



Why Most Fitness Experts and Programs Fail to Get Results... And How To Make Sure Your Training Doesn't Make You Fat and Weak.

Over the years I've asked THOUSANDS of people about their fitness goals and problems. And I've spent countless hours researching solutions to those problems, to find out **what REALLY would work**. Then a year ago I did another survey, just to make sure what I had found was accurate...and it was.

And let me tell you I learned a lot. And **most of it is NOT good**. But you know me... I am a cheerful guy, so let's start with...

The Good News...

Based on my survey (and from talking to many of my students and clients) I can say this...The good news is that the **MOST people are genuinely motivated** to learn and apply themselves – **IF** they are given the right information - **Information that produces results**.

This is definitely good news - in fact it's downright critical, because without that willingness to improve and push for a better body or better health, none of us would be here today.

And trust me, given the current world climate, the percentage of people motivated to get in great shape and in great health is going to dramatically increase in the coming months and years.

Since you are reading this report, the odds are pretty darn good that you are motivated to learn, improve and get in great shape, but have already have tried one of these pointless, time consuming workouts. Workouts that lead to nowhere except perhaps injury lane, where you see men and women with busted shoulders and worn knees crumpled, defeated, weak and flabby on the streets. One day **that might be you in the fitness gutter** having tried everything only to find **nothing worked**.

But like I said, the majority of people already have the motivation, the enthusiasm to make a difference in their body's appearance, improve their strength, and overhaul their hearts and lungs to have true lifetime fitness ... that's the good news. Unfortunately, that is where the good news ends for the average person...



Bad News Item #1 – Boring Time Wasting Training Programs

Most training programs I have seen, those recommended by doctors, personal trainers and fitness instructors are all about how many hours you spend training a week and they are.....**BORING**. Many of my clients come to me saying they would rather sit in a dentist chair than do another hour long treadmill plod. Worse they are given exercises they have to repeat over and over and over again, while the trainer whittles on about the benefits they never see – it's even MORE BORING.

Does anyone really get motivated and fired up from doing a thousand crunches that lead to a sore neck when they still don't lose belly fat?

Do You?

The fact is that people don't go to health experts and personal trainers to make the trainer feel good about himself.... everyone, including you, is tuned into W-I-F-M. "What's In It For Me?" If you aren't seeing results you should stop doing it...leave...move on...but here's the thing...if you try you'll be moved on to the next sure thing program of the week.

Take a look at any fitness magazine if you don't believe me. Last month's issue will have a headline for, "the most effective program ever devised for chiseling your abs", "Add an inch to your chest with our ultimate chest blaster workout" and so on. Next month – when people have gotten BORED and realized that doesn't work they'll have a NEW..."most effective program ever devised for chiseling your abs", "Add an inch to your chest with our ultimate chest blaster workout" banner

They don't care about you. I know that sounds harsh, but it is true and I would rather upset you than make you feel good while these magazines, diet programs, reality fitness programs and more sucks money out of your pocket like a vacuum cleaner on high speed mode.

But this is the good news... the only thing you need to do to turn this equation around is to make sure the program you are getting is progressive, interesting and most importantly doesn't waste your time!

If your training program takes you more than 12 minutes of exercise to do per session – than it's wrong.

That's the brutal honest truth and medical fact.



Everyone has been heard that we have to engage in regular aerobic/cardiovascular exercise at least 3 times for our heart health and overall fitness and at least 5 times a week, for approximately an hour at a time for weight loss. This is repeated the world over by Doctors, Governments, diet groups, fitness clubs, gyms, personal trainers, and anyone you talk to about weight loss and getting in shape.

It's why we walk, swim, cycle, do step and aerobic classes. Why we **often quit fitness programs** because many of find that boring, and it takes up 5 hours of the week, not including commuting time, and we could be spending that time relaxing and having fun with friends and family.

This may be a little different type of thinking than you are used to so let me give you an example that will expose the truth....and why typical cardio and aerobic programs will make you fatter, weaker and less fit than you are now...

It takes 3,500 Kcals to burn off a pound of fat, give or take a few kcals. That means you have to expend 3,500 kcals in order to burn the equivalent energy stored in a lb of fat.

A person of 80kg (176lbs) walking on a treadmill for 1 mile uses about 60kcal of energy. At first glance that means to lose 1lb of stored fat, you'd have to walk over 58 miles. But it's actually worse than that. Much worse.

Your body won't start burning fat stores till for about 45 minutes into that walk, so we can pretty much ignore the first mile you do. After that roughly 85% of all the calories you burn will be from fat stores. So of that 60 kcals a mile only 51 calories come from your body fat. Given that **to lose just 1 lb of fat walking it would take a walk of 68.6 miles.**

There is no metabolic increase from walking. The minute you stop walking you stop burning those extra calories. This means to truly impact your body fat and get that 1 lb of fat off you'd need to do those 68.6 miles all at once. The average walking speed is about 3 mph. That translates to 20 minutes per mile. It would therefore take the average person 1372.2 minutes to walk off the energy in 1 lb of fat. That's **22 hours continuously walking to burn off 1 lb of fat.** And of course that's not talking into account anything you eat while doing your walk.

