

## Fitness & Figure

Max trains men and women. Over the years, women's contests have evolved into women having the kind of muscle that men have... with women taking steroids just as the men do. Max's philosophy for women is to pay extra attention to keeping a woman's physique feminine, but to him that does not mean sacrificing the intensity, discipline, and determined mindset of training, or using vastly different theoretical approaches to training for men and women. The basic scientific theories of how the body responds to training, are the same for men and women. How a particular individual responds to a training program is some overlay of the science we know, and an open-minded trial and error with that particular person's physique. Women's physiques should ultimately have the goal of remaining fit and feminine. It is too unthinking a rule to say that men and women **MUST** be trained differently: it is about the individual, not man vs. woman. Men and women, do, in general, have some different factors that repeatedly come into play because of the differences between men and women, but the most important thing to remember is that each person is an individual (and being a man or woman is only one of the factors that is a part of the definition of the individual).

As a professional, I think it is imperative to be attentive to the particular needs of each individual. In this way, I think that my approach is the same for both male and female clients. It is important to do the absolute best we can for each person we work with, and this requires flexibility, and thought--which is the fun part of training someone-- along with sharing in their successes.

Some argue that women should be trained drastically different from men, by lifting lighter to avoid putting on too much muscle mass. A woman's body simply will not achieve the size a man's will by training because the hormonal profile puts a lower ceiling on the amount of muscle they can ultimately gain. At the beginning both men and women will gain very quickly, doubling, and even tripling their strength in a span of months, but much of this is neural learning, and will taper off quickly.

Some think that the unaesthetic physiques of women are caused by lifting too heavy, when in fact they are more a product of #1 genetics, 2. improper diet, and 3. lack of attention to stomach position during the lifts. If you want to keep a trim waistline it is a good idea to lift with a light enough weight that you can avoid protruding the abdominal muscles to make the lift. This also requires mental concentration, as much, or more than, light weight. Also, some people "carb-up" with too much volume, and this increases stomach size on stage. Finally, and perhaps most importantly, some women have a smaller waist, and superior V-taper due to genetics, just as some men do. The ones that don't, have a look that the public tends to perceive as too severe, and ugly, especially when coupled with a gaunt, drawn in face. We need to diet methodically enough to ensure the face does not end up gaunt, focus on controlling all we can, and not worry about what we can't.

Sometimes, the women with less V-Taper have a more sturdy structure that can lift heavier weight, and put on muscle size more easily. They sometimes have better shapes in other areas. For example, they might maintain more roundness and full-bodied muscle in the shoulders, which gives the physique a young, strong and healthy look.

Ultimately, you cannot control your genetics, so it does not benefit you to worry about it. Some people may have better genetics than you in all areas, but **SO WHAT?** Your focus is on being the **BEST YOU**, that you can be, inside and out. Worrying about others does not help you do that, and can never bring the same satisfaction as knowing you have done your best, worked hard, been disciplined, and stayed true to yourself.

The fastest way to a bad physique, and bad mindset is to get discouraged about how you compare to others and try to make yourself something you are not--and this applies to your physique, as well as to the rest of life.

Some argue that women should emphasize different bodyparts over what men emphasize. For example, some women end up disproportionately bottom heavy on stage because gluteal adipose tissue is the last to go in a diet, and as they diet down they lose muscle mass from the shoulders, arms and back. For these competitors, I don't recommend cutting back the leg training as a first approach. Usually, I will recommend adding more frequent shoulder training sessions, particularly while dieting down, to direct blood flow, and nutrient partitioning to those muscles. However, if the competitor has a long history of trying various approaches, and can reason that this will not work for them, or has time constraints in their life that make it more practical to avoid excess time commitment, I would, of course, respond appropriately.

It's all about applying the science we know to each individual, in a flexible and professional way--as a coach, consultant, and motivator-- to help you become the **BEST YOU**, that you can be.

**JUST GETTING STARTED** in FITNESS AND FIGURE OR BODYBUILDING? Are you just getting started competing in bodybuilding or figure competitions? Do you have many questions--diet, presentation, and other things? How do I stand and pose on stage, and not look like an idiot? How do I approach the tanning process to make sure I get a fair look from the judges, but don't get so dark I look wierd? How do I make sure I get that last little layer of water and fat off my legs and glutes? What special things do I have to do in the final 4 weeks? Add cardio? take carbs down? manipulate salt and water intake? How can I feel certain I am doing everything I can to come in at my best? \*note\* Once you decide to prepare for a competition you can only control 3 things - your conditioning, your color, and your posing. Your muscle mass, you have already. If you step on stage, and can't pose with grace, elegance, poise, and confidence, you forgot what bodybuilding is

all about. Take pride in your artwork. On stage you should think of the body as a beautiful sculpture inside and out. Make sure all the lines are pleasing, in the pose, and moving between poses. It all matters.

