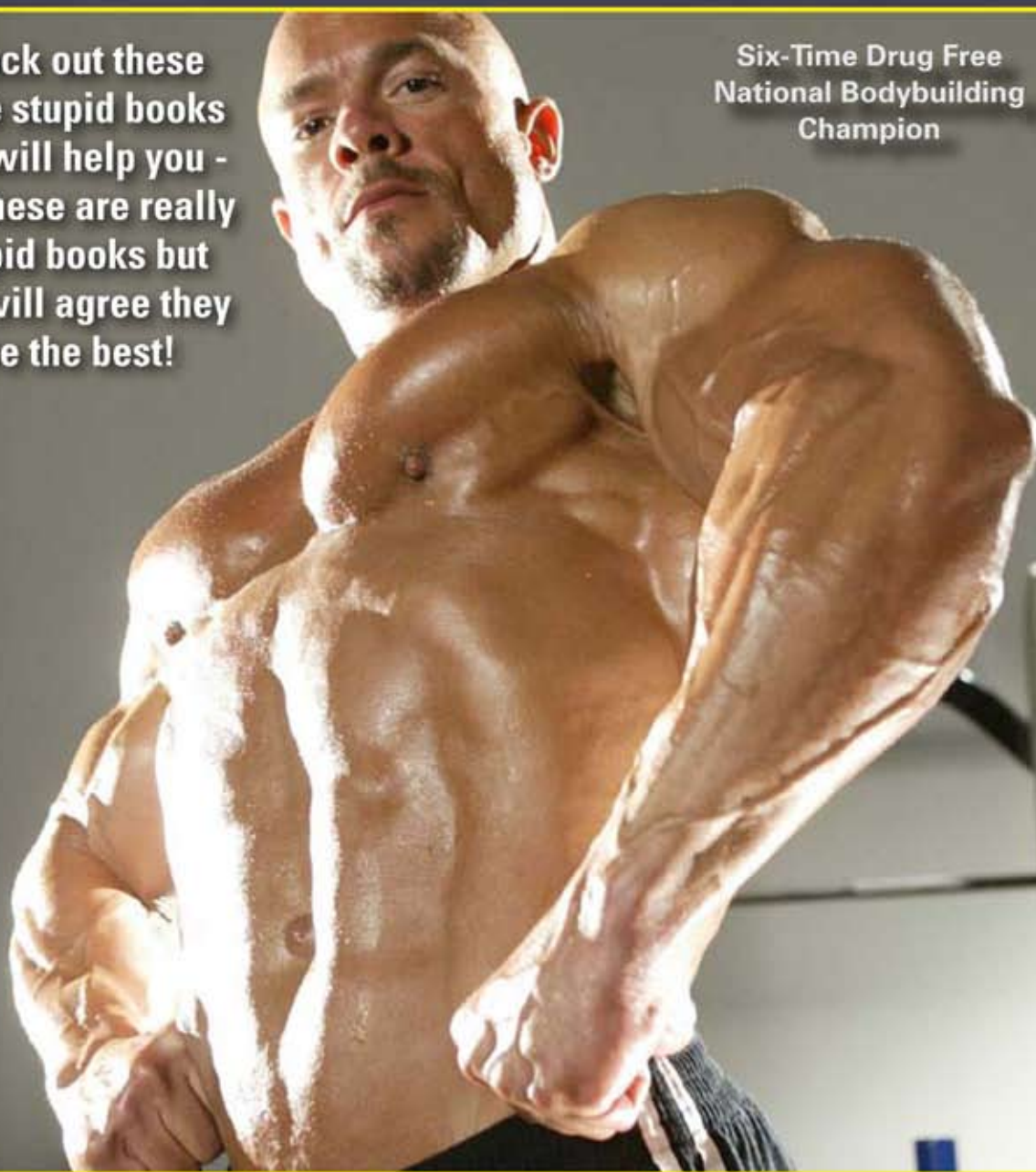


Skip La Cour's
10th "STUPID"
THINGS

**BODYBUILDERS DO TO MESS UP THEIR
WINNING MINDSET**

Check out these
three stupid books
that will help you -
Yes these are really
stupid books but
you will agree they
are the best!

Six-Time Drug Free
National Bodybuilding
Champion



BY SKIP LA COUR

Skip La Cour's

10 "STUPID" THINGS BODYBUILDERS DO TO MESS UP THEIR WINNING MINDSET

BY SKIP LA COUR

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Before beginning any exercise or nutritional program, it is recommended that you consult your physician. Skip La Cour, MvM Nutrition, LLC, Mass Machine Nutrition, and any contributing authors to the Mass Machine Training Program will not assume any liability, expressed or implied resulting from the application or misapplication of any of the information presented in this eBook.

