay Club**.



Sensei Dave Owen and coach Gareth Hogg are running classes in boxing, karate, and now Mixed Martial Arts.



Sessions vary in ability and contact, so everyone can take part. These are not sessions just for those who want to fight, the classes are a great way of learning self defence, gaining confidence as well as getting fit.



Adult and Junior Classes available.

Classes are open to non-members and members. Members of **Winners 2000** can take part in single sessions for as little as **£3**.

For more information check out the website at www.combatarena2.co.uk, or call Dave Owen on 07960481984



welcome...

Welcome to the Winning Times, back after a break...

It's been a while since we produced a Winning Times, but finally we have got the next edition, number 39, good to go. Opening up the 2 new clubs plus some of the charity work we were involved in last year meant we never got around to pulling this together, but now it's back and back to stay. Every 2 months we'll be producing what we believe is the best Fitness Club Newsletter in the whole UK. Our objective is to educate and inspire our members, using informative articles written by our trainers, as well as highlighting the successes and journeys of members just like you with the aim of inspiring you to push yourself to achieve all the goals you have set for yourself.

Thanks to everyone who contributed to this edition, and thanks to our members for making our clubs such a positive and happy place to work and work out. You make our jobs very satisfying with all your hard work and development, long may that continue.

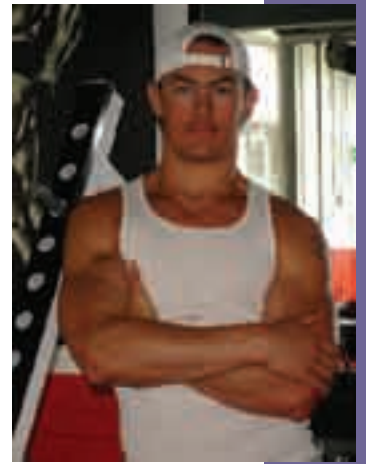
Sports Shop opening in Torquay Club...

We are in the process of setting up our own Sporting Goods store, run from the Torquay site. This will be both online and in store and carry all the fashion and sporting clothing our members need, at the best prices available.

In addition, we will be adding a supplement store to this facility in the very near future. Again, making the supplements you need, not those that sales people want to sell you, available to you at a great price.

Developments at our Paignton Club –

As most of our Paignton members know, we are in negotiations to buy the 2 adjoining units at our existing Paignton club. The plan is to add complementary services such as Chiropractor, Sports Therapy, Hairdresser, Coffee shop and local businesses to this site. In addition, we



hope to purchase and renovate the outdoor swimming pool at the back of the club. As we have found over the past 10 years, anything that involves property and planning, is never an easy process, but we are adopting our "Never Give Up" motto to these developments and hope to complete this development very soon.

Members in the Media –

Mike Williamson continues to excel at the heart of the Newcastle defence. A Winners 2000 member from the age of 15, Mike attributes much of his success to the incredible physical development he achieved whilst working out with us since we opened in 2000. Mike returns for his regular training upgrades as well as completing his off season conditioning here. Newcastle are well on course to survive in the Premier League following their promotion last year, and their strong defensive record is a big part of that. Mike has enjoyed a very solid and strong first Premier League season that has seen him take on Rooney, Torres, Drogba, Van Persie and Fabregas. Still only 26, Mike has recently signed an improved 5 year contract and is focussed, as ever, on one thing; getting better.

Marcus Bateman is currently in training for the 2012 Olympics and on course to compete in either the 2s or 4s. For those new members, Marcus has been with us since 2000, and has steadily risen to arguably the best rower in the whole of the UK. He was due to compete at the 2008 Olympic games but illness robbed him of that opportunity (he got sick when he came down from the altitude camp prior to the games) so he is extra motivated to make sure he is on the water, and has a GOLD wrapped round his neck at 2012.

Registered Charity Set Up

We are in the process (long process!!!) of setting up our own registered charity. We have raised over £35000 for local children and schools since we first opened, and last year raised over £5000 for Mayfield School through our fashion show and midnight walk. That has always been part of our Mission Statement as a business, to be active

in the community. What was clear however was that larger companies, banks etc, were less keen to give to us as we were not a registered charity (they didn't get a tax break!!!). We hope that by completing this registration process, we will be able to raise even more funds for schools like Mayfield and Combe Pafford. In addition, one of the aims of this project is to generate funds for us to be able to take exercise and all its positive affects to disadvantaged children in Teignbridge and Torbay. Also, to support local potential sports stars who need it, in the hope that the inspiration they create drives others on to pursue sporting activities over less positive past times.

The charity idea and set up process is being driven by Miles Leeson (HYPERLINK "mailto:miles@winners2000.co.uk" miles@winners2000.co.uk).

Mixed Martial Arts at our Torquay Club

We recently renovated the studio area in our Torquay club and set up "The Combat Arena 2". Run by Sensei Dave Owen, the Combat Arena offers all levels of martial arts training, from beginner to professional, in group and 1-1 formats, both junior and adult. The Karate clubs have been in existence in Torquay for over 10 years, and we have now added these to the Newton Abbot site. Dave Owen is a true Martial Artist, with over 40 years experience, and a multiple World Champion. His sessions are incredible and I'd urge anyone thinking of taking up MMA to workout with Dave. More information on this project is available at their website, HYPERLINK "http://www.combatarena2.co.uk" www.combatarena2.co.uk.

Enjoy the first of the new Winning Times, and if you have any feedback or questions, or any topics you'd like to see included in future editions, please let me know.

Simon Jeffery
Manager

HYPERLINK "mailto:simon@winners2000.co.uk" simon@winners2000.co.uk

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Welcome to Winners 2000

Newton Abbot

Welcome to Winners 2000 Newton Abbot. This site, our 3rd, opened in October 2009. I have been working at Winners 2000 since 2006, in the role of first, Instructor, then Personal Trainer, and then I moved to Newton Abbot to manage this site when we opened.

Our Newton Abbot site is, in my opinion, the best (of course!) and we take great pride in having a really friendly and professional environment.

When you join our club, I will refer you to one of our great expert coaches here who will work with you to design a training program and diet plan to suit your goals. They'll also answer any questions you may have, plus take the

time to make sure you are comfortable in the gym.

We run a number of FREE TO MEMBER group classes here in our studio, such as Zumba, Fitball, Yoga, Combat and Circuit Training. These sessions are also available to NON-MEMBERS at £4 per session.

If you have any questions about joining our club, the classes we offer or about personal training, please contact me on 01626 331224 or [HYPERLINK "mailto:dean@winners2000.co.uk"](mailto:dean@winners2000.co.uk)



Classes for you at Winners 2000 – Newton Abbot

For any queries on our Newton Abbot site, contact me, Dean Turner, on [HYPERLINK "mailto:dean@winners2000.co.uk"](mailto:dean@winners2000.co.uk)

dean@winners2000.co.uk
or call me on 01626 331224.

Running club for all abilities and a great way to meet people like YOU! Kick your week into action with a Monday night 7pm group outdoor run. You'll be amazed at the progression you can make within a few weeks, and YES you will be fine if you haven't run before, you will be in safe hands with Louise.

Zumba is currently the most popular of all our classes. We now have 3 classes a week, Tuesday at 7pm with Rachel and Wednesday and Thursday evenings at 6.15pm with Faye. Come and join the party!

Kids karate now running Monday evenings at 6pm and Saturday mornings at 10am. Richard and Cory, both Black Belts, are great teachers and more importantly role models to your children. The instruction they receive will be of an elite standard. Your child can start from the age of 5 and learn the values of discipline and respect while building their fitness and making new friends too! Gradings take place every 12 weeks at our Torquay site.

Pump classes are available Tuesday and Thursday mornings at 9.15am. The session is great fun, and focuses on using resistance training to accelerate your metabolic rate and increase your strength and muscle tone.

Emmylou and Hannah have taught classes for years so know how to deliver an intense session that you will love!

Our Circuit training sessions are among the best you will find and cater for all abilities, so if you need that extra push and motivation, come down and see James and Ben. We offer an early session on Tuesday and Friday at 7.15am so you can get your day off to a great start!

Evening sessions are run on Wednesday at 6.30pm or Thursday at 6.15pm.



Newton Abbot — Monday night running club

Join our informal and friendly group of beginner runners who are keen to learn to run and improve. We start with short easy distances ie lamp post to lamp post and then progress to running non-stop for about 5k, usually with a race in mind for the Spring. On alternate weeks we run hill intervals to increase endurance and stamina levels. Running club is free to Winners members and only costs 4 per session for non members. Anyone can take part in the sessions, you just need a good pair of running shoes and some determination!



We run on Monday nights starting from the gym at 7pm, the session lasts between 40 and 60 mins.

Contact Louise on 01626 331224 or email [HYPERLINK "mailto:louise@winners2000.co.uk"](mailto:louise@winners2000.co.uk) louise@winners2000.co.uk

Winners 2000 Newton Abbot Circuit Training — Open to members and non-members...

Do you want to lose body fat and get lean for summer..?

Circuit training is high intensity cardiovascular conditioning which involves you moving one exercise to another, in a series of different stations and exercises using body weight, Dumbbells, Barbells, Bands and Kettlebells . The intense resistance nature of this exercise will accelerate your metabolic rate for up to 72 hours. Meaning, if you want to burn body fat, this class is for you!

Everyone has their own fitness levels and abilities which makes circuit training perfect for anyone. Each exercise has progressions so whether you're a first timer and a bit nervous or your very experienced, it doesn't matter. You make it as hard as you want it to be. See you there!

