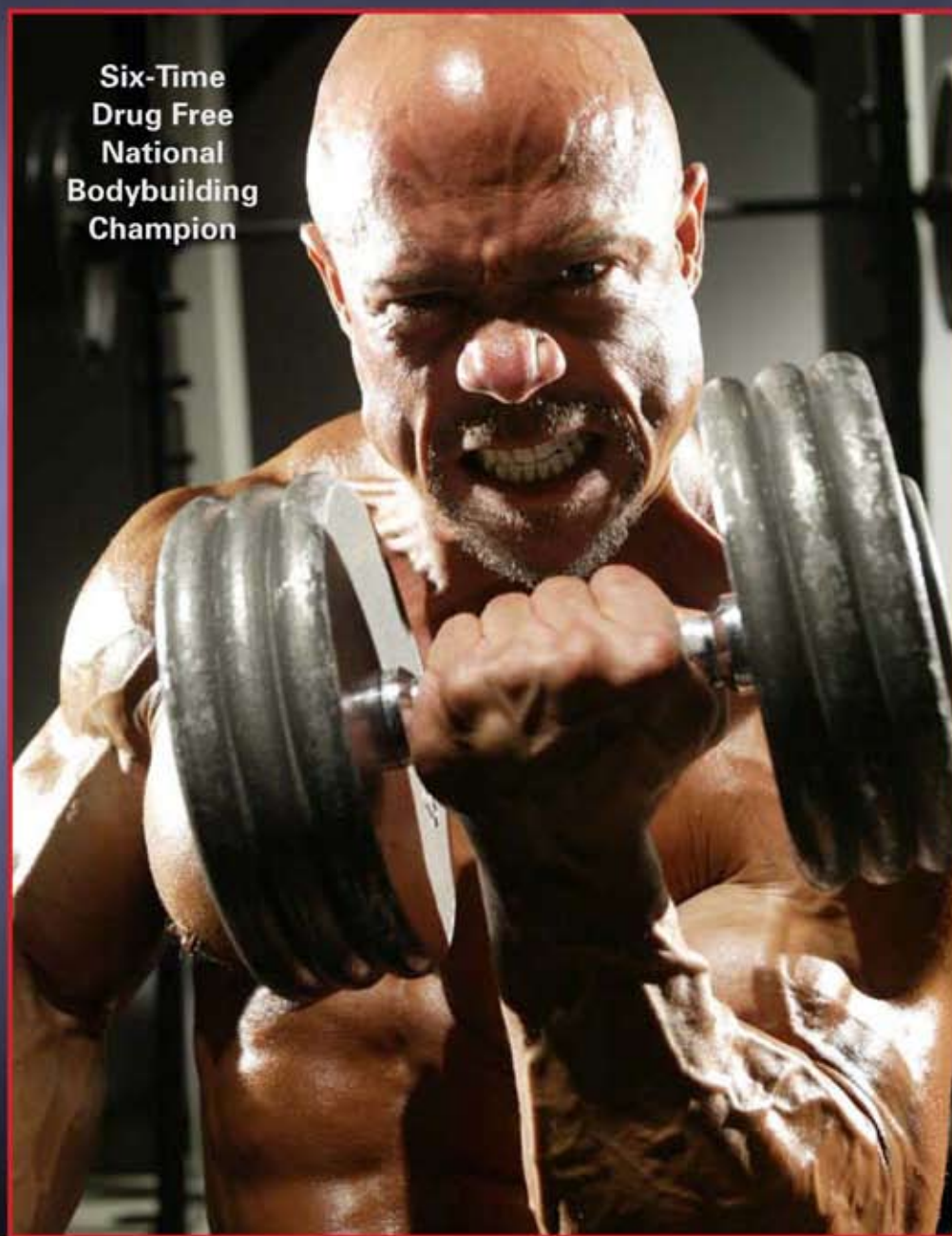


Skip La Cour's
10 **'STUPID'**
THINGS
BODYBUILDERS DO TO MESS UP THEIR
TRAINING HABITS

Six-Time
Drug Free
National
Bodybuilding
Champion



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



BY SKIP LA COUR

Skip La Cour's **10 "STUPID" THINGS** **BODYBUILDERS DO TO MESS UP THEIR** **TRAINING HABITS**

There are common mistakes that slow down the progress of even the most determined people training in the gym. You must break through these stumbling blocks to maximize your genetic potential and enjoy the bodybuilding process along the way.

This article will outline 10 common mistakes that will negatively affect your training and ultimately minimize your results. Avoid these pitfalls and have more productive workouts. Overcome these challenges and start immediately packing-on muscle more effectively and efficiently. Follow these solutions and begin taking your physique to the next level now.