There are common mental obstacles that challenge even the most determined people training in the gym. You must break through these negative thinking patterns to maximize your genetic potential and enjoy the bodybuilding process along the way.

Your mind is your most valuable training tool. Your mind can accomplish some amazing things—but only if you ask it to do so. When you use your mind properly, what you can achieve with your physique is absolutely astonishing.

Just like in my last article in which I outlined 10 stupid ways bodybuilders mess up their eating habits, this article will outline 10 common mistakes that negatively impact your mindset and ultimately your training results. Learn to avoid these pitfalls and gain control over your mindset. Overcome these challenges and start immediately packing-on more muscle and dumping more body fat. Follow these solutions and begin taking your physique to the next level now.

10 "STUPID" THINGS BODYBUILDERS DO TO MESS UP THEIR WINNING MINDSET

Some bodybuilders sure do make some stupid mistakes when it comes to the way they think!

Okay. I admit that "stupid" might be a little too harsh of a word to describe some of the most common mental challenges many bodybuilders face—but I use this expressive word to get your attention.

Oftentimes, the mistakes we make when it comes to the way we think are simply the result of coming to conclusions too quickly on our own or the negative opinions that we've adopted from others.



In order to create a profound impact and help you get the results you really want, I'll use the word stupid to describe these mental stumbling blocks. Hopefully, I'll make enough of an impression upon you and motivate you to make the necessary changes.

Don't just scan the following pages and hope that you're not doing anything I consider stupid. Read this article carefully and discover these simple and easy-to-follow mental strategies that will launch your physical development into a new level of growth.

1

They Don't Fully Appreciate Their Strengths and Are Easily Discouraged By Their Weaknesses

Too many times, people who are working hard in the gym focus primarily on their challenges—and not on their advantages. They actually obsess about any weaknesses they may have and make their journey toward developing their physiques more challenging than it has to be. Instead of identifying what's great about their particular circumstances, they choose to emphasize the factors that are especially difficult for them.

"I can't build muscle as easily as others because of my genetically skinny frame" or "I can't get as lean as other people because I have a very slow metabolism" are perspectives frustrated trainers choose to adopt.

Strive to be the very best version of you possible—regardless of your genetic limitations. We all have weaknesses. We have what we have. And for what weaknesses we do have, we can create a plan-of-attack to systematically overcome them.

Our job is to make the most out of what we've been given. If we are not careful, we can let our perceived genetic limitations get in the way of our progress—and the level in which we enjoy our bodybuilding and training efforts. We must learn to consistently focus on the gifts we do have—and not the ones we don't have.

The same individuals who complain about their challenges could just as easily say, "I'm so fortunate to have the ability to lose body fat quickly and easily. When I discover the strategies to pack on more muscle—watch out!" or "Unlike a lot of other people, I can gain muscle size efficiently. I may have to diet longer and more strictly than others—but I can sure pack on the muscle mass!"

2

They Expect Too Much Progress Far Too Soon

What are you great at in your life right now outside of bodybuilding and training? Are you exceptional at your job? Have you mastered a musical instrument? Do you have a brilliant sense of humor? What are you great at doing outside of bodybuilding and training? Think about that question for a moment.

Now, let me ask you another question: Did you become great in just a few weeks or a few months? You more than likely didn't. You probably experienced a normal learning curve that included just as many defeats as it did victories. Your journey to greatness had many ups and downs along the way that you successfully endured. You didn't become great overnight, did you?

What are some of the mental skills you displayed along the way toward greatness in this area of your life? You were persistent. You were consistent in your efforts. You were patient with your progress. You were determined and flexible, right?

The journey toward developing an outstanding physique will pose the very same challenges. Succeeding in your efforts will require the same mental skills.

You should always expect the best from your efforts—but don't get discouraged if you don't get the results you want as soon as you want. Just because you don't have them now doesn't mean that you won't experience them later with more time and effort.

Persistence is the most common trait among those who appear to be successful. In reality, they are oftentimes just the people who have kept trying long after average people have given up.

Persistence is the ability to believe, no matter how many times you've tried

and failed in the past. The very next strategy that you implement could be the one that takes you to the next level. Who knows? Things that seem dreadful today could turn around with a simple change in your perspective or with a big break. You'll never know, however, if you don't keep trying.

3

They Are Only Willing To Do What They Are Willing To Do To Succeed

Some bodybuilders are only willing to do so much to succeed. Without even knowing what success feels like yet, they make the assumption that they're already doing enough to get the job done.