James Doolan

For more information or to book your place, contact [HYPERLINK "mailto:jamesdoolan@winners2000.co.uk"](mailto:jamesdoolan@winners2000.co.uk) jamesdoolan@winners2000.co.uk.



Do you want to know why your “DIET” didn’t bring you the weight loss you really wanted? by Simon Jeffrey

So how did you get here today?

How did you gain body fat?

If you can understand why you have added body fat, then it should help you in the future to not do these things again. The most common mistakes people make are:

Eating a diet that doesn’t suit their “type” – More on “type” later, but for now, it means the foods you eat do not match your genetics, and your body has a hard time running efficiently off them. Not only will your weight be affected, but your hormones, your moods, energy, the lot.

Eating too much sugar – This goes hand in hand with the above, but in the UK, sugar and carbohydrates are eaten in a huge excess, at the expense of the far more important macronutrients of protein and good fats. The increase in blood sugar produces a huge release of insulin into the bloodstream. Insulin carries this sugar into places it can be stored, such as the liver, the muscle cells and in certain circumstances, you guessed it, fat cells!

Not eating enough – The most common reaction to feeling overweight is to try and decrease the amount of food you are eating. Seems common sense doesn’t it, want to lose some weight, eat less. In some cases that maybe true, but more commonly, this will simply makes things worse. Starving your body only serves to produce more ill health, more blood sugar instability and a more catabolic state where muscle tissue is broken down to make energy. Most clients I work with have to eat more, and more often, to achieve the goals they really want.

Stress – Stress of any kind will wreak havoc with your attempts to lose body fat. We are always going to encounter some stress, and we are equipped to handle that. But, once that burden becomes

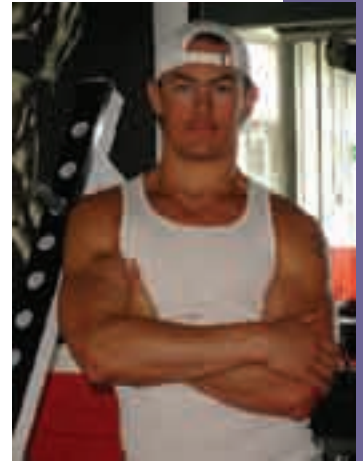
too great, we are in trouble. Reducing stress of all kinds, dietary, emotional, physical, is an important part of losing body fat.

Most “diets” actually make you fatter and in a lot of cases, very ill...

I doubt there is more rubbish spoken about any other topic than weight loss. Pick up any Sunday magazine, watch too much daytime TV and youll get the same old rubbish about how you can lose weight easily by just following this simple one approach fits all plan. Most of these plans are backed up by absolutely no medical evidence or science other than “it worked for so and so once”. The reality is, even if some of these plans may

work in the short term, most actually lead to an increase in weight in the long term because they worsen people’s health. Your body was not meant to go all day on 3 drinks from some sachet, or 3 bowls of some high sugar cereal. Nor are you overweight because you didn’t take the right pills.

“Building health” through establishing your metabolic type and stabilising blood sugar, designing a diet plan around that, then following that plan and journaling your bodies responses...



If your food isn't right, then I doubt much else will be...

I have worked with a number of women who have come to me unable to fall pregnant, or missing menstrual cycles, or who's hair has been falling out, or who present with terrible acne, anxiety, depression and many other really unfortunate symptoms. Now it would be remiss of me to say "I can fix all these", because in some cases, there are serious underlying medical problems. BUT, in many, simply adjusting the macronutrient split of each meal, getting their diet in line with their "type", has meant their body has been able to restore itself and run all its processes efficiently again.

Most of the complaints above are linked with hormones. Whilst endocrinology (the study of hormones) is a very complex subject, there are some simple truths and rules that are easy to follow which can have a very profound effect on regulating hormonal type problems. For example, balancing blood sugar levels works wonders in helping your body make the right hormones in the right amount. Improving sleep quality, reducing stress, all have an immediate effect.

Food is fuel, and an everyday medicine...

This is perhaps the first reframe you need to make to ensure your changes are sustainable for the long term. Rather than viewing food as this reward, or great pleasure, you have to view it as fuel. The phrase I use with clients is "food is the fuel that allows me to function at an optimal level in all the roles in my life". Rather than relying on coffee and sugar to give you energy

to get you through the day, your focus should be on having a real sustained energy that makes you feel in control and balanced all day long. That is only attainable with the correct diet, not a quick fix fad from some trashy magazine.

Do you want to lose fat or weight? You know there is a difference right?

The clients I work with are all initially motivated purely by the scales. Their goal is to "drop 2 pounds a week"; meaning they come to weigh and their measure of success is purely about what the scales say. I'd like to explain why that really isn't such a big deal and why you need to amend your targets:

Firstly, weight loss and fat loss are different, totally. Weight loss, meaning you lose anything,

So you see why putting all your faith in a set of scales may not be the best choice?

muscle, water etc, isn't a good thing. When you lose muscle, you actually ENCOURAGE fat storage by slowing your daily metabolic rate. You see muscle is the

most metabolically active of all tissue. A sensible approach to losing FAT in the long term, is actually to increase your lean tissue and make it more metabolically active. I'm not saying women need to get like Arnie, that is never going to happen, you don't have the hormones. For any women to add muscle is a very very long slog, so don't be afraid to lift weights, they are the single best way to lose fat and keep it off.



So many of the clients I have worked with have discovered that lifting weights, sensible resistance training, was one of the key factors in achieving the body they wanted.

In any weight loss plan, the goal should be to increase lean tissue and its calorie burning effect, hence driving the metabolic rate faster every day. Even if you do not add muscle tissue, then activating as much of it as possible, through resistance training, is the best way to increase that calorie burning furnace all day long, meaning more fat calories are burned, and you drop FAT, not weight.

Fat loss should be your desired goal. We all need some fat on our bodies, for men a sensible target is around 12-18% and for women 20-30%.

Now if you increase muscle mass, what is going to happen to your WEIGHT? It may go up right? Is adding muscle mass a bad thing? Certainly not, it is critical to fat loss, key component to getting and staying lean.

With women, there is also the menstrual cycle to include as a variable in "weight". Particularly for those women who aren't eating correctly, there may be as much as an 8-12 pound increase in weight through water retention around days 24-28 of the cycle.

With the women I work with I use the scales as part of a 3 way analysis each week. The first is a simple tape measure of their hips (widest part of their glutes) and their stomach (taken around the belly button). The primary goal is to reduce these. I don't care if the weight goes up, I want this measurement to go down.

I then ask them to keep pictures of these 2 areas, stomach and glutes.

At first I think this is frightening to people, but as they see the changes, and the increase in focus from doing this, they really learn the power of this strategy. I don't need to see those pictures, but they do, so they can see each week what is happening to these 2 key areas (women generally will hold more fat on their glutes and stomach, men tend to hold it on their lower back and stomach). These 2 methods, along with the scales, then give a far better picture of where they actually are each week, if things are progressing.

Stress is a key factor in fat gain, what is your current stress burden?

Stress of any kind, whether it be emotional, environmental, dietary, financial, any kind, will all have a negative effect on fat loss. Again,

it may lead to short term weight loss, as the body makes a tonne more stress hormones, like adrenaline, cortisol, meaning you are in a constant catabolic (break down) state. Your body summates stresses, to create what we call a "stress burden". It is the total level of stress that we need to keep an eye on, and where ever possible reduce it. Things like taking out packet and refined foods, going to bed earlier in a totally darkened room, exercising correctly, meditation, management systems, all these things can have a positive effect on lowering stress. And lowering stress on the body is an essential component to losing FAT and keeping it off.

Can we put the "5-a-day" rubbish to one side please?

I am sure by now you have all seen adverts for "5-a-day" showing such wonder foods as yoghurts and orange juice and giving you the impression these are really good for you. Forget it. For about 75% of the population (just an estimate based on my experience) that would do nothing but de-stabilise blood sugar and lead to fat storage. If you said to me "5 servings of vegetables a day", then I couldn't agree more. Fruit and vegetables are very different, both in their Glycaemic rating and also their calorie density.

One of the key reasons this country is in the midst of a huge obesity epidemic, is because we are eating far too much sugar, too little protein and too little good fat. For most people in the UK, a snack that is totally carbohydrate, pure sugar,

Finding out how much sugar you can handle at any one meal, next to the amount of protein and fat you need is an essential part of your diet planning.

plus one of a high Glycaemic load, will simply cause a rapid rise in blood sugar, which is of course

immediately followed by a huge low, when tiredness and anxiety set in, sugar cravings appear, as well as a host of other negative processes beginning within your body. The main thing of course, is it will make you fat, very quickly.

If you are a parent whos child seems to gain weight easily, and you are wondering why, I'd suggest you look at modifying their diet by adding more good protein and fat meals, and decreasing the level of carbohydrates (sugar) they have. Never allow them to eat sugar on its own, like fruit, yoghurt, cereals etc, and focus on feeding them with good quality meats, vegetables and dairy. Their weight, and I dare say their behaviour,

should improve very quickly. If you aren't sure, please feel free to email me NOW, I hate to see children suffering with weight gain problems through nothing more than mis-education. From my own personal experiences, as well as from the many parents who have brought their children to see me, I know just how bad many of the school meal plans are.

Your metabolic type, insulin resistance, metabolic syndrome and hypoadrenia

I have referred to your "metabolic type" in this article a number of times. I'll give you a short explanation and you can read more on the internet at the sites listed at the end of this article.