22 hours of continuous exercise to burn off 1 lb of fat based on the current recommendations of governments, exercise experts, doctors and personal trainers.

Can you think of more boring waste of your time? For 1 lb of fat loss? Not to mention the joint damage to your ankles, knees and hips? And no one does this obviously, they do 1-2 hours at most for training – so what have they achieved, a burn of about 60-70kcal. And the minute you eat a bowl of cereal you've eaten triple that.



How annoying and frustrating this must be when trying to lose weight. That's why you will not lose weight like this. The programs given out today ARE DESIGNED TO BORE YOU.

CONVENTIONAL TRAINING PROGRAMS ARE DESIGNED TO WASTE YOUR TIME.

And this annoys me all the more when with the right information you can achieve a faster result in less than 15 minutes? This brings me to point 2....

Bad News Item #2 – These Programs Will Cause You to Store Body Fat Especially on Your Waist, Your Bum and Your Thighs

Wait a second....I just explained to you how conventional aerobics wastes your time and is boring and now I'm telling you this will make me store fat. Yes I am. And again this is the brutal honest truth and medical fact.

One thing is sure about the human body....it is designed to adapt to the stimulus it is given. And yours will as well...and while this is a great in one way, most misuse this incredible gift of our bodies – the result excess weight, despite doing everything right....let me explain.

You've already seen how aerobic and cardio activity is a waste of time in terms of fat burning. Well what you're about to see explains why it will cause you to put on weight.

The reason for this is the human body is capable to incredible adaptation and utilizes a number of complex processes to keep you functioning correctly. Your body can select from several fuel sources. It can burn fat, carbohydrates like glycogen or it can get energy from breaking down protein. For the first couple of minutes, your body uses the limited supplies of ATP – the most readily available source of energy, derived from sugar. After 2 to 3 minutes, it switches to carbs stored in muscle tissue for 15 to 20 minutes before switching to fat.

At low intensity activity your body gets most of its energy from fat. At moderate activity level the percentage of the energy burned from fat increases to 85%. A further increase in activity to high intensity significantly reduces your dependency on fat and draws nearly all your energy from carbs. This seems to mean that medium intensity (steady state) durational exercise will reduce the fat levels. You can understand why all those fitness instructors make that recommendation.

But it isn't the case.

Your body adapts to this stimulus and the response of the body is to **build more fat each time you eat to prepare itself for the exercising activity.**



Conventional Training Teaches Your Body to Store Fat!

In this process it sacrifices muscle and other high-energy burning tissues and preserves fat. Take a look at marathon runners, they may be VERY slim, but do they have a firm muscular physique? No, quite the opposite. Often times they have small, soft, flabby muscles and are nothing more than skin, bones and fat. What is more when you stop your “cardio,” you’ll put on fat very rapidly.

And many people do **have to stop “cardio,”** because this **abnormal activity causes degeneration of their joints and accelerates negative effects of aging.**

The correct fitness and training solution on the other hand should teach the body to store sugar, not fat. It should create an adaptive response in the body that minimizes fat usage, and thus fat production, leading to a lean attractive physique. Unlike the current systems out there that leads to reduced testosterone and growth hormone, increases harmful cortisol levels and reduces the mass and strength of your muscle, bone and internal organs.

In fact, that brings us to bad news item number 3...

Bad News Item #3 – These Programs WEAKEN Your Heart and Lungs

It’s true. Not only will these programs waste valuable time and make you give you give up hours of your week, they’ll make you fatter and now I’ll tell you why they will make your heart and lungs weaker and **leave you open to SERIOUSLY compromised health.**

The problem with conventional training programs is does more than damage and sabotage your weight loss plans. It’s **slowly KILLING YOU.** Many of these conventional programs make the heart weaker rather than stronger in some critical capacities. The weaknesses it can cause reproduce the harmful effects caused by stress and ageing.

Yes, I am actually saying that many of the training programs recommended by fitness and medical professionals actually degrades the body and makes you ill, aging you and destroying vital body tissue.

Instead of increasing our health these programs strip the ability of your heart to handle sudden demanding events which is why many highly conditioned endurance runners die of heart attacks at the peak of their running careers.



Phidippides, ran the first ever Marathon. He ran 26.2 miles from Marathon to Athens to announce the victory of the Greeks over the invading Persians. When he reached he said "Nike!" which means victory, then **collapsed and died**.

Actress Grace Kelly's brother Jack, who was an Olympic oarsman and a very talented distance runner dropped dead of sudden heart failure soon after his usual morning jog.

Jim Fixx, the popular fitness guru of the 70's died of a heart attack while running. The examples are endless.

Why Do "FIT" People DIE? Why Does Traditional Training Make YOU Weaker?

In response to forced, continuous endurance exercises your body adapts by making your heart, lungs, blood vessels and muscles smaller to be able to work more efficiently with less rest and less fuel so that it is not run out of fuel, overheat or inundated with metabolic wastes. This takes away the vital reserve capacity of your heart and lungs. They are downsized and reduce their capacity and it forces them to operate dangerously close to their maximal output. This exposes you to a higher risk of heart attack.