Believing that "this strategy is overkill" or "that training style doesn't make sense" without enough experience to make those kind of evaluations will limit your progress. Coming to the conclusion that "that much focus isn't necessary" or "that kind of detail isn't necessary" before even trying the strategy demonstrates that you are only willing to do so much to succeed.

Just because you think you are currently doing enough or are convinced you are on the right track doesn't mean you really are. Just because you feel you are giving 100 percent doesn't mean that's enough to get the job done. Just because you think you are a hard worker doesn't mean you are working hard enough to be successful.

What makes you so certain that you already know what it takes to succeed? To be brutally honest, how would you know exactly what that requires? You've never achieved what you want with your physique yet.

Many bodybuilders make a lot of incorrect assumptions about what's the best way to train or the best way to eat—without enough experience to support those beliefs. Those beliefs become ingrained convictions that stall their progress and lead toward frustration.

You must open your mind to new and different strategies if you want to

produce better results than what you are currently getting. Look for mentors to help you reach that new level of enlightenment. Success leaves clues. If you do what you've always done in the past, you'll produce the same results.

What are the benefits you will enjoy by opening up your mind to new bodybuilding information? You can gain a sense of understanding, confidence, and certainty which will provide the mental edge needed to reach your full genetic potential. You can progress more smoothly and efficiently. You could make significant improvements in your physique much sooner. You could generate unstoppable momentum that can produce results that rival those of someone with much more bodybuilding experience. All in all, you could make the entire bodybuilding experience more enjoyable and fulfilling.

Sometimes when you are going for your bodybuilding goals, "right" can feel "wrong" to you. Remember that.

4 They Spend Too Much Energy Thinking About How Steroids and Other Drugs Could Make Building Their Bodies Easier

Many bodybuilders want to believe that anyone who has a great physique must be taking steroids or illegal drugs. This is oftentimes a gigantic distraction for them! It's almost as if they want to believe this is true.

Why? Choosing to believe that everyone with an awesome build takes drugs makes them feel better about their own shortcomings. It gives them an excuse. It takes the pressure off them to find the strategies or do the work necessary to do a better job of building their own physiques without drugs.

Seek and you shall find. If you want to focus on all the people who have an easier time than you because they are taking drugs to assist them—you will find them. At the same time, if you look for people who have successfully built their great bodies without drugs—you will find them too. Trust me; those positive examples are out there.

Most people who train in the gym do not want to do “whatever it takes” to have an outstanding physique if that means using steroids or other drugs. If that’s you, great! But don’t stop there. Ask more out of yourself than to “not use drugs.” Demand yourself to create an awesome physique on your own terms.

Don’t waste your time talking or thinking about how much easier of a time people who use drugs to assist them with their development have than you do. Drugs or no drugs, you can look much better than you do right now if you applied yourself and did the things you already know you should do, right? Better training, better eating, more consistency, and more time doing all those things properly will make you better. You need to focus on doing those things.

5

They Are Influenced by Negative People in the Gym

“Most people’s lives are a direct reflection of the standards of the people around them. Who you spend time with is who you become,” preaches Anthony Robbins.

If you surround yourself with people who train at a higher level of intensity and efficiency, you will become more intense and efficient. If you hang around people who are optimistic that their training endeavors will eventually pay off if they are intelligent and patient enough, you will become more optimistic, more intelligent, and more patient too. If your training partners believe it is truly possible to build a respectable physique without the use of drugs, the chances are very good you will adopt that same belief.

Conversely, if you are in the company of people who expect very little from themselves and their training, you will be more apt to be satisfied with the level of training you are currently experiencing. If the guys in the gym feel that anyone with a good physique “has to be” on drugs, you won’t always be able to suppress that belief when you hit a plateau in your development.

Look for opportunities at the gym to train beside and converse with those who have earned good physiques, demonstrate admirable work ethics, and exude positive attitudes. You will discover it is easier to model and duplicate their success when in their presence often enough. Successful people can help pace you as you move toward achieving excellence yourself. You can adopt their winning strategies and powerful mindset.

Associate with people who are like-minded and appreciate your training objectives. They should be motivated to succeed in life and understand the goals that you are striving towards. Heck! If you're lucky enough to be invited into their groups, train with those people who are even more driven than you are to help ignite your desire.



They Don't Concentrate While They Are in the Gym

Many bodybuilders don't understand how important it is to concentrate in the gym. They visit with other people in the gym between sets and often postpone doing their next set because of lingering conversations. Yet these people training in the gym in this manner believe these conversations have absolutely no negative effects on their training performance.