How we should eat, is based on our genetics, passed down to us from our ancestors. If you are of a typical British heritage, then chances are you do well on higher proteins and fats, and you are not equipped to handle high sugar intakes at all well. In fact, in typical British heritage, we only really ate fruits for around 3 months of the year, the summer, and the goal was to get as fat as possible, to see us through the upcoming winter, when they would not be available. Sure, we ate carbs, but they were whole grains, and of a much lower Glycaemic

Your diet needs some planning,
not a stop off at the garage for a
Twix and Coke.

index rating. We lived mainly off the "fat of the land" meaning meats, fish, full fat butters and cheeses, and seasonal vegetables. We certainly didn't eat a tonne of low fat sugar meals, and rice, pasta etc. If you want to know why we are so fat as a nation, then think about the most commonly eaten foods today. Fillers, cheap fillers, like pasta, bread, potato, all high carb calorie dense low rubbish by and large. Most people in the UK will actually develop an intolerance to these refined wheat products, and have bloating type reactions on eating bread and pasta. I know many clients who have come to me on treatment for "Irritable Bowel Syndrome" where as in fact there was absolutely nothing wrong with them, other than they were eating the wrong foods. They were taking all sorts of unneeded medications that got binned once they started eating simple foods that were easier to digest and assimilate.

Your genetic type, coupled with how you have treated your body throughout your life, will dictate the diet prescription required to achieve optimum health, and give your body no reason to store fat.

Find out more about metabolic typing and its history at [HYPERLINK "http://www.healthexcel.com"](http://www.healthexcel.com) www.healthexcel.com, or [HYPERLINK "http://www.metaboliictyping.co.uk"](http://www.metaboliictyping.co.uk) www.metaboliictyping.co.uk.

And take the basic level test, go to [HYPERLINK "http://www.winners2000.co.uk"](http://www.winners2000.co.uk) www.winners2000.co.uk and download the test from the articles section.

Insulin resistance is a growing problem in the UK, and again, caused by excessive sugar in the diet. In short, when too much sugar is ingested, the body has to work really hard to reduce the blood sugar level back to where it is comfortable. As part of that process, you generally go from being hyperglycaemic (too much sugar in the blood, like after your bowl of frosties in the morning) to hypoglycaemic (too little sugar in the blood). The hormone insulin, produced by the pancreas, is responsible for storing these sugars in the liver, muscle tissue, and sadly when there is too much of it, in the fat cells. How much sugar you can handle at any one meal is determined by a number of variables, but mainly by your genetics and lifestyle.

When this process takes place too often, the cells of the body become resistant to the action of insulin (storing sugars) and you end up with excess circulating sugar in the bloodstream. In addition to risks of heart disease, you of course add body fat.

As this constant blood sugar high and low continues, there is another common problem that occurs, namely the over stimulation of the adrenal glands. The adrenals should be reserved for when the tiger runs into the cave, or when you need to lift a car off family members, not for everyday energy when the blood sugar gets too low. But, if you continually eat too much sugar (how much is totally individual remember, we are all biochemically different), then you go from high, to low, and then the adrenals are activated, and produce cortisol and adrenaline to mobilise tissues for fuel. That could be protein, fat, carbs, anything. The result is a worn out set of adrenals, which leads to a weakened immune system and a host of other problems.

That is a very short abbreviated definition of the process, and I'd recommend you took more time to read about it on the internet. For now

all you need to know is, you must have stable blood sugar to lose fat and stay healthy for the long term.

The answer

This is the bit you wanted, and this is going to be fast ok, so here it goes:

Take time to step back, confirm your goals, make sure they are really what you want and they are congruent with all the other areas of your life (download the goal setting exercise from the [HYPERLINK "http://www.winners2000.co.uk"](http://www.winners2000.co.uk) www.winners2000.co.uk).

Find out what your metabolic type is (the basic test is available on [HYPERLINK "http://www.winners2000.co.uk"](http://www.winners2000.co.uk) www.winners2000.co.uk, the articles section).

Design a diet and supplement plan that fits with that metabolic type, and that works with TAPES (Timeable, Affordable, Preparation, Edible, Sustainable)

Reduce the stresses on your body through better sleep, better quality foods and better hydration.

Follow that plan, journal how you feel following meals and meet weekly with your coach to review your plan and make any changes required.

Design an exercise plan that is progressive and includes a high level of resistance training. Avoid plans that involve pure cardiovascular exercise as this has LIMITED effects long term and will decrease in effectiveness the longer you complete them.

Measure your progress weekly through at least 3 methods, e.g. scales, pictures and tape measures (body stat analysis, callipers are other choices).

You need to pay attention to how you feel after meals, learn to listen to your body.

This may sound strange, but how you feel around 1 hour after a meal will tell you a lot

about whether it was the right choice for you. Common symptoms of a protein type who underrate protein and fat but over ate carbs would be "hungry, jittery, tired, and agitated". A carbo type who over ate protein would feel "heavy, sluggish, and lethargic". It is these symptoms that allow the coach to make the necessary changes to the meals to ensure success.

You also need to be organised, you need to know when you are going shopping, buy only the foods that are in your diet plan, and make sure you have enough of them. Don't give me the old one about "the kids eat it so I have to buy it". You don't have to buy your kids rubbish anymore than you have to buy yourself rubbish. And if you do buy them something not on your plan, you don't have to eat it.

Also, plan what time you are going to actually eat those foods, especially if you are at work.

The Exercise answer...

Running maybe great for damaging joints but it is an ineffective way to try to lose weight

I don't want to offend anyone in their Ron Hills; I love running as much as anyone, but road running on its own is certainly not the best choice if you are overweight. Firstly, the constant wear and tear on the joints is far too dangerous, if you are 2 stone overweight, then every step is 2 stones extra on your ankle, knee and hip joints that is not doing you any favours.



Second, and most importantly, it just isn't going to burn enough fat calories in the long term, it is an inefficient use of time. Give me 45 minutes of your time 3 nights a week, and I'll have you carrying out resistance training that will elevate your metabolic rate for around 72 hours afterwards, plus high intensity low impact cardio that won't hurt your joints, and will burn about 10 times the calories your evening jog did.

Plus, for those of you taking "carb drinks" like Lucozade out with you, there is more sugar in one of them than you need all week, so your run probably just made you even fatter!!! I wouldn't use it to clean my drains, let alone for a client who wants to lose fat.

A better understanding of the types of training

Cardiovascular exercise –

In simple terms, this is a moderate intensity workout where people run, walk, ride, row for anything from 10-40 minutes. During that time, their body will use some fat for fuel, some carbohydrates and some proteins (depending on a tonne of factors I won't go into here). After that session, the metabolic rate elevation is very low, meaning your body will only burn a very small amount of calories in the aftermath.

Resistance training –

Lifting weights where failure occurs at around 8-12 reps, using a multiple set approach, with limited rest periods, is the most effective way to achieve a higher resting metabolic rate, and a far greater post workout calorie burn. The hormonal response from resistance training is also far more positive than that of a cardiovascular workout. From a tough resistance session, your metabolic rate could remain elevated for around 72 hours. Once you are a regular, it is very likely that your metabolic rate will remain higher all week, month and year around. The result, well if you ate the exact same diet as the previous 6 months when you undertook no resistance training, you would

lose a significant amount of body fat. Notice I said body fat, because that is what we are talking about here, not losing muscle, or water, just the fat. Losing muscle is the last thing you want to happen, that just slows the metabolic rate even further, meaning you are more likely to GAIN fat from eating the same amount of calories.

This is a very basic breakdown of those 2 exercise types. Prolonged exposure to LSD cardio (long slow duration) is also proven to have a negative effect on the thyroid gland and T3 production, a key hormone in the calorie/fat burning process. Cardiovascular training has also been shown to increase cortisol (stress hormone) levels far higher than resistance training.

Although everybody is different, my GENERAL (if you know me you'll know I HATE giving general advice) advice to people who are looking to drop body fat is to use only the most time efficient exercises available. By that I mean, forget your incline flyes, and leg extensions, and lateral raises (ability and experience allowing) and focus on more compound lifts like shoulder presses, lunges, Fitball squats, bench presses and pulldowns. These movements are safe for just about everyone (screening first of course!!!) and activate more muscle tissue than the aforementioned.

If time is an issue, then using a drop set style approach, where you complete 1 set of 8 to failure, then drop the weight and repeat, then drop and repeat again, is a really useful tool, as is super setting 2 exercises for opposing muscle groups (chest press and seated rows). Point is, it is fairly simple, and time certainly isn't an excuse.

As for your cardio choices, as long as you have no blood pressure or heart issues, and you can manage it, choose things that use the whole body, like the versa climber, rower and X trainer. Again, it makes sense that utilising more muscles has to have a higher post workout calorie burn.

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Non-Members – You can get a consult with Simon, followed by 8 personal training sessions with one of his top trainers, for just £300.

All the answers you ever needed.

AND IF YOU WANT TO JOIN WINNERS 2000 AFTER THAT, YOU WILL

BE GIVEN A SPECIAL REDUCED RATE OFFER TO DO SO.