A study of long-distance runners showed that after a run, the levels of bad cholesterol LDL and triglycerides increased. Prolonged running upset the balance of blood thinners and thickeners, increased inflammatory factors and clotting level. Moreover, bone mass of the runners had reduced with women being exposed to a higher risk of osteoporosis.

Clinical studies and research at University of Missouri demonstrated the benefit of exercising in shorter bursts and avoiding long-duration routines. Another study showed that the duration of exercise routines predicts the risk of heart disease in men. Short bouts of exercise were more effective for lowering fat and triglyceride levels in the blood. Triglyceride significantly increases your risk of heart disease.

See the pattern? The medical evidence conclusively shows **YOU SHOULD NOT SPEND HOURS training! You spend minutes if not seconds**. And the direct results should be to **STRENGTHEN YOUR HEART AND LUNGS!**

In fact this same problem keeps people weak and tired, eating their muscle instead of building it. This in turn leads to less calories used per day, and helps you store even **MORE FAT!**

I think you're a lot like me...because I know I don't want to do anything that risks my health, and makes me fat at the same time and I'm sure you're the same!



Bad News Item #4 – You Won't Add Muscle and You Won't Get Stronger Quickly

Everyone single muscle magazine, fitness instructor and personal trainer promises results. Yet VERY FEW, IF ANY DELIVER. And that's what so many people turn to expensive supplements in the desperate hope that maybe just maybe that will help them pack on the pounds of muscle they want. Those supplements won't work either.

Some don't want to be a mass of muscles; they just want a toned good looking physique. Yet, they too are failed.

Some don't even care how they look; they just want to be strong enough to enjoy daily activities without strain. And despite the hours of training they'll only increase their strength by a marginal fraction.

The sad truth is the majority of strength and mass building programs DON'T BUILD STRENGTH or MUSCLE. But you got bigger and stronger following one of those routines right? But then the gains just stopped coming? Sound familiar the truth is, YOU DIDN'T GET STRONGER, your body just got used to doing those motions and so you're nervous system became more efficient. The program didn't stimulate new growth and so once your body has gotten as efficient as it can in the exercises you were doing – you stop getting any results.

How many times have you gone to a trainer and asked for a new program, or they change that program on you after 4-6 weeks?

Have you ever wondered why that is? It's not to shock your muscles into "new growth". That's absolute rubbish. This simply isn't true - nor is it medically possible.

Answer this question - do your individual muscles have eyes or a brain?

The answer is no.

A muscle can't get confused. Your muscles have NO IDEA what activity you're involved in. You could be doing a push up or pushing a boulder off your chest, sprinting on a treadmill or running away from a tiger - your muscles don't know either way. All a muscle does is contract or relax. That's it. **In order to get bigger and stronger you MUST follow 1 very simple rule. Progressive overload.** That's it. No confusion necessary.

Muscle Confusion is a Lie – Client Confusion Though Makes Bad Trainers a Lot of Money Off YOU!

You stimulate a muscle, you make inroad into your body's strength. You then allow this to repair



and recovery and grow. You then subject it to a GREATER stimulus, then rest, recover, grow and repeat. It's actually that easy.

Unfortunately the majority of programs out there don't do that. Instead they change up the routine. There are two reasons they do that –

1. To keep you interested
2. To make sure you don't have anything to compare to see the LACK of RESULTS.

If for 4 weeks you do one set of exercise, get used to it and see some small progress, then change to a completely different set of exercises, your nervous system has to learn new movements. Thus you are FOOLED into thinking you are making progress. You aren't and there's no way to make a direct comparison because you aren't doing the same things. It's sneaky and underhanded, and a staple trick of every Personal trainer out there.

The truth of the matter is that it is **INCREDIBLY SIMPLE to build muscle and strength VERY quickly**. It does not involve constantly changing programs or making things increasingly complex. In fact it is just the opposite. With increases in muscle and strength less needs to be done in order to improve. Shocking, but true, both medically and practically speaking. I've done it myself and with countless clients.

The other issue with these programs confusing you (not your muscles) is that they often don't let you have a lot of time off to recover from a workout. The fear is, one they won't make enough money from you, and two you'll realize that you aren't making gains, just jumping through hoops like a trained circus animal. This leads to Bad News Item #5.....

Bad News Item #5 – These Programs Cause Injury

If failing to get you results wasn't bad enough in light of the damage many of these programs cause to your heart and lungs, the way they are structured will easily lead to injury.

Granted in a single session they are unlikely to produce any significant stimulation that will lead to muscle growth or increases in strength. However they do inflict minor damage on the muscles and cell structure. Over the 3-5 workouts you do a week following these programs this cumulative damage increases. You keep doing this for a few weeks and then you "mix up your program". All of a sudden you're doing a new set of exercises with all ready micro damaged tissue.

Sure you've had 24-48 hours off in between each of these sessions, but that's not long enough to build muscle tissue – that's not even enough to recover from these small stresses.