If you had an important presentation at work or a test in school, how well would you do if you stopped and talked about another subject every five minutes? Do you really think you'd deliver that presentation just as well stopping and starting as you would with uninterrupted concentration? Do you really think you'd do just as well on your test talking about other things as you would if you just put your head down and focused until you were finished? Of course you wouldn't do as well with all of the interruptions.

One hour is all you need to invest into your workouts. One hour of concentration a session is all you need to ask from yourself. One hour workouts for at the most five days a week is all you need to get you closer

to your bodybuilding goals. Focus during that one hour. Make your training sessions a productive "Hour of Power."

Don't use the time between sets to let your mind wander or engage in conversations that will distract you. Use the time to refocus yourself on your training so you can lift the most weight with the best execution possible on your next set. Conversations with friends in the gym that can easily wait until after your workout will become few and far between.

You are in control of the quality of your training sessions. Seize the opportunity to create your own destiny. Great workouts don't just happen by chance. They are achieved through careful planning and the commitment to follow through on those ambitious plans.

One workout at a time; One week of training at a time; and one month of high-quality workouts at a time will lead to more success in your bodybuilding and training efforts.

7

Their Intensity Plummets Because Their Workouts Are Too Long

Many bodybuilders mistakenly believe that working out longer and doing more exercises and sets makes them better than the average person. They misguidedly see themselves as some type of training warrior who is going above and beyond the call of duty in order to achieve their ambitious goals. They incorrectly see themselves as working much harder than the average person because they are willing to put more time in the gym.

More isn't better—not when it comes to bodybuilding and training. Don't fool yourself and confuse time spent in the gym or volume of work with progress. This is one of the toughest things for many people training in the gym to understand.

You'll move from exercise to exercise smoothly and efficiently when you

establish a time frame that you are committed to work within. It will be easier to focus on the matter-at-hand when you only have so much time to do so. Make a game out of meeting the time goal that you've established. This is just one more simple way to set the stage for a more productive training session.

Your weight training sessions should last no longer than one hour. And you know what? I'm being extremely liberal with that amount of time. I really believe you can be extremely effective in far less time. But, because I know it's such a challenge for most of us to shorten our workouts and still feel confident that we are doing enough to meet our bodybuilding goals, I'll make the cutoff point one hour.

Regardless of how you try to rationalize it, longer training sessions are NOT more productive. You must force yourself to become just as effective in a shorter period of time by becoming more efficient.

To borrow a phrase I learned from former Mr. Olympia Lee Haney, you want to "stimulate" the muscles when you are in the gym and not "annihilate" them. Stimulating the muscles can be done quite effectively in one hour or less. It's a fact that the more time you spend in the gym, the more your concentration and focus will wane. The more your mental focus and concentration diminish the less effective you will become physically.

Let me explain why doing four sets of every exercise is not an efficient way to train. Let's just say you plan on doing four sets of a particular exercise. During each set of that exercise, your goal is to get at least eight repetitions.

On the first set, you get eight reps—exactly as you had planned. While performing the second set, you will usually get all eight reps again. During the third set, you tend to squeak out all eight reps as well. Getting all of those



reps during the third set may have been a bit more challenging than the first two sets. But, despite the difficulty, you were mentally tough and managed to meet your rep range goal. If you do happen to get any more than eight reps during any of those first three sets, you more than likely won't get many more than one or two in addition to the eight.

This is how I would describe my training performance in the past. No matter what exercise I was doing or which body part I was training, it always seemed to work out that way. Hasn't this been true in your case as well?

But isn't it strange that, when you know you only have one set remaining of a particular exercise, your mindset changes? You can mysteriously muster up incredible strength and produce three, four, or even five more reps for an amazing total of 13! All of a sudden, you *really* became a training warrior. You've instantly transformed into a determined, machine-like madman who would make Dorian Yates (my role model for training intensity) envious!

If you think about it, don't you believe your performance should have turned out just the opposite? Let me explain what I mean:

If you were really giving your all like you thought you were during the first three sets, there shouldn't be nearly as much energy and power left to meet—much less exceed—that goal of eight reps during the last set. There simply shouldn't be that much physical strength left inside of you by that time.

If you were truly training with the utmost intensity you probably should have gotten about 12 repetitions



during the first set; somewhere around 10 reps during the second one; eight or nine during the third one; and maybe only about six during the fourth one.

I urge you to eliminate less-than-intense sets—and start training like a training warrior would during every set—during the entire workout!

You must ignite a sense of urgency in order to train with the highest level of intensity. Planning to do only one, two, and sometimes three sets creates that sense of urgency you need.