BY SKIP LA COUR

Six-Time Drug-Free National Bodybuilding Champion
Success & Leadership Coach
Owner of Skip La Cour's Mass Machine ® Nutrition

www.simplebodybuildingnutrition.com

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10 "STUPID" THINGS BODYBUILDERS DO TO MESS UP THEIR TRAINING HABITS

Some bodybuilders sure do make some stupid mistakes when it comes to their eating habits!

Well, maybe "stupid" might be a little too extreme of a word to describe some of the most common training mistakes many bodybuilders make in the gym. But I use the word stupid to only get your attention—not to be insulting.

I certainly understand how these mistakes can be made because I, myself, have made them along my own bodybuilding journey. Oftentimes, we make these training errors simply because we haven't stepped back and put a lot of thought into what we are doing. We haven't yet evolved to that point of enlightenment. Sometimes, these mistakes are the result of coming to the



wrong conclusions too quickly. We mistakenly believe that the strategies that we've stumbled upon early in our training odyssey are the best routes to take. We close our minds to new and better strategies. Other times, we learned these ineffective strategies from other people—who may have had the best intentions—but steered us down a path that wasn't effective.

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 training mistakes. Hopefully, I'll make enough of an impression upon you and motivate you to make the necessary changes to your training approach.

Don't just skim through the following pages and hope that you aren't doing anything that I consider stupid. Read this article carefully. Use these simple and easy-to-follow training strategies that I'm certain will launch your physical development into a new level of growth.

1 They confuse activity in the gym with intensity.

Some bodybuilders show up to the gym on a consistent basis—but aren't demanding enough out of themselves while they are there. It's like they are merely "punching a time clock" when they are in the gym. I do appreciate their commitment and consistency but, to get the muscle gains they are after, they'll have to add more quality to what they do during their workouts.

There is a huge difference between activity and intensity. Activity is merely showing up. That's a good start—but it's not going to get these bodybuilders the results they are truly after.

Intensity when training can be described as giving 100 percent of your mind, body, and soul to every repetition, every set, every exercise, and every workout. 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 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.

Intensity can also be defined as consistently striving for a higher level of excellence with every exercise, set, and rep you perform—regardless of what you've achieved in the past. You constantly strive to raise your standards for what you expect of yourself during every session. Intensity is never being satisfied with your current level of performance or development because, deep inside your soul, you know that you're capable of at least one more repetition, five more pounds, or a slight improvement in your form or execution.

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.

2 They confuse training volume with training effectiveness

Many bodybuilders mistakenly believe that the more time and effort they put into their training during each workout, the better results they will experience. They pride themselves on pushing themselves through grueling, marathon workouts that are loaded with lots of exercises and sets. These determined individuals work each body part as many as three times a week with the hopes that this kind of superhuman effort will produce the massive results in a shorter period of time.

Most people who are committed to their training programs have the tendency to train too much. Their enthusiasm and desire to build their physiques makes them want to train as often as they possibly can.

Wrong. Wrong. Wrong.

Unfortunately, that is not how the muscle-building process works. This is somewhat of a difficult concept to grasp because it's not how most things work in life. Most of the time, the amount of effort you put into a particular endeavor directly correlates to your results. In other words, the more time and effort you invest, the better the results you'll get. However, this is not true when it comes to packing-on muscle and developing your physique.

There's an expression that says that one man's set is equal to another man's workout. Don't confuse training volume with training effectiveness. They are not the same. You may need to cut down the time you spend in the gym and reduce your training volume to experience the muscle gains you're after. You can do this by becoming more efficient in the gym.

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. 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. 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.

Planning to do only two or three sets with only three or four exercises per body part creates that sense of urgency you need. Many lifters give themselves four and five sets of a particular exercise to get the job done.



If you give yourself four or five chances to do anything, undoubtedly there will be less importance, less of a demand, or less of a sense of urgency to give as much effort as you really can during the first couple of sets. It's only human nature for us to think that way under those conditions. In order for us to perform at our highest level of performance, we must change those less-than-ideal mental conditions.

Anything less than 100 percent effort during a set is a wasted set. I can't tell you exactly how many sets you should use to train each of your body parts effectively—and neither can anyone else. It all depends on that ever-evolving, ever-changing, constantly re-defining level of intensity. However, you should just remember that more isn't better. Better is better.

3 They underestimate the importance of heavy training when striving to build more muscle.

Many bodybuilders don't believe it's important to lift heavy weight in order to build muscle. Regardless of what the "everything-in-moderation" preachers try to tell you, believe me when I tell you that big weight will lead to big muscles.