The body NEEDS TIME to recover and improve. If you cut your finger and let a scab form you don't cut the scab open deeper after 2 days do you? Will that help your body recover faster? Hell no. And if you keep doing that all you'll succeed in doing is cutting off your finger. Your finger needs to time to heal and rebuild tissue. Your muscles are the same.

All these programs do is cut you deeper and deeper, this builds up and eventually your body will collapse and fail and you'll be injured. Repetitive micro trauma caused by poor bench press will lead to a blown shoulder or rotator cuff, as the muscles and connective tissue are slowly worn away without adequate recovery. Knees, backs, elbows and more all suffer the same fate.

Before that occurs however, there will be signs of overtraining, signs you've probably experienced many times before...

- Washed-out feeling, tired, drained, lack of energy
- Mild leg soreness, general aches and pains
- Pain in muscles and joints
- Sudden drop in performance
- Insomnia
- Headaches
- Decreased immunity (increased number of colds, and sore throats)
- Decrease in training capacity / intensity
- Moodiness and irritability
- Depression
- Loss of enthusiasm
- Decreased appetite
- Increased incidence of injuries

A proper program should increase your health, not risk it. It should be the foundation of your health, supporting and enhancing your immune system, reducing the risk of injury and better preparing you and your body systems for a vigorous, full life.

Yet many trainers and fitness professionals instead of recognizing that you are suffering from the cumulative damage caused by their inefficient programs decide to push you harder – that YOU aren't working hard enough – where the REAL PROBLEM is that they aren't training you properly. It is their programs that don't produce results, their stubborn insistence that they are right regardless of medical fact that leads to a compound of minor injuries that build and build and build resulting in chronic injury that will impact the rest of your life.

Not only that, but...



Bad News Item #6 – These Programs will Kill Your Motivation

You'll have seen it on the list associated with overtraining - these programs can lead to psychological depression in the extreme but ALMOST CERTAINLY lead to a loss of enthusiasm and motivation.

And it's completely understandable.

You're working out hard, 3- 5 times a week, doing everything right. But the fat doesn't drop, the muscle doesn't build and you don't get stronger. Instead you get fatter, weaker and increasingly unfit.

Nothing is more de-motivating than seeing your best efforts wasted. Seeing the scales day after day unchanging, seeing the same body in the mirror. Feeling that no matter how much sweat and tears goes into your training, no matter how closely you follow the trainers instruction you get nowhere.

Your body will not want to do things that make it feel bad, that weaken its immune system, that render it susceptible to colds, flu's and injury. Psychologically you will not want to go there; you will not want to do it.

And you shouldn't. It's unhealthy; it won't get you to your goals and will result in injury.

A healthy productive and efficient program should stoke the fire of passion in you. The results coming fast and obvious create eager anticipation for the next series of improvements. There is nothing more motivating than seeing your body change daily and become as you envision, and feeling your strength and health soar with every movement.

The other aspect of many of these programs is that they aren't clear, there is no obvious progression and they can be very confusing...and that's part of....

Bad News Item #7 – They Won't Help You if You are a Beginner

Time after time I see trainers, fitness professionals, doctors, and muscle magazines recommend or prescribe programs that aren't suitable for a beginner. These programs involve too many exercises or complex routines because the trainer wants to make sure the person doing the program isn't bored and come back for more sessions or buy the next issue – and results and health – what they are paid for comes second, or not at all.

The other reason they makes these programs so complex is so that the beginner doesn't know what's going on. They have to blindly rely on what they are told and so cannot clearly identify if



they are indeed making progress. This means more sessions the trainer is paid for as you waste your time, effort and energy on pointless programs that will leave you injured and fails to teach the body the proper principles needed to adapt, develop and grow healthy, lean and strong.

A proper program should be simple, fast and easy to follow that produces immediate and verifiable results capable of suitable for beginners, intermediate and advanced participants alike.

Of course this isn't restricted to just beginners, in fact.....

Bad News Item #8 – They Can't be Done by the Over 50's, Injured or those Out of Shape

The fitness market focus on young people between 20-35 that care about their appearance, and want to attract better partners, have a better body, and enjoy sport and health more. That's pretty much it. And most of that is devoted to men who want to get big muscles or women who want to lose weight off the belly, bums and thighs.

Those who have been injured by these programs are ignored. They don't want to take the time and effort to worry about you. It's not easy and they can't make as much money off you. Don't get me wrong there are some trainers that specialize in rehab, and most of them don't have a clue as to what actually would get you over an injury fast. In fact most of their advice actually makes the healing process slower than it needs to be.

Those over 50 have an even greater risk on injury with the conventional programs they offer. Further they are incorrectly seen as needing more time to train. That isn't the case, it's just a sign of a poor, uneducated, uninterested trainer. Hey they want things simple. They don't want to have to develop "modifications" to their programs or exercises.

What is more they shouldn't need to. If they knew what they were doing in the first place the program and training routines they devised should be performable by anyone, regardless of injury, age or experience.

Proper fitness training is based on UNSHAKABLE PRINCIPLES that underlie everything that is required to change the body and increase heart and lung health, strengthen bones, and joints, increase muscle and strength and decrease fat. It shouldn't matter if you're 20 or 60, fit or fat, man or a woman – the PRINCIPLES OF STRENGTH AND FITNESS REMAIN THE SAME.