Using fewer sets, aiming for fewer reps during those sets, training only one body part per training session, and training each body part less frequently will make you spend less time in the gym. It will be much easier to keep your focus, concentration, and intensity level high when you are required to do so for shorter periods of time. When you adopt these “less is more” strategies, your workouts should take no longer than 60 minutes.

The cornerstone to any effective training strategy is the amount of intensity that’s put into it. Whatever training routine or philosophy you decide to use, you must train with intensity. Without enough intensity, your training efforts will produce results that are mediocre at best.

Intensity in training can be described as giving 100 percent of your mind, body, and soul to every repetition, every set, every exercise, and every workout. Intensity means pounding the weights so hard that every set throughout your entire workout ends in absolute failure. In other words, you have absolutely nothing left in reserve when the set is completed. Intensity is just as much a mental feat as it is a physical one.

When you train with this type of passion, zeal, and enthusiasm, constant improvement in your physique is inevitable. If you train with intensity, there’s no question that you’ll be more productive in your bodybuilding efforts than those people who do not. The higher your training intensity level becomes, the better you’ll be at initiating the muscle-building process.



They Are Too Consumed with Their Outcome Rather Than the Individual Actions That Will Eventually Produce Those Outcomes

Some people in the gym don't allow themselves to be happy or even satisfied until their ultimate goal is finally achieved. Unless they packed-on all 20 pounds of muscles they've set out to gain or dumped all 10 pounds they planned to lose, they aren't happy. This oftentimes ruins their bodybuilding journeys and makes the entire time getting there a miserable experience. With this disempowering mindset, they more than likely will never get there.

Instead of being results-oriented, you need to become action-oriented. What I mean by that is you need to create a series of action steps that you can do every day to get you closer to the body you ultimately want. Then, you must get yourself to follow through with those action steps on a consistent basis.

Know exactly what you want to gain from your training efforts. Make sure that you create a long term "vision" for exactly what you want to accomplish. Determine what you want to achieve and the timeframe in which you expect to do so. With a clearly defined objective and deadline in mind, you can then determine what specific actions you'll need to execute every day to get you to your ultimate goal.

After following through with your plan on a consistent basis, you'll discover that these tasks will become habits. You won't even need to think about doing them.

You be able to put your head on your pillow at night after executing these daily action steps with a feeling of victory. You can experience that feeling of victory every single day—not only when the big, ultimate goal is finally achieved.

Small improvements—done consistently over a period of time—will produce massive results. That's a belief that's so true. If you adopt this way of thinking, it will empower you through the more challenging times of your bodybuilding journey.

9 They Don't Appreciate the Progress They Are Making

Hitting a plateau, or in other words, having your training progress come to a screeching halt, is probably one of the most feared and frustrating events a person can ever experience. There isn't anyone on this planet who wants to work extremely hard at something—and not show signs of improvement. This is especially true when it comes when adhering to a demanding bodybuilding lifestyle.

Becoming stagnant with your training progress will surely lead to frustration—a feeling that undercuts the level of fulfillment you hope to enjoy from your efforts. The mounting frustration, if not quickly alleviated, will eventually overwhelm you. Becoming overwhelmed is the primary reason many people stop training altogether.

Unfortunately, too many people quit due to the frustration caused by a merely perceived lack of progress. With this disempowering perception, they can only muster a halfhearted effort—at best—as a way of protecting themselves from experiencing the pain. This situation occurs whether or not the person realizes what is happening.

Stop and think about your situation for a moment. Can your progress ever really stop if you are consistently putting forth your best effort? If you are training with any type of regularity and intensity, and supporting that training with sound nutritional practices, you can rest assured you are not really stagnant—regardless of what you may think. Oftentimes, you will be improving even when you don't necessarily feel you are.

One of my favorite illustrations of what I am explaining comes from motivational speaker Zig Ziglar. In his story "Primin' the Pump," Ziglar talks about a man who goes to an old-fashioned well to pump some drinking water. The man pushes the pump's lever over and over again, and is

seemingly making no progress whatsoever.

The man is indeed making progress, however; it just isn't visible to him at the time. Deep in the underground pipes, suction is being created and is slowly siphoning the water to the surface. If he gets discouraged and stops pumping, the water will fall again—and he'll have to start all over.

If he is persistent, the man will eventually see results from his efforts and enjoy a surging flow. At this point, he'll no longer need to pump as hard because now only a little force produces enough water to equal ten times the effort he gave at the beginning.

Sometimes it feels as though you are putting ten times the effort into your training than you seem to be getting in improvements. But, if you are persistent, you will enjoy the benefits of living the bodybuilding lifestyle that could be ten times greater than the effort you invest—just like the man who was primin' the pump. You just never know for sure—so be persistent.