Now, I realize that the word "heavy" means different things to different people. By heavy, I'm talking about continually challenging yourself to lift more weight than your body is already acclimated to lifting week in and week out—whatever that amount of weight may be. I know some bodybuilders who have lifted the same amount of weight for literally years—and wonder why they've hit training plateaus.

I firmly believe heavy, overload training is what you need to effectively build high-quality, dense muscle mass in the shortest period of time. I like to refer to the human body as a "sensitive adapting machine." When you lift heavy weights, you call upon your body's adaptive abilities to make the necessary adjustments. Your body simply must adapt in order to handle the burden of heavy weight. In other words, you literally force your muscles to grow. If your

body wants to survive the trauma you've created through resistance training, it has no other choice.

This explanation describes what is known as muscle hypertrophy. The muscles of the human body grow larger and stronger in an effort to properly adjust to the demanding conditions of its environment.

Heavy training is the most efficient way to build muscle. How do I define the word "efficient" when it comes to building muscle? Efficient muscle-building is getting the maximum results in the shortest period of time while putting forth the least amount of effort.

Why is heavy training so efficient? Physically, you reach absolute failure much sooner during each set. Absolute failure, or working every set until you are so fatigued you can't do any more, should be your goal for every set of every exercise. Additionally, heavy training is more mentally efficient because if you reach absolute failure sooner rather than later. You are required to concentrate and focus for a shorter period of time. The shorter the period of time you need to concentrate and focus, the better your chances of exerting 100 percent of your abilities during a particular set and throughout your entire workout.

4 They overestimate the need for "perfect" form.

Many bodybuilders have deemed the quality of their form while doing an exercise to be the most important aspect of training. Some people training in the gym use the rationale that lifting heavy weight causes you to train less effectively. "I always use really strict form!" they state proudly. "Lifting heavy weight is not beneficial at all if you don't use really strict form."

Many bodybuilders are confused with what constitutes effective training habits. They feel as though they are forced to make the decision between executing properly and lifting heavy weight. You don't need to go one way or the other.

To complicate matters further, those who strive for better execution confuse doing so with using strict form. They feel that, because they use strict form, they are properly executing the exercises. Strict form and proper execution are not the same things.

I would describe execution as squarely hitting the targeted muscle group during every repetition. Contrary to what many people in the gym believe, extremely strict form is not always an effective and efficient route to take when training. A person can use strict form and not be executing the exercise properly. In fact, overly strict form oftentimes inhibits your progress. You can compromise your level of exercise effectiveness when you put too high of a priority on strict form. I've come across a lot of guys in the gym who are frustrated with their lack of development—but will boast about how great they think their form is.

I'm certainly not saying you should train with careless, out-of-control form. Even worse, I'm not suggesting that you risk hurting yourself in order to lift heavy weight. Using form that is too sloppy won't work the intended



muscle sufficiently. If you get hurt while trying to lift too much weight you'll set yourself back both in time and momentum. Doing that is unquestionably worse than lifting lighter weights.

There is a happy medium, however. That happy medium is performing each set at what I describe as a good value and proper execution. Lifting heavy enough weight to build significant muscle mass—while still using form that's good enough to directly stimulate the intended muscle group.

Overloading the intended muscle group with heavy weight is one of the most important keys to effectively stimulating maximum muscle growth. Despite what many people believe, you don't necessarily need to use strict form in order to stimulate the muscle. But, if you want to build the most muscle in the shortest period of time, you do need to use the heaviest amount of weight that you can lift at the same time that you are stimulating the muscle group.

You have to find the right balance between heavy, challenging, muscle-taxing weight and using exercise execution and technique that's good enough to hit the targeted muscle group. This may take some time and practice—but you won't find that right balance until you make it your goal to do so.

5 They waste time and energy doing too many warm up sets during their workouts.

You'll see some bodybuilders make the mistake of doing a couple of warm up sets before every exercise they do during their workouts. When you consider that some of these chronic overtrainers perform up to eight exercises each workout, That means they'll do up to 16 warm up sets alone! When you add the three or four heavy, working sets they'll do for those eight exercises, they'll painstakingly grind out as many as 48 sets in a single training session!

Be sure that you don't waste a lot of time, strength, or repetitions during warm up sets. Always try to remember that warm up sets are only designed to prepare your body and mind to lift a heavy, overloading amount of weight during your intense, working sets.

When warming up, all you want to do is loosen up your muscles sufficiently enough to prevent injury. Your goal should always be to save the vast majority of your strength for your heavy, working sets.