References / Suggested Reading:

HYPERLINK "http://www.drlam.com" www.drlam.com

HYPERLINK "http://www.healthexcel.com" www.healthexcel.com

HYPERLINK "http://www.metabolytyping.co.uk" www.metabolytyping.co.uk

HYPERLINK "http://www.syndromexassoc.org" www.syndromexassoc.org

HYPERLINK "http://www.mercola.com" www.mercola.com

Adrenal Fatigue in the 21st Century, Dr James Wilson

Eat Move and Be Healthy, Paul Chek

The Metabolic Typing Diet, Dr William Walcott



Transformations & inspirations

Member in Profile...

Adam Heawood loses 3 stone and 1 pound in 6 months!

Adam began training with me at the end of August 2010. As a friend I had known from primary school, Adam got in touch because of the results I had helped Ritchie Edworthy (another former schoolmate) achieve over 12 weeks.

At the start Adam was 16st 12.2lb, unfit, unhappy and fired up to make some serious changes in his life.

From day 1 I could tell Adam was going to take his progress seriously and despite having

to juggle his time between two demanding businesses, two children and a hectic family life - he did.

As Adam will tell you himself, consistency is the most important aspect of achieving anything, whether it is business or fitness based. He showed some real strength when it came to choosing not to spend his weekends indulging with friends out on the town, instead choosing to watch his diet and keep working towards his goals.

WELL DONE ADAM!

"A man who wants to lead the orchestra must turn his back on the crowd." - James Crook



You can see a video interview with Adam himself here:
www.brianellicott.com



Member in Profile...

Pete Cadwallender

Pete joined Winners 2000 in July last year and is a keen surfer and architect. We had a good link as I surf myself and he wanted sport specific training.

We worked on his basic strength and mass to start and cleaned up his diet so he could progress the workload over the coming months. We added core conditioning and specific fitness work which now gives him the edge when he's in the water.

Since working with Pete, he has gained muscle mass which in turn has helped him get leaner. Because his diet is controlled, he has sustained energy levels throughout the day and doesn't suffer from sugar cravings and energy highs and lows. Also, and perhaps most significantly for him, has been the improvement in his overall fitness for surfing.

If you want the edge over your training for your sport, physique or just general fitness to feel strong and confident in yourself, then hold back no more.

If you want a promotion from work or even just a positive lifestyle change, then contact me now at [HYPERLINK "mailto:jamesdoolan@winners2000.co.uk"](mailto:jamesdoolan@winners2000.co.uk) jamesdoolan@winners2000.co.uk.

You can't afford not to have me as your coach!

Pete, "One of the main reasons I decided to have a personal trainer was to motivate myself to stick with a consistent exercise program. James has helped me focus on an individualized program that makes sure I am working out efficiently. We set specific goals based on my requirements, and with the introduction of different exercises, it has really motivated me and keeps me on target! I have found the nutritional advice really helpful and it definitely improves my efficiency during a workout. Finally I would say that personal trainers are not your slave drivers but are there to push you onwards and upwards."



Member in Profile...

Tom Channon

I met Tom in the summer of 2010, and quickly noticed Tom's great passion for playing rugby. He was and still is playing for the Newton Abbot First Team.

Tom and I together sat down and worked out his strengths and weaknesses on the pitch. We clarified his performance goals and put together a plan to get the most from his body and therefore maximise what he did each week on the pitch. Check out the results:

Previous (Summer 2010) and Current achievement Facts:

Summer 2010	Current
Squat - 180kg	250kg
Bench Press - 90kg	120kg

Some of the improvements so far...

Increased speed on the pitch (we have used plyometrics and sled sprint training)

Gained a stone in lean muscle mass

Multiple Man of the match awards

Tom is now being watched by some of the Top professional clubs and is going to be a STAR!! GO Tom!

If you're looking to improve in your sport and to achieve your greatest potential, wait no more! Be the best you can be now.

Contact me at HYPERLINK "mailto:bensnell@winners2000.co.uk"bensnell@winners2000.co.uk.

And start maximizing your potential TODAY!!!



Member in Profile...

Suzanne Brown

Suzanne Brown has been a regular gym user working out with me since joining Winners 2000 in April last year. She weighed in at 17st11lb and her initial goal was to undertake a trek through Nepal to the base camp at Everest in October.

After changing her diet, taking up weight training and increasing her overall cardiovascular fitness she achieved this target, weighing in at 11 stone, a massive drop of 6 stone!

This not only allowed her to achieve her walking target, but to also carry her own backpack and reach the destination ahead of the other trekkers, much to the admiration of the Sherpas accompanying the group.

Upon her return, inspired by her progress and hungry for more (success, not cake I have to say) she has now taken up running. This has resulted in yet another amazing transformation – ‘Suzanne the Runner’. For someone who could barely make it twice around the outside training area at first, she recently completed her first 10K race off road in under 1 hour.

After a few months of preparation we also ran the Brighton half marathon in 1hr 55mins in February. Original ‘wish list’ time was 2hrs 30 mins which just proves how hard Suzanne has trained.

Suzanne ploughs through every program that I design for her, she always puts in 100% effort and determination and has never shirked from any of our sessions. We now train together twice a week, running at 6am in the morning for London Marathon preparation, despite the freezing cold, dark, rainy weather at times, she is always there ready to go. And now weighing in at 10 stone. A real inspiration, well done Suzanne.

Suzanne...

Booking my trip to Everest Base Camp I knew I'd set myself a massive task. I had tried to get fit before and this time I wanted to maximise my chances of success. I get bored easily and needed to challenge both my body and my mind. There was no way I could continue to turn up at the gym if I just did the same exercises week in, week out. Working with Lou means my time at the gym is focused towards my goal, she provides motivation and encouragement, and has updated my program both as my fitness levels changed and to keep me interested. There's always something new to learn and different toys to play with, so its fun to work out. When I train with Lou I am encouraged to work harder, this means I lift heavier, run faster and challenge myself to go beyond what I think is feasible. I've already achieved way more than I ever dreamed was possible; she has helped me move the barriers out of the way.

If you would like to sponsor Suzanne or Louise on their London Marathon adventure please come and see me at the gym or contact me on [HYPERLINK "mailto:louise@winners2000.co.uk"](mailto:louise@winners2000.co.uk)
louise@winners2000.co.uk.



GP Referral at Winners 2000

Torquay

The GP referral course has now been successfully running for over 6 months with regular referrals from General Practices across the bay. The group consists of up to 20 people who have been advised that exercise could enhance their lifestyle and reduce many health risks, reduce medications and make them fitter for life!

Men and women from age 18 right through to 75 can participate in this program. The course provides 2 group sessions a week for 20 weeks with qualified Wright Foundation instructor Emmylou Anderson at the Torquay club.

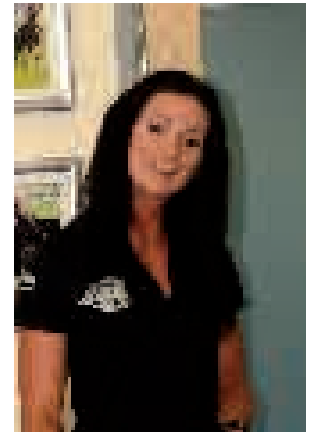
Winners 2000 provides a friendly atmosphere and gentle exercise routine for all patients who

report much enjoyment from attending Winners 2000.

If you are interested in the GP Referral Program, contact Emmylou via email :

to [HYPERLINK "mailto:emmylou@winners2000.co.uk"](mailto:emmylou@winners2000.co.uk)

or 01626 331224.



Here's what some of the existing participants had to say -

'I am now into my 5th week and through Emmylou at Winners 2000 I have lost 1.5 stone. As a sufferer of C.O.P.D. this has helped me to exercise' - Trevor Hele

'Now halfway through the GP referral course and really enjoying the sessions (wish they were longer)! Emmylou is fab' - Di Everett

'Great atmosphere, great people, I want a figure like Emmy!! hehe!' - Graham Parker-Hudson

'We're enjoying good health and fitness thanks to Emmy' - Fred and Denise

'Lovely atmosphere, great crowd, excellent trainer' - Craig Lawton



Welcome to Winners 2000

Torquay

Welcome to the headquarters of Winners 2000 – Torquay. The site is managed by Hannah Bryant and she has a friendly team to welcome you into the gym. Sam, Glen, Laura, James and Louise are all here to help make your training experience a positive one.

We are in our 10th year and have a large 1000 sq foot gym upstairs with a studio that hosts many 'Free to Member classes' classes are available to view on our website [HYPERLINK "http://www.winners2000.co.uk"](http://www.winners2000.co.uk) www.winners2000.co.uk – we offer classes such as PUMP that Hannah teaches, PUMP is a resistance workout based on weights and dumbbells with an element of cardio, perfect for getting that total body workout in 1 hour. We also run 2 Zumba classes a week, a Latin inspired dance class. Bookings are taken in advance for the Zumba classes at reception. Zumba details can also be found on our website. Glen takes the running classes and circuits and Laura teaches at our Paignton gym.

The studio is also now known as 'Combat Arena 2'. For more details on those classes

and a timetable you can visit [HYPERLINK "http://www.combatarena2.co.uk"](http://www.combatarena2.co.uk) www.combatarena2.co.uk

Dave Owen runs the combat classes and we also have a full size boxing ring in the studio, classes are available to non-members and we also run many children's classes in the Combat Arena from the age of 5 to 14 years. Winners 2000 also hold 2 classes a week called LIONS where children cover exercise, nutrition, lifestyle management. For more details on Lions please contact [HYPERLINK "mailto:helen@winners2000.co.uk"](mailto:helen@winners2000.co.uk) helen@winners2000.co.uk.