Appreciate what you've already accomplished. Look back for a moment. Haven't you really accomplished a lot more than you may have thought? Aren't you a lot farther along than you were a year ago today? Wouldn't it be great to look back in another year and see the continual progress you have made?

What if you wasted an entire year simply because you lost your motivation and strayed away from your plan? Wouldn't that wasted time feel much worse than if you simply remained committed and worked through the times when your motivation is a bit lower than you would like?

The chances are pretty good that you've worked through times like these before. There probably aren't any good reasons why you won't successfully pull through these downtimes again.

A real tragedy is when a person who is "winning" at their bodybuilding and training efforts mistakenly believes they are losing. A way to prevent this

from happening to you is by finding effective ways to track and monitor your efforts. Taking the time to assess your training and eating habits on a weekly basis can help you maintain the right perspective. More often than not, you'll realize that you are doing much better than you thought you were before reflecting back on your efforts.

10 They Constantly Switch from One Plan to Another

Momentum is a powerful force for you to use when striving for your bodybuilding goals. Most people never have the chance to experience the tremendous benefits created by momentum. Unfortunately, they give up hope, focus, and discipline. They are continually starting and stopping, starting and stopping, and starting and stopping again. Sure, they'll eventually regenerate their enthusiasm and optimistically start again—only to stop when they perceive their challenges as too difficult to overcome. They see themselves as doing a lot of work—without seeing results they mistakenly believe should match their overestimated efforts.

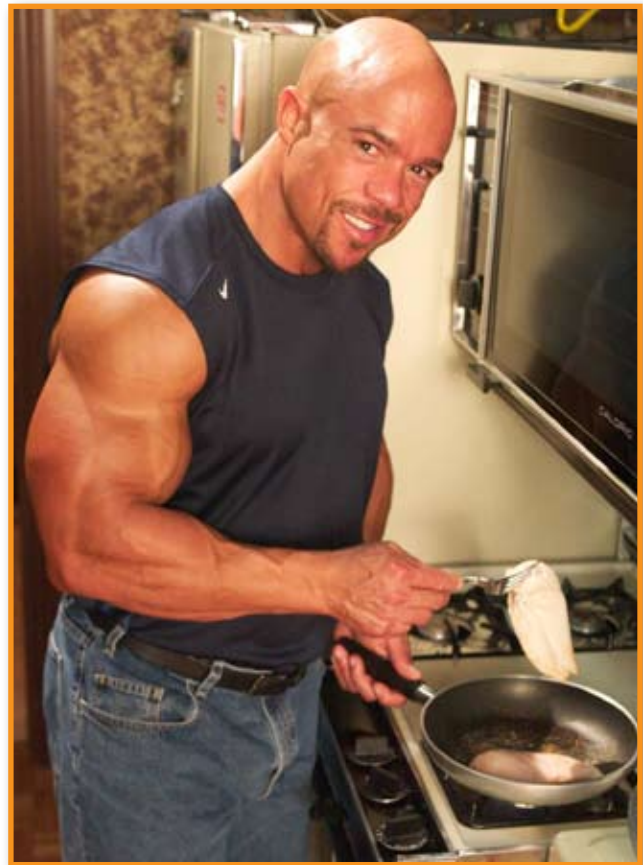
At one time or another, we've all accomplished our short-term bodybuilding goals such as having a good day of training and eating properly. Those victories give us great feelings, don't they? No matter how great that single event or day may be, one training session or one day of outstanding habits alone will not create an outstanding physique.

When you can turn that one great day into a great week, that great week into a great month, and string together a series of great months, you begin to create the powerful force known as momentum.

When you can harness the awesome power of momentum to help you in your bodybuilding efforts, the task of constructing an admirable body will suddenly seem incredibly easier. With the power of momentum working for you, the tasks that once seemed difficult to get yourself to do will become amazingly easy.

Give your training routine the time it needs to produce results. Stick with a workout plan long enough to see results. Oftentimes, results don't come as quickly as we'd like so it's important to be patient. You must give the program a chance to take hold and begin working. Don't make the same mistake many people do and bounce from one program to another without giving any one of them a concerted effort first. Generally, a three-month period is long enough to properly evaluate a program's effectiveness. If you come across a different, but interesting routine before three months have been completed with your current program, do yourself a favor and refrain from using it until later.

Likewise, give your nutritional program enough time to properly determine its effectiveness. The way you eat will have a tremendous effect on your results. Just as you should stick with your training program, you also must follow your nutritional plan for a long enough period of time to see the results it will yield. A couple of months of dedicated adherence should be long enough to assess the eating plan's effectiveness.