It's the heavy, working sets—not the warm up sets—that are going to stimulate the muscle-building process. The fewest number of sets, least

amount of weight, and the fewer number of reps you perform while warming up, the more efficient your workout will be.

One other important point: Do not use warm up weight after the first exercise of a particular body part. In other words, if you are training your chest and plan to do three exercises (for example: bench press, incline dumbbell presses, and weighted dips in that order), you should only do warm up sets before your heavy, working sets of bench press. After your first exercise, your chest muscles should already be loosened and your mind should already be prepared to train heavily. For the following two exercises, incline dumbbell presses and weighted dips, you should go immediately to the heaviest amount of weight possible and work each set until absolute failure.

6 They don't let the body parts they've trained fully recover and recuperate before training that body part again.

Some bodybuilders mistakenly believe that if they get more workouts in every week for a each body part, they'll get better results that much faster. Although I certainly admire this kind of ambition, it's not going to propel them forward like they think. In fact, this approach will set them back. Exhibiting less effort will actually produce a better outcome than all of that work.

Rest and recuperation from each workout is probably the most important, yet most-often neglected component for effectively building muscle. Rest and recuperation means allowing your muscles to fully recover after each and every intense workout. Only when your muscles have fully recuperated can they be blasted again with weights. That is, of course, if you expect to build muscle in the most effective manner. You certainly can train a body part before it has fully recovered—but that's not going to produce the best results. You are really just wasting a lot of time and effort. You must wait until the muscle heals from the trauma you've caused.

Besides experiencing better muscle recovery, your training will get better. When you train each body part less frequently, you will have more strength

during each body part workout. If you successfully overload the muscles with heavier weight, you will stimulate more growth over time.

Remember that more is not necessarily better. Let the muscle groups fully recover before you blast them again. Train each body part no more than two times a week—and even two times will be a stretch if you train naturally and with true intensity.

7

They don't come to the gym with a definitive workout plan.

Can you believe that some bodybuilders show up to the gym without a well-defined game plan? They put too much faith in their instincts to guide them through their training sessions. This is a big, stupid mistake.

There's a saying that goes "When you fail to plan—you plan to fail." You should never take even one step into the gym without knowing exactly what you are going to do during that day's workout. Resist the temptation to be guided by your feelings or emotions on a particular training day. As you may already realize, your feelings about anything can change every 10 minutes. Come into the gym with a plan-of-attack and be ready to execute that plan the best you can once it's established.

Set simple training goals before every workout. Creating a short list of "training disciplines" can be extremely helpful in your pursuit of big muscle gains. This list can include a few simple tasks that you'll focus on during your workouts even when you're not as motivated as you'd like to be.

Simply getting to the gym on time, completing every one of the exercises and sets that you planned to do when you stepped into the gym, making sure you really focus on the targeted muscle group during every repetition, and completing your training session in an hour are just a few examples of what you can include on your list of simple training goals. You don't need to be extremely detailed right off the bat, but create some structure to your

workout so you'll know that you are progressing. As you track your goals, you will increase your level of focus and successfully take your efforts to the next level.

Be ready for every single set you perform in the gym. Know what you want to achieve before your hands even touch "metal." You should always know the minimum number of repetitions you want to do before your hands even touch a barbell, dumbbell, or training machine apparatus. You should also know the minimum number of calories you want to burn and the minimum distance you want to travel before your feet touch the bike pedals or machine floor mat when doing cardiovascular training. Never let your body dictate what you can do when you can use your powerful mind to bolster its performance. Unless, of course, your body wants to do a little better than the specific goals you've set.

Consider taking this training strategy even a little further. Invest a little time to think about your next workout before you leave the gym. There's no need to get really involved in this particular step but do take the time to think about your next workout. You'll set your mental "wheels in motion" with a simple preview of what's to come during your next training session. Trust me. You'll be astonished with how effectively your subconscious brain will prepare you for your next productive workout over the next day or so—with very little effort on your part. You'll discover that this tip is a great investment of the last 30 to 60 seconds you spend in the gym.

8

They don't document their progress in the gym.

Many bodybuilders make blind "guesses" at how productive they should be during each workout. They don't use their already established patterns to set standards and strive to take them up a few notches.

Documenting your training performance during every workout is an effective strategy that will produce significant results over time. Your mind is your most valuable training tool by far. Documenting what you do helps you harness

the tremendous power of your mind. Assessing what you do in the gym helps you set and achieve higher goals. Seeing what you've done before you begin each set forces you to strive for more.