That means if it works for a 20 year old man, it can work for a 75 year old woman with a bad back. You've seen that in the case studies I've released. The same program helped a 62 year old man develop a 6 pack, a 51 year old woman drop 10% body fat and build 13.2lbs muscles in



2 weeks and how I, a 28 year old former athlete go from crippling injury at fat to fit in just 4 weeks!

ALL OF US – YOU INCLUDED work according to the SAME laws of physics and principles of human physiology...which points to....

Bad News Item # 9 – They Don't Understand the Basics of How Body Works

This comes full circle back to very first problem – boring time wasting programs, created because these so called professionals DON'T understand the most basic elements of how the human body actually works.

I know this may come as a shock, but it's true. Most trainers earn their qualifications in weekend courses, few have degree level understanding. And even at the higher levels of education they simply repeat the same tired principles that surround the industry.

Not even doctors have a proper understanding of how the human body adapts to exercise. Look at how many recommend walking and light exercise for 2.5-5 hours a week! **When the medical evidence CLEARLY SHOWS this is WRONG.**

In fact let's look at the recommendations made by the **American Government** and the **American Council on Sports** exercise earlier this year. Here are some of the recommendations –

- Adults should do **2 hours and 30 minutes a week** of moderate-intensity, or 1 hour and 15 minutes (75 minutes) a week of vigorous-intensity aerobic physical activity, or an equivalent combination of moderate- and vigorous-intensity aerobic physical activity.
- **Additional health benefits are provided by increasing to 5 hours** (300 minutes) a week of moderate-intensity aerobic physical activity, or 2 hours and 30 minutes a week of vigorous-intensity physical activity, or an equivalent combination of both.
- Adults should also do muscle-strengthening activities that involve all major muscle groups performed on **2 or more days per week.**

And all of these recommendations have one thing in common –



THEY WILL MAKE YOU FATTER AND UNHEALTHIER.

We've looked at this in detail already. I've shown you exactly why that won't work on the numbers in terms of calories used and in the adaptation of the human body. If you have followed ANY of their recommendations or done any of the above you have probably –

- Reduced your heart capacity and made it weaker
- Reduced your lung volume and made yourself biologically older
- Compromised your immune system and you'll get sicker and more often
- You've encouraged your body to store FAT. Yes, in trying to lose weight all you've succeeded in doing is **MAKE YOURSELF FATTER!**

Shocked? I was. Some do this to make sure you keep buying their weight loss products. Some do it because that's what they learnt in school and don't know any better and yes, that includes doctors. Why is it that in a world where we have more diet books and supplements and medical knowledge than ever before – WHY ARE WE, WHY ARE YOU FAT! Why are we coming down with more colds and heart and lung problems? If people stay fat and unhealthy, like over 25% of Americans, then guess what?

We have ready built consumers that need weight loss products, diet books, medication and pharmacological solution. It's a BILLION dollar industry, one that keeps growing. One of the bog reasons is because people are given the WRONG advice. Advice that will make you fatter. Advice that will reduce your heart capacity. Advice that will reduce your lung capacity. Advice that will make you more open to disease and infection.

The simple truth is this... your program should give you results. And if those programs require you to do ANYTHING besides brief intense training, then you need to re-think what you are doing.

Would You Rather Work Hard for Hours and Waste Your Time Or Spend 5 Minutes Every Few Days on Getting Results?

Now think about this compared to everything you have been told by those fitness professionals and gurus and most people trying to get fit, strong and in shape do each day.....

A typical trainer will make you do something like this over and over again. Day after day, week after week, month after a month. Changing a few small things to "confuse the muscle", something we already now doesn't make sense or work.



You'll head to the gym, either before or after a long day of work. Time where you could be with your family, friends or pursuing a hobby. You've just commuted to the gym and are ready to workout.

You start your program with 15 minutes on a treadmill, or bike or cross trainer. Some people actually do 15 minutes on each. Then it's off to the weights. You'll hit a couple of machines, like a chest press, chest fly, pullover, rotary machine, abs machine, inner calves, legs etc. You'll do 10-12 reps 3-5 times on each. Maybe you'll do free weights, like biceps curls. Throw in a few crunches for good measure. Then do a few stretches, maybe even do a bit more on the treadmill.

That's 30 minutes, maybe even 1.5 hours of work.....and a TOTAL WASTE OF TIME.

After a month or two you'll stop, sore and probably with a cold or flu and realise that you've spent a lot of money, a lot of time and gotten very little results for all that effort.