Our gym is split on 2 levels, the Studio/Combat Arena 2. Reception and the Main gym with resistance and cardio is on the first floor whilst the sauna/steam room, changing areas, sports therapist, hairdressers, Power Room and Abs Room are on the ground floor.

From April we will be opening our Outdoor Training Gym where we have sheds with barbells, dumbbells and benches for that outdoor training experience. We will also open Muscle Hill for sprinting and walking to help you increase that cardio experience.

For more details on membership or 'Free to Member' classes, please contact [HYPERLINK "mailto:Hannah@winners2000.co.uk"](mailto:Hannah@winners2000.co.uk) Hannah@winners2000.co.uk or check out our website [HYPERLINK "http://www.winners2000.co.uk"](http://www.winners2000.co.uk) www.winners2000.co.uk

We hope to see you training with us soon.

Hannah x



Torquay's outdoor gym will be open when it gets warmer in April, the sheds have complete sets of dumbbells and barbells and we have the outdoor Muscle Hill which is great for walking, running or sprinting up to help with your fitness goals.

CAR PARK

Remember car park is for members only. We have an overflow car park available for non-members, few hundred yards down the road at Quarry House Vets and Heli-Beds.



Transformations & inspirations

Member in Profile

Jacqui Slater...

Jacqui Slater first came to me shortly before Christmas and was a very reserved, softly spoken lady. In truth it was very difficult to get any information out of her. Jacqui suffers from rheumatoid arthritis and was sick of being told what she couldn't do because of her condition. I told her I truly believed that there is nothing she couldn't achieve if she wanted it enough.

Jacqui has been training with me for approx. 11 weeks and has already dropped 2 dress sizes and lost 16 pounds. But more impressive than this is her completely new outlook on life.

Jacqui is now, by far, one of the most spirited characters I have the pleasure to work with, she is bubbly, smiley and constantly happy, to the point where even her daughter approached me expressing how much her mother had changed since she joined the gym. Through her hard work in the gym she has given herself a new lease of life and her business has also expanded greatly due, I believe, to her new self, new energy and new drive.

Jacqui had never run before joining Winners gym but has now entered the 'Race for Life' 5K run and is currently training with me for that. She is way ahead of schedule with the training and could easily finish the race now. She is an inspiration to many people and makes my job a joy.

Member in Profile

Ashley Turner

I would also like to mention Ashley Turner for his commitment to training over the last 6 months, his fitness levels are in the elite category and he has recently run in a couple of tough races and has been placed very highly. He only started running a few months ago, there is no stopping his progress.

Glen Bevan:



Member in Profile

Massive Well Done! to Andy Kingdon!

Andy came to me in November 2010 looking to gain strength and add lean muscle mass, to help him achieve his goal of becoming a first team regular of the Devon Cricket squad.

After designing his diet and training regime I started working with him twice a week, each session mixing up neural, metabolic and dynamic movements. We worked on mainly compound and functional movements with little isolation, as this had no direct carryover to the sporting goals we had set.

Andy has now added 14 pounds of lean mass to his frame, and his strength and power has gone through the roof!! We are now preparing for the cricket season ahead, still lifting heavy but also working on a lot of speed drills, balance, coordination and change of direction.

I look forward to helping Andy achieve his goal, he deserves it!

If you would like help with your training goals, please do not hesitate to contact me.

Sam Essam

HYPERLINK "mailto:samessam@winners2000.co.uk" [samesam@winners2000.co.uk](mailto:samessam@winners2000.co.uk)



Outdoor Running Club -

Last but by no means least, I'd like to acknowledge my running club, their progress as a whole has been phenomenal. I know a few of them questioned my training methods to begin with but they persevered and showed faith and recently all completed the Christmas Caper, a tough 7 and a half mile cross country race and all posted their best times. They are an awesome bunch of guys and girls, every one of them full of grit and determination.

Glen Bevan

Lions Junior Fitness

The Lions program is designed to build the health, fitness, knowledge and skills of children; we aim to turn them into healthy young adults who understand the importance of exercise and personal responsibility.

Our program teaches children from the age of 6-14 how to exercise safely and correctly with our primary focus on developing movement, strength and coordination. We achieve this by implementing key skills to our sessions; these skills include strength, flexibility, hand eye coordination, stamina, speed and endurance. We use free weight exercises with barbells, dumbbells, bands and balls, sprint drills, bleep test and breathing techniques/stretching exercises.

As the children develop, we work with them on setting their own targets such as improving weight, health or sports specific performance;

we refer to top performers to professional clubs for further development.

In addition to the physical goals and targets, we teach our Lions how to build healthy diet plans by educating

them as to the dangers of certain foods and the importance of good nutrition and health.

Our program also includes lifestyle issues such as performing first aid and work with the fire service, police and RSPCA. We believe this is an essential component in developing the overall growth and development of our Lions.



The Lions classes take place in our Torquay studio on **THURSDAY 4.30-5.30pm** (with Helen Collins) and **SATURDAY 8-9am** (with Sam Essam)

Single session cost is **£5** per child

Block sessions cost is **£40** per child (10 sessions)

Contact [HYPERLINK "mailto:Helen@winners2000.co.uk"](mailto:Helen@winners2000.co.uk) Helen@winners2000.co.uk for more information and bookings.

9 Hormones that are critical to fat burning and getting your body on the right track...

Adrenaline – is the gas pedal hormone. When weight training, adrenaline signals the body to begin burning fuel. A chain reaction then causes the release of other hormones – cortisol, testosterone, and HGH (Human Growth Hormone) to be triggered and the body goes into fat-burning mode. When adrenaline is released into somebody with high insulin and leptin levels, the body switches to a sugar-burning mode. So it is vital you get your nutrition right so that the correct hormonal balance to your body can maintain homeostasis and be at its fat burning potential.

Cortisol - is the Jekyll-Hyde hormone. It can be your best friend or worst enemy when it comes to fat burning. Cortisol is released in the presence of high insulin levels, low testosterone, and limited HGH. It acts as an unfriendly fat-storing and muscle burning hormone. If cortisol is released with large amounts of HGH and testosterone, it becomes a good friend, blocking muscle burning while enhancing the fat-burning effect.

Ghrelin – is called the stomach growl hormone. It affects hunger from hour to hour, while leptin affects it from day to day. As ghrelin levels rise, hunger signals are sent to the brain. High ghrelin levels are very difficult to overcome through willpower alone. Eating protein and fibre and doing intense exercise can blunt ghrelin's message.

Glucagon – is insulin's alter ego. If insulin makes you store fat, then glucagon helps burn it. Glucagon works in the liver to help it regulate both sugar and fat usage. The insulin/glucagon ratio is a major determinant of whether you burn or store fat. In general, starches/sugar secretes insulin, while protein stimulates glucagon, so adjusting the protein/carb balance favours fat burning.

Insulin – is a storing and locking hormone. When it comes to storing fat, high insulin levels assure that any extra calories be stored as fat, while putting a lock on fat cells and inhibiting the body's ability to release fat. Carbohydrates (starches, sweets, processed foods) impact dramatically on elevating insulin levels, increasing fat storage and decreasing fat burning.

Leptin – is the body's fuel gauge. It controls how hungry you are on a day-to-day basis. If you become leptin resistant, you will eat and eat and eat as if you are starving. This is why some

people become morbidly obese; their bodies never receive the message to stop eating and start burning. Having the right program design will help reactivate the body's response to leptin.

Testosterone and HGH (Human Growth Hormone) – are the building and burning hormones. They send signals to be lean and muscular, and work with cortisol and adrenaline to assure that fat is burned rather than stored.

The Thyroid – stabilises metabolism and takes its cues from other hormones (like leptin) to maintain weight set point; it acts like a weight thermostat. Many people with underactive thyroid function are actually suffering from a deficit in leptin signalling because their bodies are leptin resistant. Leptin acts on the thyroid by stimulating the release of its fat-burning hormones.

Metabolism from the Hormonal Perspective

The FAT "Storer" HORMONE LEVELS

Glucagon – Low
Cortisol – High
HGH – Low
Insulin – High
Leptin – High

The FAT "Burner" HORMONE LEVELS

Glucagon – High
Cortisol – Low
HGH – High
Insulin – Low
Leptin – Low

Reference: The Metabolic Effect Diet – Jade Teta, ND, CSCS / Keoni Teta ND, Lac, CSCS

Jade Teta and Keoni Teta both from the US each having bachelor degree in biochemistry and are Doctors of Naturopath Medicine. In addition, Strength & Conditioning specialists and Personal Trainers combined.

This book will help give you the tools you need to jump start your stalled metabolism through educating you, and finding out your best hormonal balance which turns you into a fat burner. Fight hunger cravings with five to six meals a day and find out your metabolic effect through weight training and burning body fat even while you rest.

James Doolan
Winners 2000 Fitness Ltd

'Educate, Inspire,
Drive Positive Change'



SERIOUS FIT

SUNDAY 17TH APRIL 2011



**A Test of Stamina
Endurance &
Fitness**

**Are you
up for the
challenge?
Go on.....
Test
Yourself!**



Collect the challenge form and details at reception

Welcome to Winners 2000

Paignton

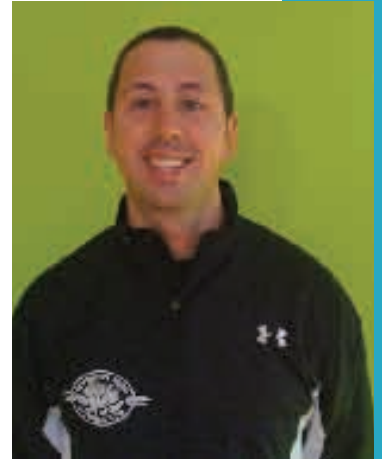
Welcome to the Paignton page of our new 'eNewsletter', you'll find all the latest information about our club here.

