

WRITE ON FITNESS

Client: Supplement Critique

Project Description: The following sample includes excerpts from a ghostwriting project for Rob Miller, owner of SupplementCritique.com. The e-book focuses on the most effective exercises and nutritional advice for achieving a lean physique without the need for a gym membership.

Get Ripped Without a Gym

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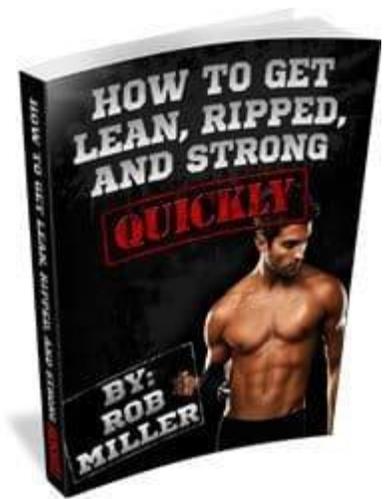
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Introduction

“I want to look ripped . . . I just need to hit the gym and eat right for a few months.”

This is what most of us tell ourselves when we think of getting a lean and muscular body; however, more often than not, we end up putting off that thought. Those who have tried to pursue this goal can tell you that it is not always as easily done as said.

What’s more, it seems impossible for those trying to achieve their goals with a busy schedule. Many working men and women already have too much on their plates to go out and visit a gym.

What about the gym itself? Many people find that the gym is not always an ideal place. It costs a considerable amount of money to get a decent membership. For those who cannot afford it, they may quit their dream of getting in shape.

For those that settle for a cheap and low-quality gym, they know how frustrating the lack of quality equipment can be. The unavailability of proper equipment is a major negative factor. Not to mention the crowds. With crowded gyms, you rarely get a peaceful, organized workout with all the equipment available.

The atmosphere of your local gym can lack that friendly feel. Many people never start going to the gym because the fear getting laughed at by other gym members. The reality is that the typical “bro” behavior can kill motivation, especially if you are a newbie. Does all this sound familiar? You’re certainly not alone.

Here is the good news: You can still achieve your dream of getting ripped without having to go to a gym. It is possible to work out and get into great shape at home! One might ask how and the answer would be this book.

I will provide you with everything you need to get started with working out and getting lean and muscular from the comfort of home.

In the coming chapters, you will find in-depth and easy-to-understand exercise descriptions and workout programs that will help you build your dream physique. I provide you with detailed descriptions of the most effective exercises.

Even someone who has no previous knowledge of workouts will be able to pick up this book and get started. As mentioned above, these exercises are all proven by both scientific studies to burn the most calories and build the most muscle.

These workouts will help you lose fat and gain muscle in an amazingly short time.

I appreciate you choosing the *Getting Ripped at Home* e-book and giving it a read. I assure you that it will be worth each and every second you spend reading it.

This book is the key to enhancing your life and achieving that long sought-after goal of truly getting in shape. I can confidently say right here and now that you won't be disappointed by what's to come in this book. Stay true to yourself and you will only see positive results and a new you.

Sincerely,
Rob Miller

Choosing the Variables for Your Goals

Before you jump into learning the exercises that will help you accomplish your goals of getting ripped, you'll want to understand how the right variables will play a huge role in your success.

Acute variables are simply the numbers involved with exercises. Here are a few examples:

- How many **sets** should you do?
- How many **repetitions** should each set have?
- How long should you **rest** for in between sets?

Knowing these numbers BEFORE you begin exercising will kickstart your progress, allowing you to see the results you want in less time.

Let's jump right into it with how many exercises you should perform for each muscle group.

Number of Exercises:

When exercising on a given day, you should be performing one to three exercises per major muscle group. Here is a list of the major muscle groups:

- Quadriceps
- Hamstrings
- Chest
- Back
- Shoulders

The other muscle groups mentioned in this book are secondary. They are smaller and require less attention than the largest muscles on the body. It's best to perform one exercise for each smaller muscle group.

- Triceps
- Biceps
- Forearms
- Calves
- Abdominals
- Obliques

Number of Sets:

To activate the highest level of muscle building and fat burning, you'll want to perform two to four sets for each exercise that you select.

For example:

- Chest: Bench Press: 3 sets
- Back: Pull-ups: 2 sets

Number of Repetitions:

A study by the American College of Sports Medicine demonstrated that those just starting out with working out respond best when using the eight to twelve repetition range. For example:

- Chest: Bench Press: 3 sets x 8 to 12 repetitions for each set
- Back: Pull-ups: 2 x 8-12

Seconds of Active Lifting:

Your tempo is extremely important to trigger the right amount of muscular hypertrophy and fat burning. It is recommended that you perform each repetition with the following tempo pattern:

- Take four seconds to lift the weight (concentric phase)

- Take a one second pause at the top of the movement (isometric phase)
- Take two seconds to lower the weight (eccentric phase)

For example:

- Chest: Bench Press: 3 sets x 8 to 12 repetitions for each set
- Pressing the barbell up: Count 4 seconds
- Pause at the top: Count 1 second
- Lowering the barbell down: Count 3 seconds
- Go immediately into the lifting portion of the exercise (4 seconds)

How Much Weight You Should Use:

According to a study published in the Journal of Strength & Conditioning Research, it is recommended that those new to working out should use sixty percent to eight-five percent of the one-repetition maximum.

Your one-repetition maximum is that absolute highest amount of weight that you can safely lift one time. Since it can be dangerous for newcomers to determine that amount of weight, it's always good to start with a lower weight and see how many repetitions you can get.

If you're only able to execute between eight and twelve repetitions, then you know you've reached a perfect weight to begin with for all the rest of the sets. For example:

- Chest: Bench Press: 3 sets x 8 to 12 repetitions for each set
- You can safely press a loaded barbell of 135 pounds a maximum of nine times. This is the weight you will use for the remaining sets.
- Once you can perform more than twelve repetitions, you know it's time to increase the weight you're using.

Exercise selection:

A study published in the American Journal of Physiology showed how compound exercises were ideal for burning the most fat and increasing muscle mass via a greater release of anabolic hormones in the body.

Exercises such as the squat, deadlift, bench press, and overhead press are known to be the best compound exercises in the fitness industry.

How Long You Should Rest For:

Lastly, if you want to avoid burn out, you need to give yourself a break between sets. However, you don't want to rest too long as allowing your muscles to become completely inactive will work against you.

The ideal amount of time to rest in between sets, according to a study in the International Journal of Sports Medicine, is sixty to ninety seconds.

I'd recommend picking up a stop watch to ensure you stick to your recommended resting periods.

Exercise List

You found your motivation. You have your numbers in place. Now it's time to get familiar with the exercise arsenal that you'll be utilizing going forward. These exercises were handpicked because of their success rate as shown in studies and how often veteran personal trainers will recommend them.

I'd highly recommend reading through each exercise description very carefully and practicing your selected exercises at a slow and steady pace. Be sure to check out the accompanying media to help you cement everything together.

CHEST

1. Push-up

- This classic chest exercise starts with getting into the starting position by placing your hands flat on the floor. Your hands must be directly below your shoulders.
- Stretch out your legs behind you. Your toes and the balls of your feet will be touching the floor.
- Brace your core as you push yourself up into the starting position.
- Before lowering yourself, make sure to keep your back straight by tightening your abdominal muscles.
- Bending at the elbows, slowly lower your chest towards the ground. Do so until your chest is just above the ground. You will feel a stretch across your chest. Your arms will be bent at ninety degrees.
- Pause for a moment before pressing yourself up. Focus the tension at the chest and slowly straighten your arms.