Don't let competing be overwhelming. My Figure and Bodybuilding Coaching Program will take the guess work out of the many questions you have for your first competition and beyond.

Competing in Figure, and Bodybuilding is not for everyone! It takes a strong mind, hard work, discipline, determination and drive. Competitors are at home cooking food or in the gym doing cardio when friends and family are out partying. The results of hard work and dedication, always shine through on show day. My philosophy involves integrating the mental approach necessary to excel as well as the principles of solid nutrition and smart training. Stage poise, presentation as well as sportsmanship are also focused upon. Having fun the day of the show and making all of this seem easy and effortless, that is what champions are made of. So, do you think you have what it takes to be a competitor? Are you ready for the sacrifices, the hard work, the sore muscles? If so, allow me to lead you down the path of success.

Let's get started... NOW! Fitness & Figure Coaching Program

Program includes: Initial Profiling session

This is where I will get a detailed background, and evaluate your current situation. I want pics of you immediately, right from the get go. We need to see your body and how it changes and progresses week by week with the alterations we make to the diet and exercise program. I will evaluate strong and weak body parts and give you an initial assessment of what we need to be focusing on over the course of the program. Weekly one hour phone coaching sessions

During our discussion we will monitor your progress, discuss issues that have come up and reformat your plan to fit more closely with your current life situations. The first week we will be talking twice, the first for your initial session and the second for your first week's coaching session. This is also where we will be discussing individual needs, suit selection, diet and exercise tweaking, posing, hair, makeup, mental strategies, or whatever your individual needs are. Daily online journal and progress checks

I will review your exercise and nutrition log daily and provide you with feedback meal by meal. We will use the journal along with the weekly progress pics to tweak your diet for optimum results. I do not send out cookie cutter diets or workouts. Don't expect a detailed preformatted exercise program or laundry list of carb, protein and fat intake. We need to work together and learn and then adjust. My programs are custom made for each person. I don't know what I will have you doing, until we start working together. I will tell you exactly what to eat, I won't make you figure anything out. But I will expect you to stick to the program. Don't blame me if I tell you to eat 1 cup of rice, and you eat a pizza, and then come to the stage with a film of water under your skin, cuz ya ain't getting your money back for that. The bottom line is that we will be in close contact, daily, if necessary to get you on track. Some people feel that daily contact is too much pressure when starting out. That's fine too. I am here for you. No two people are the same, and the mental aspects of preparation are hugely important. My goal is not to overwhelm you; rather, to be there for you as needed and keep you on the right track. Of course, as we near the contest, daily contact is more critical, to determine how your water is responding to carbs and salt. Workouts will be adjusted according to weak areas and we will discuss in detail your training and cardio. Diet and nutrition will be adjusted based on what is happening week to week and day to day. I will keep you focused on the right things, and mental strategies will be adjusted based on the personality of the athlete and their individual responses to the stresses of contest preparation. Weekly photo progress checks and re-evaluation of program.

Unlimited e-mail responses and text messaging for the duration of the program.

Two weeks post competition support.

Quite possibly the most important part of competition diet and training is what you do when it is over. We will review your pictures, get feedback from judges and modify your diet and exercise program to a maintenance program. (I will show you how to do this) and keep you eating healthy and looking great even though you are not competing.

You should start your figure coaching program 12 weeks before your upcoming competition. If you would like coaching for a more extended period of time, please email me for programs of a longer duration.

Results Guaranteed!!!

I once heard Dexter Jackson quip in his confident manner:

"I know Joe McNeil, my trainer is gonna do a good good job getting me in shape, because if he doesn't, he doesn't get paid."

This was while Joe was in the room, mind you, so everyone had a good laugh. I think you should have the same type of security. When you hand your preparation over to me, I guarantee results. You are going to look good. If you

don't, you are entitled to a full refund. But, during the time that you work with me I need you to trust wholeheartedly, everything that we are doing, or it won't work. You need to full buy-in on your part, or I cannot help you.