We take great pride in the level of service we provide here at Winners 2000. You can rest assured that every time you come to work out, whoever is on duty will be available to answer all your questions and support your training.

If at any time you would like to book an appointment with one of our trainers to discuss your training plan or nutritional requirements they will be happy to help.

There is always a great atmosphere in the Club, especially in the evenings when there is a particularly good buzz. Members often tell us how they feed off this environment and

how it helps them to push themselves harder and keep going when they would otherwise stop. To make sure we maintain this level of energy, we are taking requests and suggestions from Members for music they would like to hear whilst working out. Each month we will then get Ricki (long term member and well known local DJ) to make a mix for us to play in the gym. Feel free to tell the Instructors what you would like to hear or drop me an email at jon@winners2000.co.uk.



Sports Clubs

We are finding more and more individual players and clubs are now using the Paignton facility to improve their sporting performance.

We have a fantastic range of equipment and facilities which include a 35m sprint track, 3 lifting platforms and 3 squat racks, along side our Functional Trainer and plyometric equipment we are able to provide the complete Strength and Conditioning environment which allows our trainers to write specific programs for your sport.

We can also run team sessions in our advanced lifting area. It's great to see players from Paignton and Brixham Rugby Club training, many football players from around the bay as well as Henry Bomby who is a sailor, and at this moment in time is in the Caribbean racing with a French team.

Cecily Page

Finally, I would like to thank everyone who contributed to the collection we recently had for Cecily, our 86 year old member who had a nasty fall over Christmas. We raised £65 for

Cecily with which we brought her some M&S vouchers. We have just received a Thank you card from Cecily which was great and I would like to share with you some of her words.

"Winners is not only a gym to me, but somewhere to meet friends and exercise the body and brain,
With renewed thanks and good wishes to you all.
Fond wishes Cecily".

We really hope to see Cecily back on the leg press very soon and thank her for her kind words.

Winners 2000 Paignton was the very first club of the 3, albeit in the original location in Dartmouth Road. Many of the members here have been with us since Day 1, and contribute to the real family atmosphere that everyone here remarks on. Thanks to you all for helping make this club special and a positive and dynamic environment for everyone who comes here.

Jon Ellery
Winners 2000 Fitness Ltd
Site Manager- Paignton

Pilates

Pilates is a series of exercises performed to help strengthen your core stability muscles and help overcome physical weaknesses, it can improve your flexibility and your posture.

Other health benefits include stress relief, body toning and shaping, taller appearance through improved posture, physical fitness improvements, prevention from physical injury, flat stomach and tighter abs, flexibility and ligament strength, general well-being and wellness.

Pilates has 8 basic principles:

Concentration: You must be consciously aware of your body and its movements, otherwise you cease to learn, you 'just do'.

Relaxation: Over dominant muscles will continue to be overactive unless they are switched off. So it is important to relax and lengthen short, tight muscles before you try and strengthen weak ones.

Breathing: Few people breathe properly. The benefits of good breathing are well documented and are especially relevant when exercising.

Alignment: The goal is for the individual to recognise good alignment themselves, so that they can take this knowledge into their everyday activities.

Core Stability: The creation of a 'girdle of strength' is one of the main aims of Pilates.

Abdominal training is key with every exercise to support and protect the spine.

Coordination:

A typical training programme will begin with awareness training to help the individual release tension and maintain correct alignment.

Flowing Movements: All Pilates movements are controlled, graceful and flowing,

Stamina: Stamina is both an end goal and an end result. Good recruitment pattern results in efficient movement.

Pilates is currently taking place at our Paignton Winners site at 7pm to 7.45pm on Monday evenings with Debbie, please call up and book your place as spaces are limited. It is a basic mat Pilates class so if you haven't tried it before, come along!



By Debbie Sayce

CLASSES - LET'S GET PHYSICAL!

Our FREE TO MEMBER classes are, as ever, proving to be very popular...

All our classes are regularly close to capacity, so please book ahead if you want to take part.

Non members are also welcome to join in for just £4 a class.

Please call us on 01803 524553 to reserve your place.

Due to popular demand we now have a new Zumba class on Tuesdays at 6pm.

Zumba is a high energy Latin dance craze that is very popular for those of you who want to lose weight, tone up and have fun whilst doing so!

More news on this soon – for details check website.

Gaining Muscle is a lot more technical and scientific than you think... by Simon Jeffrey

After weight loss, "how to gain muscle" is the second most common goal I am presented with by clients and members. For many the pursuit of lean mass has become a holy grail, and they have tried a number of strategies without any real success. And, as with how to drop body fat, there is an awful lot of mis-information that leads to failure, and often injury. Gaining muscle, hypertrophy, is a process of balancing a number of factors, remaining consistent and working very hard.

How much can you gain?

I'm often asked this question, by keen trainers who want to make fast gains. The answer is never straight forward; there are far too many variables to give a definitive "1lb a month". The process of making new muscle is a complex one and requires a lot of hard work in a number of areas. If you pushed me, I'd say a natural athlete with 2-3 years experience, good health and a good program, could add as much as 2lbs of muscle a month.

How much of it is diet, training, what's most important?

The training provides the stimulus, the signal to your body to make more muscle, without that nothing works. Your food provides the fuel to recover and super compensate (get better, bigger etc), and your sleep and rest allow for these processes to take place. Rather than put percentages on it, I prefer to stress the importance of every aspect, and how unless all are correctly managed, you won't get the gains you want.

What do you want?

It may sound simple, but the biggest single mistake I see when working with clients is the lack of a clearly defined goal. Many people will say they "want to get bigger" but have not really taken the time to confirm and clarify what that means. What weight and size increase they want in each body part. I know from experience what huge power lies in this simple process and encourage all my clients to follow a holistic goal setting process (the one I use is available as a download from:-

HYPERLINK
"http://www.winners2000.co.uk" www.winners2000.co.uk in the articles section). The reason I say "holistic" is that I believe any physical goals should

never impact on other more or as important areas of someone's life (career goals, health goals, and family goals).

This really establishes WHAT they want, WHEN they want it, and then, through the steps and deadlines, HOW they are going to get it. There is also some added LEVERAGE using PAIN and PLEASURE educing questions. I won't go all "NLP" on you here; just trust me, this stuff works. Commit the time to confirming what

you really want, it all starts there.

Assess Recoverability

Once the clients goals are confirmed, the first thing I am really trying to assess is, how much they can recover from, their recoverability. Everyone has a different level, and it can

be affected by a number of things, including their diet, sleep patterns, work hours, stress levels, character traits, personal lives, family commitments, financial situation, and many many more.

For example, the 38 year old man who runs his own business, in a recession, and has 3 children



Prior to choosing exercises, sets and reps, there is a lot of work to be done.



and a wife, works 12 hours a day 6 days per week, misses meals plus is taking care of sick parents and involved in an unfair dismissal case with a former employee, his recoverability from intense workouts is going to be pretty low.

Contrast that with the 25 year old single man, who works for a printer 37 hours per week, lives on his own, has a lot of free time, sleeps in every weekend, has time to eat 6 meals a

day, the money to buy great quality food and you can see how the programs have to be totally different.

In these examples, it would be foolish to pretend that the rate of progress would be equal, that is almost impossible. Yes, the first example can make gains, but my job here would really be to look not only at the training prescription, but ways of INCREASING recoverability through lifestyle changes and planning.

Prior to choosing exercises, sets and reps, there is a lot of work to be done.

What stimulus (reason) have you given your body this week to grow?

Perhaps the most common mistake is to just do the same things and expect different results. Completing the same exercises, in the same rep ranges, with the same tempo, is never going to produce the consistent results you are looking for. By a stimulus, you could say "what reason" have you given your body to grow new muscle this week. Remember, growing new muscle and carrying it around every day, is tough on the body, so it does need to be well thought through and negotiated. Simple changes to rep tempo, angles of benches, exercise choice and recovery periods are all simple ways you can create enough "stimulus" to start the muscle building process.

Are you in the "anabolic environment"?

There is a lot that goes into this part, and many of the areas are often totally overlooked. By "Anabolic Environment" I don't mean where you have extraordinarily high testosterone, or very low estrogen (for men) I mean you are in a place where each of the boxes are ticked, and new muscle growth can take place. For example, to be anabolic, you need to be resting properly, good sleep, where you are able to get to the important portion, deep orthodox. Your diet must be right, your hydration levels taken care of, your supplementation program in place and of course then, the right stimulus.

Alongside this, you must have the right mental approach, state of mind.

I believe the single most important thing I can do with a client, is to get them to be 100% clear on their goals.

The program worked for me before, why not now?

This is another common error with hypertrophy training. A lot of new trainers will make fantastic gains when they first start working out, then they will slow down, then stop, then reverse. At some point these trainers usually start some sports supplements, followed by increasing the frequency of their training (do more), increasing the number of sets, but still no progress. Some then give up, some reach for steroids, and some get injured. Even worse, all of the above!

When you first start lifting, the weights are generally fairly low, fairly low on your table of genetic potential (the maximum weight you could ever lift if all the variables were in perfect control). Your body is therefore able to recover easier and hypertrophy takes place. As adaption occurs, and you get stronger, 2 things happen. Firstly, the damage done to the central nervous system is greater, in that you are now lifting more weight, so your GAS curve (General Adaptation Syndrome) is increased in depth.