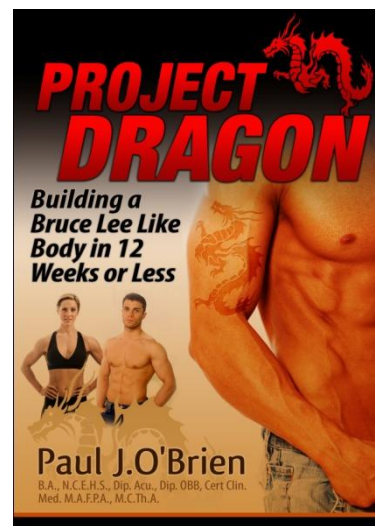
Maybe this is the point you turn to supplements hoping maybe that will make the difference. In a few weeks you'll find out it won't. Maybe this is the point you give up. Maybe you'll just keep at it or request a new program...or try anything because they haven't killed ALL your motivation yet.

Do you know how I know this? I confess, because I used to be one of those instructors that gave people programs just like this for 3 years when I started in the business. And I did these same programs myself and got nowhere, except feed up, fat and injured.

But I knew there was a better way. Here it is.....**Project Dragon**.

"Project Dragon is, without doubt, the most thorough treatise on advanced training I have ever read. What you have given us is sensational". - Steve

"After only two days, and two workouts of less than 5 minutes I notice more definition than I have in the past two years of a combination of weight training, bodyweight training, and HIIT." - Ryan





Project Dragon is my 3 Part Program

Book 1 – The Heart of the Dragon –

My complete cardio-vascular training section. This is suitable from those extremely unfit and de-conditioned, those recovering from heart surgery all the way up to Olympic Athletes. This is the same progressive system I **used to achieve Olympic athlete levels of cardio vascular fitness in just 4 weeks.**

This will develop your heart and lungs to a whole new level of fitness no matter where you are starting from. It's step by step, easy to follow and will produce the most rapid physique and fitness changes possible.

These workouts **take less than 6 minutes of exertion.** You don't need to do it more than 3 times a week.

Book 2 – Strength of the Dragon –

A unique system of physical training to build rock hard lean muscle (the principles are the same if you want a big muscular body or a compact Bruce Lee like frame and works as well for men as it does for women).

There are **gym, free weight** and **at-home body weight versions** so you can perform these workouts anywhere.

The workout takes less than 7 minutes A WEEK. Total.

When you get better you only perform the **workout once every 14 days or so** (for some even longer than that) and it can be **done in 3.5 minutes.** That's it – **3.5 minutes every 2 weeks.** There literally is nothing like this in the world.

Book 3 – Fuelling the Dragon –



My specific dietary protocols. This section will debunk all the crap you get to told about what to eat and why. I tell you **EXACTLY what to eat, when and how much** in order to maximize your results. I'll reveal why eating all the foods that are "good" for you will screw you up, and why "bad" foods are you weight loss best friends.

Detailed answers to your nutrition questions and supply you with **my EXACT diet to achieve 20lbs of fat loss or more in just 4 WEEKS**. I also reveal the secrets of my bulking diet to get you bigger and more muscular in such a short space of time people will be convinced you're taking steroids.

You will NEVER spend longer than 15 minutes a week using my training methods. And you WILL get Better results than any other system out there. That's **documented in the case studies, supported by science** and **backed up by the people that have been using this system** every day...here are some of their comments....

Hi Paul,

I have thoroughly read through the Project Dragon e-book and, as promised, I would like to share my thoughts with you....**Project Dragon is, without doubt, the most thorough treatise on advanced training I have ever read. What you have given us is sensational.** There is no better word to describe it. Paul, I can do this.

You promised to turn the training world on its ear. You have. Oh, you'll ruffle a few feathers in the conventional training camps, no doubt of that. Let the naysayers neigh. I'd love to be there to witness all the squawking and flapping. ;~)

Steve



Hit the scales at 177lbs, down about 8 pounds in a few short weeks. It's the **thinnest I've been in about 10 years! WHOO HOO!!!**

- Ryan

"I've been **using your techniques for about 3 months and have gained 14 pounds of muscle so far**".

- Thomas

"Hey Paul, Your book was amazing Paul"....

- Robert

"I'm delighted to say I now have Project Dragon! Thank you so much!.... First impressions are...wow!"

- Tony

"**Wow, amazing book** Paul..... you are **a real inspiration** for me man, keep it up...."

-Arden

"I've found Project Dragon to be one of **the most informative fitness/nutrition courses I've ever seen**. And the fact you actually answer your customers emails honestly just blows me away."

- Jessica

"Hey Paul, first off I just want to say thanks for the program, **I've only been going 3 weeks so far and just feel hard muscles where I never did before.**"

- Tom



Got project dragon and its great, lots **mind opening info**....You are changing the way fitness is thought of. My only regret is I have not heard of this 30 years ago it would have saved me a lot of money on useless programs.

Many Thanks,

- Randy

I must say, **after only two days, and two workouts less than 5 minutes I notice more definition than I have in the past two years of a combination of weight training, bodyweight training, and HIIT.**

I am 6'1" and 180Lbs, so I do not need to lose weight, but I am feeling things tighten up, have that flat stomach, and the weird thing is I don't need as much sleep. **I have probably spent ~\$1000 or more on various e-books/equipment and have never had such an effective program and helpfulness.**

Thank you.

