



Fifteen Hidden Truths of the Fitness Industry

And How You Can Use Them to Get Leaner and
Stronger!

Jordan Moorhead

8/28/2014

This free publication is provided by Jordan Moorhead and JM Custom Fitness as a service to our clients and future clients. Copyright August, 2014 by JM Custom Fitness.

The 15 “Hidden Truths” of the Fitness Industry

The keys to losing body fat and gaining muscle for busy professionals

1. **Diet is everything.** No matter what your goals are, your diet needs to be on point. That doesn't mean that it needs to be perfect 100% of the time! For those of us who aren't professional athletes and don't depend on athletic performance to pay our bills, 80% adherence to dietary goals is just fine. Preparing meals ahead of time is a great option for those whose schedule leaves little time to cook on a daily basis. You can freeze most carbs and protein, which allows you to cook meals for up to a month at a time. Leave yourself a little wiggle room, just don't let that wiggle room wreck you!
2. **Strength Training** is your best friend, but it needs to be planned and progressive. Walking into the gym every day and doing “chest and triceps” or “back and biceps” is not the most efficient use of your time. Body part splits such as this work well for high level bodybuilders that need to bring up lagging areas, but are a waste of time and energy for 95% of gym-goers. Do full body workouts and make the most of your time.
3. **80% of your full body workouts** should be composed of compound or multi joint movements such as squats, deadlifts, overhead presses, bench presses, kettlebell swings, etc. These exercises build more muscle, burn more fat and make you stronger overall than isolation exercises such as dumbbell curls.
4. **20% of your workouts** should consist of mobility work that helps you move well and stay injury free. Foam rolling, dynamic warm ups,

post exercise stretching, corrective exercises -- all of these can help you move well, stay injury-free and be one step closer to your goals. If you are injured and can't work out, then you can't stay in shape!

5. **Pick the right type of cardiovascular exercise** to meet your goals. If you want to run a marathon or a 5K, then you will have to do a fair amount of running. However, for most people that I see, steady state cardio is a waste of their valuable time. There are much more effective ways to burn calories on days that you don't strength train, such as HIIT (High Intensity Interval Training).
6. **HIIT (High Intensity Interval Training)** is effective *when it is performed as intended*. HIIT does not mean that you walk for 5 minutes on a treadmill and sprint for 30 seconds. HIIT is best when you do short, high-intensity intervals followed by short rest periods. An ideal HIIT workout might look like this: 30 seconds of an all-out sprint followed by 30 seconds of a slow walk, repeat this 5 times. Make use of any implement that you can find, including but not limited to: jump ropes, kettlebells, sandbags, medicine balls, battle ropes, pushing/pulling sleds.
7. **Make your commute a workout**. If it's possible, ride a bike or walk/run to work. This not only saves money, but provides numerous health benefits. Even if you park farther away from work or take the stairs instead of an elevator, it all makes a difference!
8. **Get a "standing desk"**. You burn almost 30,000 calories a year more at a standing desk than you do sitting, and that's if you stand for only four hours per day. Mobility and posture will also improve. Standing desks have been shown to increase productivity, to boot!
9. **Make a point of working out with coworkers** or even better, your superiors. If you can help to foster a company culture that promotes staying healthy and working hard, people will notice.
10. **Give yourself a break**. Stress has a huge influence over how well you do in work, your personal life and at the gym. Do whatever you

can to reduce stress. Take walks, take breaks, don't overbook yourself, take time away from electronics so you can think and live without distraction. This will do wonders for your stress level. Knowing when to take it easy in the gym is another very important aspect of training. The body is great at giving you signs, and it will tell you when you need to take it easy and when to push harder.

11. **Drink plenty of water**, sleep 6-9 hours per night, take Epsom salt baths, eat plenty of protein and stretch and foam-roll to aid recovery. If you don't recover from your workouts, you won't get better!
12. **Find some sort of training that works for you**. There are many viable options that will meet any budget. Online personal training is growing in popularity, because it is cost effective and can be arranged to fit any schedule or career. Most people can't make it into the gym at the same time every day, and that's fine. That doesn't mean that you don't deserve quality coaching!
13. **If you use supplements, keep it simple**. The few that I recommend to all of my clients are fish oil, multivitamins and whey protein. BCAA's (branch chain amino acids) and creatine can also be useful if your primary goal is putting on muscle and staying lean. Creatine is a naturally occurring chemical that your body produces and supplementing with it has been scientifically proven to help build muscle.
14. **Keep workouts short and intense**. The body does not store enough energy to effectively support a two-hour workout. This is especially important for those looking to lose body fat. The key to staying lean and losing body fat is to keep workouts efficient. Your body is a marvelous mechanism that is especially good at adaptation. If your workouts are relaxed and easy, then you are not providing a stimulus that will produce a change in your body composition.

15. **Keep it simple!** Working out does not need to be a complicated affair. If training is too complicated, you may losing sight of your goal. **Work hard and be consistent!**

If you follow these 15 easy tips, you will see great results. If at any time you feel that you are not getting where you want to go in regard to body composition, then refer back to this sheet! You are probably missing something. Make sure to print this out and keep it somewhere visible. Knowledge is power, and this is your key to the kingdom!

If you have any other questions, please feel free to email me at Jordan@JMCustomFitness.com. Also check out our Online Training options at www.JMCustomFitness.com. I have gotten great results and have success stories with clients from South Korea to Michigan.

I hope you enjoyed this free report, and look forward to talking with you soon!