The definition of madness is to do the same things but expect different results.



Second, your body has ADAPTED, it knows those movements, those reps, speeds, that program, so it isn't going to make any changes for you again. It needs a new stimulus, new challenge, and that needs to be at the right level to ensure you progress, not regress. And don't look at your mates program and see his arms and think "I'm going to do that". Anybody else's program, choice of movements, frequency, it may suit them but it also may not suit you.

Are you gaining fat or muscle?

Your blood sugar level will have a lot to do with that, so work out your carbohydrate tolerance, rather than just eat "more carbs".

I am not going to make this a nutrition seminar!!! But I do want to give you enough to start making improvements to what you eat. First, you need to know your "Metabolic Type". Metabolic Typing is a school of nutrition based

on the work of Dr Weston Price, and the Price Pottinger Foundation, dating back to the 1800s. His book, "Nutrition and Physical Degeneration" is the ultimate in explaining how we actually build ill health through the poor diet choices we make. It was this work that was carried forward by Dr William Walcott who produced the program known as "Metabolic Typing" in the 1980s.

It is now being adopted by many of the world's leading trainers and doctors, such as Paul Chek and Dr Mercola. Its ethos is very simple, we are all biochemically individual. Our genetics have been passed to us through our ancestors, and have not developed at any great rate, meaning the foods our bodies respond best to are those we ate 100's of years ago.

You can probably now get an idea as to why so many people in the UK have added as much body fat as they have and why we have become sicker and sicker as a nation. We haven't eaten enough of the things our bodies

wanted (referring to those with a typical British Heritage) and we have eaten far more of the foods suited to Indian, West Indian or Asian people (pastas, rice, sugars).

Ok, enough of that, back to how you can get better right away. We all will have a macronutrient split that works best for us. For most typical British people, that will be somewhere around 30-40% proteins, 30-40% carbs, and 10-40% fats. We were brought up on the "fat of the land" meaning we ate meats, seasonal vegetables and very small amounts of sugar (fruits were available 3 months of the year

Testosterone boosters – don't mess with what you don't understand...



when we gorged on them to gain fat to see us through the next winter). There were of course also unrefined natural grains like oats, which we used for cereals.

This is a far cry from what we eat today what the media tells us to eat, and also what fitness magazines tell us to eat.

With any fitness goal, whether it be getting bigger, getting smaller, whatever, you need to discover the optimum fuel ratio for yourself and then stick to it. If you are not sure, then start at something like 40% protein, 40% carbs and 20% fats and see how you go. Symptoms of feeling very heavy, sluggish, lethargic, could be a sign you need to increase the carbs, signs that you are jittery and then anxious, or hungry all the time, could mean the protein and fat needs to go up. I have all my clients complete food journals with notes on how they felt 60 minutes after that meal, so I can ensure I have them eating the right split. This assessment is so critical to both weight



someone ate cereal and toast for breakfast with a coffee, another process kicks in, where the adrenal glands switch on and make hormones like adrenaline and cortisol, catabolic stress hormones that break down anything, protein, fat, glucose, to provide energy. It is a very unhealthy way to run your energy. The process isn't quite as simple or black and white as that, but it is what happens in your body if you frequently supply it with the wrong macronutrient split at meal times.

The relevance here is that many athletes who want to increase size, muscle, first think of increasing carbohydrates alone, "up my carbs". If that increase is in proportion with other macronutrients and the calories are just spread into additional meals, then you have a good chance of making gains.

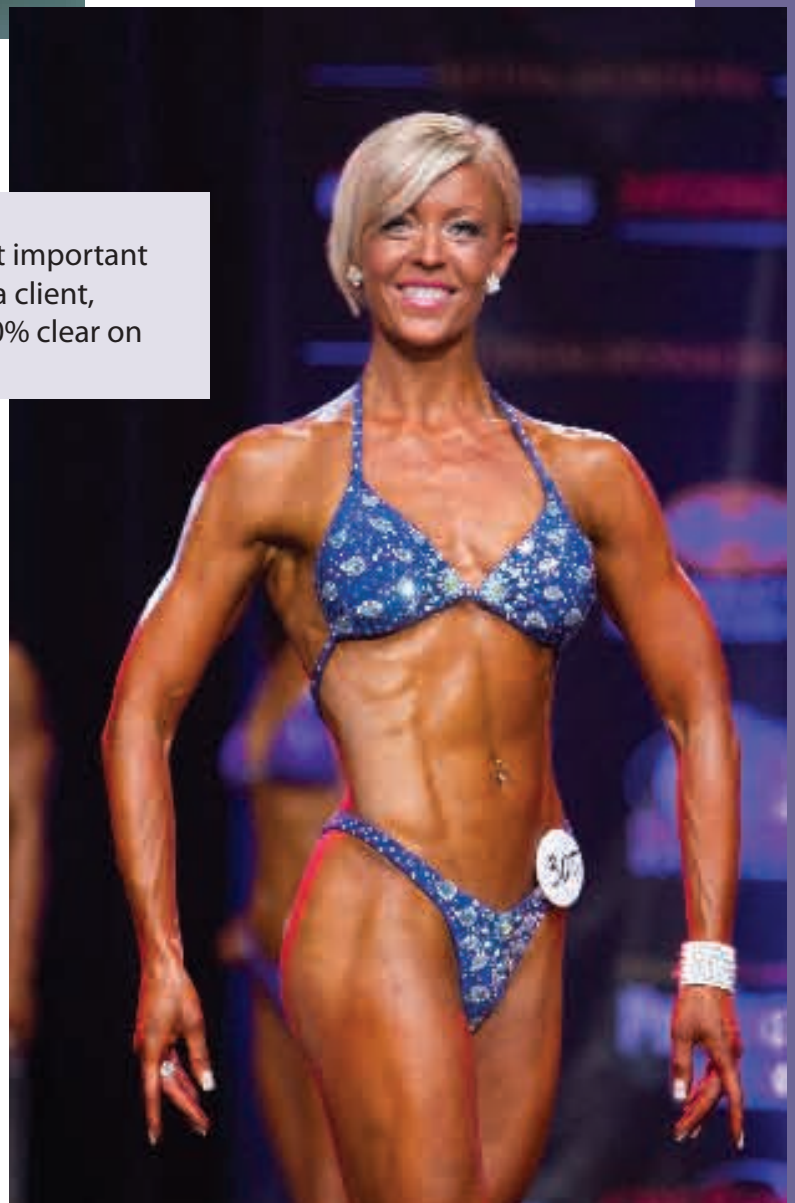
If however, that increase comes in the form of more potato, pasta, rice, fruit

loss and muscle gain, as its prescription controls 2 hormones, insulin and glucagon. Again, no time for a chemistry lesson, but you should know that insulin is produced in the pancreas and has the job of controlling blood sugar and storing glucose as energy in the liver, muscles cells and unfortunately in some cases, in fat cells! Glucagon, works in the opposite way and mobilises protein and fat for use as fuel. Still with me here?

If you eat too many carbs, more than your body is programmed to handle, then there is a very good chance the excess will be stored as fat, as well as there being a DECREASE in the action of GLUCAGON. Anytime the intake of carbs is too great, or the Glycaemic rating of the food is too high (say white bread, orange juice, fizzy drinks) the amount of insulin produced increases, and the sugar gets pulled out of the blood as fast as possible. This is when what we call "Hypoglycaemia" occurs, meaning there is now a low level of sugar in the blood.

In a normal state, where someone is healthy and this occurs because they are due a meal, the body will produce glucagon and release stored fat and protein to make fuel. In a body where this process has happened because

I believe the single most important thing I can do with a client, is to get them to be 100% clear on their goals.



juice, yoghurt etc, it is very likely you will just add fat and not make any real progress towards your hypertrophy goals.

Testosterone boosters, don't mess with what you don't understand.

I often get asked about products that claim to "naturally boost testosterone". I'll be straight with you, these are dangerous, and a total waste of money. Playing around with the delicate endocrine balance of your body is something that should only be done by a qualified Endocrinologist, I don't believe even GP's have the expertise to deal with this system. An example is with the condition known as "Secondary Hypogonadism" where men are prescribed TRT (Testosterone Replacement Therapy) to try and increase their testosterone levels back to where they should be. Although they have injections and see some short term improvement, many never achieve the gains they would like. In these cases, it is generally due to an ineffective clearance of the bodies estrogens, usually due to poor liver function (the P450 system it is referred to as), meaning the more test that goes in, the more will be aromatised to estrogen as the body is unhappy with this false increase.

There are many products on the market that you can take in capsule format that WILL increase your free testosterone in the short term, make you feel stronger, more interest in sex, fighting etc. But, once you come off them, it is very likely you will experience exactly the reverse, a period of real lows in this area, and your natural levels may take a long time to recover. Professional athletes and bodybuilders are aware of these symptoms and cycle their drugs throughout the year to minimise these.

If you want to maximise your testosterone, first make sure your liver is in good health, then eat a diet that suits your metabolic type, lift heavy, sleep a lot, get plenty of sun (or supplement with Vitamin D-3) and you will be fine. Sex is also known to increase levels of testosterone!

How many sets and reps?

Errm, show me how you do them, show me your rep speed. Think neural, metabolic, dynamic, myofibrillar and sarcoplasmic, bit of dynamic, and we maybe just about there.