- Ron

It's amazing to hear this kind of feedback about the program. Hundreds of people have been using this system with me and getting the kind of results that leave other fitness instructors and personal trainers seething with jealousy – and these results are possible for everyone because **Project Dragon doesn't have the 9 problems listed above!**

By now you'll have probably heard about the Project Dragon case studies and the absolute chaos they caused in the fitness industry. You can download all of them and read firsthand how people just like you carved incredible physiques, develops staggering strength, hard firm muscles, tight toned waists and fantastic fitness in just minutes – but below you can read the quick summaries....



Project Dragon Ground-breaking Case Study 1

The Adventure of the Older Gentleman and the Failing Heart, Bulging Waist and Limp Libido

John started the Project Dragon program on the 15th January 2009. He came to me **overweight, tired and suffering from chronic lower back pain**. More so, he was **constantly stiff** and **achy** and suffered from **Gastritis and Irritable Bowel**.

Many of his symptoms may be familiar to you, particularly if you're in your 60's as John is. Each morning **he woke un-refreshed**, he was snoring or **needing to go to the bathroom at night regularly**. He had been plagued by a **stiff neck** and constant **blocked sinus** for many years, a condition he found no relief through Western medicine. He was also **concerned about his hearts health, cholesterol and blood pressure**.

His stomach was prone to gurgling, **heartburn and gas**, often he became tired and lethargic after eating and worse still suffered from a **constantly low libido**. And he was fed up. He had started to become **increasingly irritable** because he was **uncomfortable in his own body**, and with his health, and he was frustrated because he didn't know what to do about it.

All this changed when he began Project Dragon.

Project Dragon, Male, 63

RESULTS in JUST 12 WEEKS

A drop of 12.7% Body fat!

A Loss of 37.9 LBS OF FAT!

Improvement of resting heart rate by 12bpm!

An increase of 13.6 lbs of muscle tissue!



Project Dragon Ground-breaking Case Study 2

The Quest of the Middle Aged House Wife, the Wedding and the Fountain of Youth

Francine came to me aged 51, with **severe stiff aching shoulders, pain in her right elbow and wrist**, which made **activity difficult**, and **low back pain**. She kept “hearing **crunching noises in the neck, shoulders and upper back**, which are sore most of the time”. Exercise made her pain worse, and although an avid tennis player in her youth, could no longer hold a racket.

On top of this she had **circulation problems** and suffered from **cold hands and feet**, despite feeling flushed and too hot at times. Occasionally she would see black and **white spots in the middle distance of her vision**, and have **bouts of anxiety**.

Plagued by headaches and a feeling of heaviness in the body, she **woke continually un-refreshed**, which wasn't helped by the need to go to the bathroom twice or more during the night. Her **knees had become sore and tired**, and she was irritated and frustrated by her deteriorating physical condition. **She felt old, worn out, fat**, and worse still had a wedding in April, only 4 months away, that she wanted to look spectacular for.

Francine was in such pain she couldn't exercise, she was **severely overweight** with a **39% Body fat**, a **37.6 inch waist** and she **only stood 5' 3"**.

**Project Dragon, Female, 51
RESULTS in Just 12 Weeks**

**A drop of 17% Body fat!
A Loss of 28.9 LBS OF FAT!
Improvement of resting heart rate by 16bpm!
An increase of 15.2 lbs of muscle tissue!**



SHE DROPPED 10% BODY FAT and GAINED 13.2lbs of MUSCLE, dropping 3.5inches off her waist in 2 WEEKS!

Have you ever seen ANY other program produce results like that in this time frame?

And of course there was my own case study –

I Went from Obesity to Lean and Ripped, Dropping OVER 35LBS of FAT, Lost 10 Inches Off My Waist, Stripped 17% Body Fat to Carve a 6 Pack, and Achieve Olympic Level Fitness, in JUST 12 Weeks by IGNORING All the Expert Advice and Training for Less than 20 minutes a Week!

Week 1



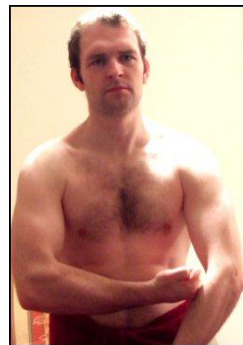
190lbs at 25% Body

Week 8



169.2 at 13.2% Body Fat

Week 12



154.2lbs at 8% Body Fat



Less than 20 minutes a week, less than 6 minutes a session, and yet a drop of up to 10% body fat I JUST 2 WEEKS. Putting nearly a stone of muscle in just 2 weeks, getting from dangerous obese fat levels to healthy in just 4 weeks, from unfit to super fit in four weeks.

Just imagine your old fitness program was like trying to light a fire by rubbing two sticks together – Project Dragon is like someone just handed you a Zippo lighter...

Game over! Thanks for playing!



That is the kind of result we all want from our training. And **Project Dragon provides these results** in a fully detailed, comprehensive program that solves every last problem I talked about. It makes you heart and lungs stronger, builds bigger muscles quickly, trims the abs rapidly, blasts fat, and develops superb strength and more in minutes.

Now go back and look at everything I have covered so far in this report

Your Two Choices...