In review:

- 1.** Strive to be the very best version of you possible—regardless of your genetic limitations. We have what we have. Our job is to make the most out of what we've been given. Appreciate what you do have and don't get overly concerned with what you don't.
- 2.** You should always expect the best from your efforts—but don't get discouraged if you don't see the results you want as soon as you want. Be patient. Be persistent.
- 3.** You must open your mind to new and different strategies if you want to produce better results than what you are currently getting. If you do what you've always done in the past, you'll produce the same results.
- 4.** If you choose to train without steroids or other drugs, that's awesome. Focus on how you can be the most productive with your efforts while taking that route. Don't waste your time talking or thinking about how much easier of a time people who use drugs to assist them with their development have compared to you. You don't need that distraction.
- 5.** Spend your time talking with those people who have earned good physiques, demonstrate admirable work ethics, and exude positive attitudes. Do everything you can to avoid people with negative attitudes.
- 6.** Focus on your training while you are in the gym to produce the best results. Don't use the time between sets to let your mind wander or engage in conversations that will distract you.
- 7.** Set a time limit for your workout. Your weight training sessions should last no longer than one hour. More isn't better—not when it comes to bodybuilding and training.
- 8.** Create a series of action steps that you can do every day to get you closer to the body you ultimately want. Allow yourself to be happy every

step of your journey rather than waiting until the ultimate goal is finally achieved.

- 9.** Appreciate the progress you are making. Taking the time to assess your training and eating habits on a weekly basis can help you maintain the right perspective.
- 10.** Give your workout and nutritional programs enough time to properly determine their effectiveness. Let the power of momentum work for you. Don't keep switching from one plan to another without giving each one the time and effort they need to produce results.



ABOUT SKIP LA COUR

Skip La Cour has established himself as a leader in the bodybuilding world with his outstanding physique and by teaching his effective training philosophies to others for over 20 years.

In his passionate effort to propel training, nutrition, supplementation, and mental strategies forward, he has written 10 books, produced eight DVDs, five audio seminar courses. He contributes articles to several international bodybuilding and fitness magazines. He has accomplished all of this and more while simultaneously becoming one of the world's best competitive drug-free bodybuilders.



La Cour's over 25 years of being heavily involved in the personal development/motivation business and over 20 years in the bodybuilding and fitness industry have given him the unique ability to create instant change for people who want to improve their body, mind, and spirit effectively, efficiently, and in the shortest period of time.

Competitive Bodybuilding Career

Skip La Cour has been training for more than 20 years and has been competing in bodybuilding contests for over 15 years. During that time span, La Cour has competed in 29 bodybuilding show around the world. At 5' 11", La Cour's competition weight ranges from 205 to 220 well-conditioned pounds.

Skip La Cour has won the NPC (National Physique Committee) Team Universe Overall titles twice (in 1998 and 2002). He was the very first man to win two overall titles. He has won the heavyweight class five different times (1995,



1998, 2000, 2002, and 2003). Those five victories are the most class wins in the history of the NPC Team Universe contest. He is also the only man who has competed in all of the first 10 of the NPC's top drug-tested annual amateur event.

Skip La Cour is also the first man to win the overall titles at both the NPC Team Universe and the Musclemania Natural Bodybuilding Championships—the two most competitive and most recognized drug-tested shows in the United States.

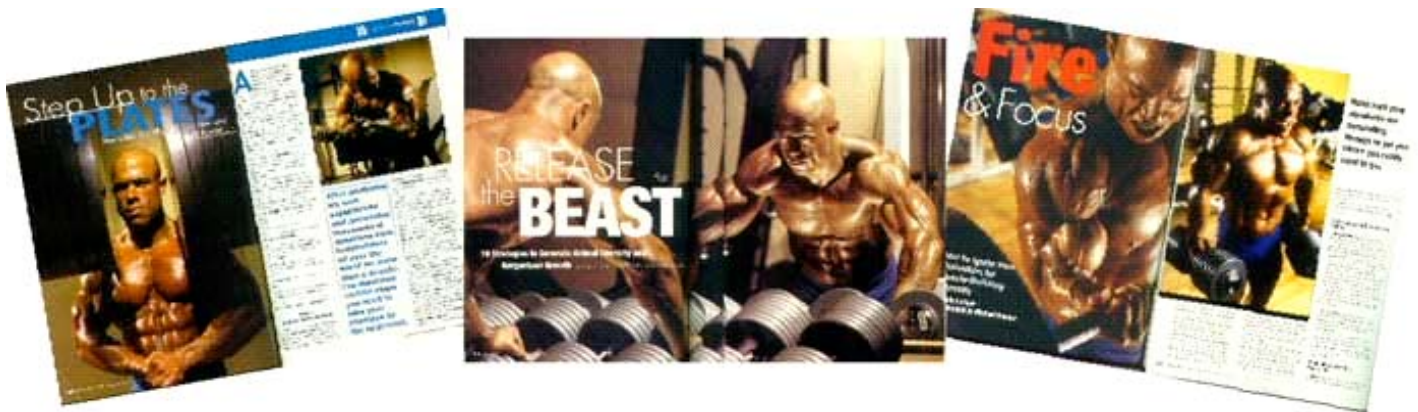
The Academy of Bodybuilding, Fitness and Sports Awards named La Cour "Natural Bodybuilder of the Year" in 1998 for his outstanding efforts.