Ok, sets and reps, I get asked about this all the time. Again, it isn't that simple.

What are their goals, that comes before anything. Then, go back to the paragraph on recoverability, what can they recover from. Then the screening of where they are now, posture, injuries etc, and then you can start to make some prescription.

Before you choose your sets and reps, first you need to understand WHY you use those rep ranges. The following gets a little technical, but I need to explain it. You see, muscle can get bigger, without getting stronger, and it can get stronger without necessarily getting bigger:

Sarcoplasmic Hypertrophy

Sarcoplasmic hypertrophy is an increase in the volume of the non-contractile muscle cell fluid, sarcoplasm. This fluid accounts for around 30% of the muscle's size. There is no real increase in muscular strength. This type of hypertrophy is mainly a result of training using rep ranges of 8 and above, and can be thought of as more "show" than "go". It would be the primary goal of bodybuilders looking for aesthetic gains, and perhaps for sports people who need more bulk.

In some strength and conditioning programs, periods of "puff up" are programmed prior to "strength" work based on the theory that a larger muscle has the potential to become stronger once maximal loads are applied.



Myofibrillar Hypertrophy

Myofibrillar hypertrophy is the enlargement of the muscle fibre as it gains more myofibrils, which contract and generate tension in the muscle. With this type of hypertrophy, the area density of myofibrils increases and there is a significantly greater ability to exert muscular strength. This type of hypertrophy is best accomplished by training with heavy weights for low reps, say 5 reps and below. This type of hypertrophy could be termed more "go" than "show", or "functional hypertrophy".

Some coaches, myself included, like to add some neural training to just about any hypertrophy based program. There are a number of hormonal benefits from completing a 3-5 rep maximal lift at the start of your session.

Repetitions in the 1-5 rep range, using 85 – 100% of a 1RM, also have the added benefit of training the nervous system, think of it as widening the width of your broadband, so more information can get through to the muscle, more activation of that muscle can then take place. These training methods GENERALLY also hypertrophy the pure fast twitch fibers – the high-threshold, Type IIB fibers.

Using these training methods will almost certainly improve your muscles ability to contract at a maximal speed during a sporting activity.

How I do it, "The Conjugated Training Program"

This is how I program all my athletes, using what is known as the "Conjugated Method". A training program designed using a conjugated method would include in each workout, some neural, some metabolic and some dynamic work. Major lifts are rotated to avoid overtraining whilst allowing the client to train at full intensity without the risk of over-training (I am going to give a full description of this style of program, its roots and application in the next edition).

In summary, that would mean each workout would include:

Neural – Rep range of 5 and under, weights of 85-100% of 1rpm, rest periods of up to 8 minutes between sets.

Metabolic – Rep range 8 and above, increased time under tension, 60-80% 1rpm, decreased rest period between sets (less than 2 minutes)

Dynamic – Focus is purely on developing



maximum speed of each movement, use reps of 6 and below, do not extend past the point where optimum speed has been lost. Use 20-

50% of 1rpm. Goal of dynamic work is to increase rate of force production, essential for athletes.

The difference between neural rep ranges, and metabolic ones: Neural – Rep range is under 6 and working with over 85% of 1rpm, uses and recruits more type 2 b fast twitch muscle fibres, increases the

Don't blindly write up a single workout for 1 session, or just turn up at the gym and do the first thing you come across.

Have a clearly defined program, with rep ranges, tempos and recovery times, to meet the goals you have set within the recoverability available to you right now.

That is how you ensure progress.

efficiency of the nervous system.

Metabolic – Rep range is over 8, time under tension is 45 seconds and over. The goal of this type of movement is to induce failure through the production of waste products (lactic acid). Will produce mainly sarcoplasmic hypertrophy in most athletes.

This may seem a little technical, trust me the above is really a broken down version in "laymen's terms", it is actually far more in depth than that. The purpose for including these notes in this article was to get you thinking about the stimulus you are providing and why. You may have fallen into the category of "Chest on Monday", meaning you are doing the same things, without really knowing why. Understanding what is

happening with your choice of rep range and rest period and training tempo, should give you more tools to design better workouts and get more gains.

SO HOW MANY SET AND REPS, GET ON WITH IT!

I wasn't shirking the question, just making sure I qualified what I told you. So...

GENERALLY (if you know me, you know I hate giving general advice) I recommend people do 1-2 prep sets, sets of around 40-70% intensity, followed by 1-3 sets of 70-100% intensity on the main measure movement in that workout. For example, if this was lower body day, and the goal was hypertrophy, I may have them do 3 work sets on the squat, using weights up to 100% of their 3 rep maximum that day for 3 reps or more if possible. In most cases, I wouldn't then touch that rep range again in that workout but I would include metabolic style rep ranges (8 and above) for movements like walking lunges, sled drags/sprints, good mornings or leg curls. If the goal was sports related, I'd then add some dynamic specific movements, perhaps med ball push press for rugby players, or jump squats for footballers. So, for someone with average recoverability, who has been training for 2-3 years and has

Set your goals, ensure they fit in with the other areas of your life that are important to you and then plan the steps and deadlines meticulously. Face the fact that your progression will never be linear, life isn't linear, so progression can't be, even for those who are paid to do it for a living. Ride the bumps, enjoy the good times, but always stay focused on what you want and why.

the goal of increasing their quad size by 2 inches and adding 3 inches to their vertical, a week's plan may look like this:

Core temperature warm up, 6-12 minutes

Dynamic flexion warm up, 2-6 minutes

CNS activation, 2-6 minutes

Back Squat with resistance bands to increase negative, 2 -4 prep sets, 2-3 work sets (5 reps and under)

Barbell Jump squats, 5 x 5 (use weight around 30-40% of 1 rpm, focus here is on speed and height)



Sled Drags, 3 sets of 30 steps with 60kg (maximal pull weight)

Reverse Hamstring curls, 4 x 8 with pause in contracted positions, toes dorsiflexed

To enhance recovery I'd have them perform something movement based around 4-6 hours later, followed by some passive stretching to switch off the nervous system, as it could still be over stimulated which would affect ability to digest and assimilate food and to get to sleep.

Supplementation, for another day.

I won't get into it here; I'll just say that I love products like Branch Chain Amino Acids, Omega 3s, Glutamine and Vitamins B and C, plus maybe some milk thistle. But everyone is so individual, that giving any advice above that wouldn't be possible or responsible.

How close is someone to "genetic potential"?

I have re-written this paragraph a lot more than any other, as I don't want to make it over-complicated, and I want to make sure it makes sense.

"Genetic Potential" is the phrase I use to describe how close someone is to what I think their all time natural best performance could ever be. Now, in most cases, we can still make gains in our 60s and beyond, so I am certainly not suggesting that we "limit" our targets in any way.

The reason I like to include this in any analysis and program design, is purely with an eye on recoverability. I NEVER have my clients do any max lifting within 72 hours of a previous max lift, meaning something that was neural in nature and of 5 reps or lower. The reason being, I don't think their CNS (Central Nervous System) has been able to fully recover from that workload (check out the GAS curve for more info on recoverability of the CNS). I do believe that LOCAL muscle soreness is less of a concern, even though ideally that would have dissipated prior to any other training taking part.

As a trainer becomes more experienced and approaches higher percentages of their genetic potential in any single lift, I do think that the recovery time MAY need to be increased between neural/max type efforts. For example, a new trainer, who completes a deadlift, of 60kg and that is their current 5 rep max. In 3 years, they complete a 5 rep max at 160kg, then 2 years later a 5 rep max at 260kg. I think that the latest max, the

260kg, is now pretty close to current genetic potential, meaning that the central nervous system recovery will be far greater. For super compensation (hypertrophy, growth) to take place, the body first must restore the CNS back to its previous base level; it certainly won't build anything new until that takes place. By adding in heavy sets, or too great a workload, too close to previous max effort lifts, I think you compromise not only your gains but also potentially your health.

If you have not made progress with your key lifts, or seen the aesthetic gains you are targeting, review your training program and look for signs of too much with too little recovery.

Summary –

This article may seem long, but to me it seems almost too short to publish. With any training program there are so many variations for every single client, which is why I really only like to prescribe programs for individuals that I work with 1-1.

In closing, I'd stress that physical development can only be obtained after HEALTH has been built and focussed on. When health is good, I mean physical, emotional spiritual and mental, then pretty much anything can be achieved. If health is neglected, then regardless of what exercise, what rep range, what supplement and what magazine you read, you are not going to get anywhere good.

Set your goals, ensure they fit in with the other areas of your life that are important to you and then plan the steps and deadlines meticulously. Face the fact that your progression will never be linear, life isn't linear, so progression can't be, even for those who are paid to do it for a living. Ride the bumps, enjoy the good times but always stay focussed on what you want and why.

Simon Jeffery

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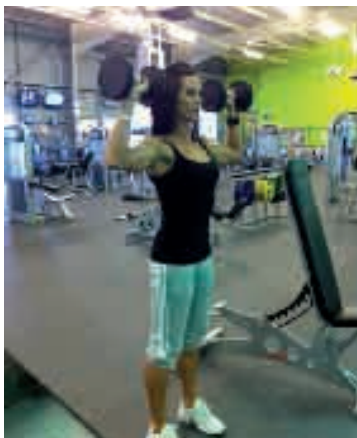
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The Metabolic Typing Diet, Dr William Walcott

All the athletes pictured in this article are clients of mine who have gained muscle naturally using the principles and strategies outlined here.



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