I think by now you are pretty clear on the system that you need. And if your current training program doesn't address all those items above, you are pouring money down the drain, wasting your time and ruining your health.

Those lean abs you are looking for will continued to be covered by fat. The longer life and better health you want won't be extended and the time you do have is being wasted.

But if you are anything like me, then the thought of sitting down and devising a comprehensive system that resolves all of these problems at the same time and finally gives you what you want is just about like pulling teeth.

But just in case you are a "do-it-yourself" type of person with a certain propeller head tendency, let's look at what you need to do....

First, you need to create a system that takes less than 6 minutes to do a session, less than 20 minutes of exertion a week, prudes the results you want in terms of muscle, strength and weight loss, while keeping you safe and making you healthier.

Second, you need to design a system that specifically changes how the human body works on cellular level to trigger a fat burning response that ensures you stay lean particularly around the waist, bum and thighs. This actually isn't too hard, but doing so with everything else and making it easy and fun to follow could end up costing you hours and hours of time in research and a couple of thousand investing in education.

Third, you need a system that builds a stronger heart and lungs quickly. One that ensures you are not left tired and weakened and keeps you immune system strong to prevent colds and flu's.



Fourth, you need a training program that builds muscle fast and easily without resorting to complex systems or rubbish like muscle confusion. Simple, direct, to the point and result generating. And remember point 1 – quick.

Fifth, you need a system with easy to perform exercises that can be supported by the underlying principles of good health and are safe. You need something that can be done without causing injury or overtraining and properly accounts for your recovery.

Sixth, motivation is a key to success. Your program should inspire and motivate you to greater goals, greater height and greater ambitions.

Seventh, don't forget your system should be simple enough that a beginner can do yet still challenging enough that an advanced athlete can benefit. If it doesn't then it's not in keeping with the underlying physiology of the human body.

Eighth, you need to account for injury. Chances are after all the other programs you've tried you've had your fair share of injuries. And nothing is more frustrating than devising something you can't do because you're too beaten up. Make sure anyone can do it safely.

Ninth, now you might have thought all that work and those considerations were pretty intense... but here is the REALLY bad news. The really tough part is trying to cobble all those pieces together and get them to work as one system. That takes into account the proper understanding of how the human body works and responds to stimulation.

Remember, your system should be a LEAN MEAN Body Transforming machine... designed with one goal in mind:

MAKING YOUR BODY LOOK AND WORK THE WAY YOU WANT IT TO!

And if your training is going to succeed with that goal, then it needs to have a finely honed integrated system that works like clockwork and take into consideration all those delicate principles.

Pulling that system together with a bunch of off-the-shelf fitness routines and advice columns and then adding in some custom elements that you overheard in the gym (which is more than likely rubbish) is a recipe for disaster.



Why I Actually Know What I'm Talking About...

I hope you have learned something in this report. I spent a lot of time, made some serious mistakes that damaged my health and injured myself and spent many tens of thousands of dollars learning all this stuff the hard way.

You see, instead of just settling for the same tired crap peddled by the fitness industry I actually went to the very beginning of all this and studied thousands of medical journals, publications, reports, physiology texts and more and then conducted a series of experiments and tests on myself and my clients.

That's right; I got fat – obese with a 41 inch waist and tested all this on myself. I designed a system from the ground up to my specifications that would accomplish my goal of getting in the best shape possible, as strong as possible, as fit as possible, as lean as possible and do it all in the fastest time possible.

It wasn't easy, and it was REALLY expensive.

But the result has been a huge leap forward in my understanding of the human body... while at the same time I created unbelievable health in myself.

Then I started testing it on every one of my clients, from 25 year old computer geeks who NEVER exercised before to 62 year old men in failing health. From a 25 year old girl with aggressive Multiple Sclerosis to a 51 year old overweight house wife with a bucket load of injuries. And it worked – for all of them over 10 times faster than the leading programs.

Until I began these trials over a yearlong not even I thought some of these results were possible.

With that in mind I put it all down on paper. Every scrap of information; The body measurements, training, nutrition details – all of it. Every last shred of information used to rebuild the human body in rapid time. It became the most complete and detailed health system I am aware of. It was built ground up from my specific needs and refined to work for anyone.

This is like no other fitness or diet program out there. It is critical that you understand this important distinction because it means the difference between success and failure for you in terms of achieving your goals.



You can read the REAL Case Studies I conducted over the last year and even see my own transformation with detailed charts, cardiographs, weekly photos and more here –

PROJECT DRAGON CASE STUDIES

<http://www.isometric-training.com/Project-Dragon-Case-Study-1.html>

<http://www.isometric-training.com/Project-Dragon-Case-Study-2.html>

<http://www.isometric-training.com/Project-Dragon-Case-Study-3.html>

<http://www.isometric-training.com/Project-Dragon-Case-Study-3-Part-2.html>

<http://www.isometric-training.com/Project-Dragon-Case-Study-4.html>

If you want to solve the 9 problems we've talked about above and want to achieve the same incredible results in the case studies then make sure your on my advanced notification list here –

<http://www.strong-in-7-seconds.com/advanced-notification.html>

So you can make sure you GET ACCESS to