Drug-free for life, La Cour first appeared on the national scene in 1994, when he won the Musclemania Natural Bodybuilding Championships, which aired on ESPN television. Two years earlier in 1992, he became the first man in the history of the AAU to win the Mr. California and Mr. Natural California in the same year.

Featured Magazine Writer

Skip La Cour is an accomplished bodybuilding writer. He has written hundreds of articles that have been published in bodybuilding and fitness magazines around the globe and translated into many different languages.

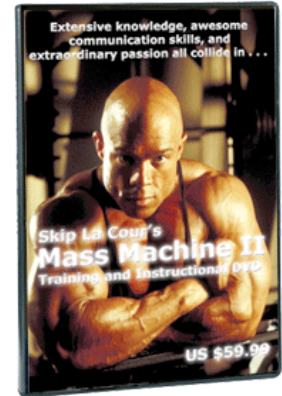
La Cour is a contributing writer for Iron Man Magazine. He is also a regular contributor to Natural Muscle, a monthly bodybuilding and fitness magazine.



La Cour's eBooks, DVDs, and Audio Seminar Courses

Skip La Cour's information products have successfully guided bodybuilders at every level in over 53 countries around the world for over 15 years.

His eBooks include: Thinking Big, Thinking Big: The Next Level Workbook, Thinking Big II: Aspiring to a Higher Level of Bodybuilding Achievement!, Skip La Cour's Daily Training Journal, Skip La Cour's Daily Training Journal 2000, Packing-On Muscle, Bodybuilding Nutrition, Extra Effort , and POWER!; his special report How I Packed-On 16 Pounds of Drug-Free Muscle in Just One Year!



La Cour's DVDs include: Skip La Cour's Mass Machine Hardcore, Skip La Cour's Mass Machine Heavy, and Intense!, Mass Machine II Training and Instructional, Dare To Dream!, Success is a Planned Event: A Day in the Life of Skip La Cour, Skip La Cour's Live! Bodybuilding and Training Seminar, Packing-On Muscle, and Warrior.

His audio seminar courses include: Bodybuilding & Training MASTERY: Step-By-Step – “The Mindset and Actions of a Champion”; Skip La Cour's ULTIMATE Bodybuilding Contest Preparation; The Business of Bodybuilding and Fitness: How to Earn Cash From Your Passion!; MANformation's Alpha Male Leadership Skills – “The Mindset and Actions of the Most Powerful Alpha Male Leaders”; and MANformation's Alpha Male Leadership Skills – MANformation II: “Get Your Swagger Back!

Skip La Cour's Mass Machine Nutrition

Skip La Cour Skip La Cour owns and operates MvM Nutrition LLC. MvM Nutrition LLC consists of two high-quality, cutting edge sports nutrition product lines:



Mass Machine® Nutrition is engineered for dedicated bodybuilders and advanced fitness enthusiasts striving to build muscle and lose body fat.

MANformation® Nutrition is specifically designed for men who are striving to improve their overall level of health and fitness, look and feel great, and do so in the context of a well-balanced life.

MANformation® - ALPHA LEADERSHIP STRATEGIES

Skip La Cour is the creator of the MANformation® personal development program for men. MANformation teaches men of all ages the qualities,



characteristics, and actions of the most powerful, charismatic, and influential Alpha males in the world. MANformation outlines Alpha Leadership strategies that transform you into the MAN you really want to be.

When you become more aware of these Alpha male characteristics; appreciate how they can affect the quality of your life; learn how to adopt them into your own personality; and practice these skills, you'll have more options in life. "Options" are all the things in life you REALLY want—and they are far more than all of those things in life that you merely settle for. Money, power, and sex are examples of the options in life many that men want, want more of, or a better quality what they already have.

Skip La Cour's Web Site:
www.SkipLaCour.com

Skip La Cour's Mass Machine Nutrition:
www.MassMachineNutrition.com

MANformation Alpha Leadership Strategies:
www.MANformation.com

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