You must always strive for improvement in the gym. Progressive, incremental improvements that are accomplished over time will make your bodybuilding and training efforts a more productive and enjoyable experience in the long run.

Writing down what you've done in the gym isn't just an exercise in recordkeeping. You want to take a look at you past performance before you begin each set. That way, you'll know exactly what you need to do make incremental improvements. From week to week, you won't have to guess how much weight you lifted and how many repetitions you were able to perform during a certain exercise. You'll be able to start each new workout at a higher level.

Evaluate the overall performance of each workout immediately afterwards too. Every workout can set the stage to make your next one even better. While it's still fresh in your mind, take one or two minutes to assess your training performance. You want to reinforce what you've done well so you'll repeat those things you've singled out—and curtail what didn't go well before you've established bad habits. We all have different ideas of what makes a workout good, bad, or somewhere in between. Well? How did you do? Whatever you have identified is most important to you when training, evaluate how close you actually came to accomplishing your objectives. Make a point to make this assessment before you take even one step outside of the gym.

9

They don't take scheduled breaks off from weight training.

Some bodybuilders want to train for months on end without taking an extended weeklong break from lifting weights. Again, I certainly appreciate

their enthusiasm to train. Training intensity, which is the cornerstone to productivity in the gym, inevitably drops when you go on marathon runs without a break—even if you don't realize it..

You absolutely must schedule enough time out of the gym so your body can fully recover. You will need to take a week off from training every eight to ten weeks. Your muscles grow when they are recuperating out of the gym. This time out of the gym and off of training will allow your body to rest and recuperate adequately. When you return to the gym after these breaks, you'll be fortified with renewed physical intensity and mental energy.

You must understand that the seemingly step backwards you experience when you return after taking a week off will go away soon enough. I understand how that uncoordinated feeling breaks your momentum. You don't perform as well the first week back in the gym. You aren't always as strong. You must fight through this discomfort. You'll be back up to speed during your second week back—and your body will respond better to training in the weeks ahead. Trust me. Enjoy your weeklong break. If you've trained hard, effectively and efficiently, you deserve the break.

10 They skip the body parts they don't like to train. Or, when they do force themselves train those body parts they don't like, they aren't enthusiastic or focused.

Some bodybuilders complain about stubborn body part that won't respond to training no matter what they do. They assume they are genetically disadvantaged when it comes to these particular body parts. Do you ever notice that these also happen to be the very same body parts they hate to train?

Of course, they are certain that their training strategies and mindset when training these body parts are never the problem.

Whatever you believe to be true for you in your life oftentimes becomes

your reality. With such a disempowering mindset, the chances that you'll experience results better than you expect are very slim. You don't get what you want in life. You get what you expect.

When you aren't enthusiastic about training a certain body part, you have a tendency to miss the targeted muscle group during each set. You won't train the muscle group heavy enough. You'll find yourself just going through the motions. Your exercise execution will be poor. You'll be more likely to give up and call this a "lagging" body part or one that is genetically inferior. And, when you are forced to miss a day of training, which workout do you think will be missed first?

If you expect to get the muscle gains and overall physique development that you desire from your efforts in the gym, you must show some discipline. Discipline is defined in the dictionary as control gained by enforcing obedience or order. Discipline means orderly or prescribed conduct or pattern of behavior. Discipline means self-control. In other words, you are going to have to do what you don't necessarily like sometimes for the greater good in the end.

If you are truly committed to developing those stubborn body parts, you are going to have to start thinking differently about the challenges ahead of you. Your mind will always lead your body. Buck up and act as if those body parts that you don't like to train are the ones you love to train more than any other.



In review:

- 1.** You must train with intensity. Don't confuse activity for intensity when you are in the gym. There is a huge difference between the two. Activity is merely showing up.

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.

- 2.** Don't confuse training volume with training effectiveness. Stimulating the muscles can be done quite effectively in one hour or less. Planning to do only two or three sets with only three or four exercises per body part creates that sense of urgency you need. More isn't better. Better is better.

- 3.** Heavy training is the most *efficient* way to build muscle. Efficient muscle-building is getting the maximum results in the shortest period of time while putting forth the least amount of effort. By heavy training, I'm talking about continually challenging yourself to lift more weight than your body is already acclimated to lifting week in and week out—whatever that amount of weight may be.

- 4.** Strive for a happy medium between training lighter with strict form and very heavy with sloppy form. Lifting heavy enough weight to build significant muscle mass—while still using form that's good enough to directly stimulate the intended muscle group.

- 5.** Be sure that you don't waste a lot of time, strength, or repetitions during warm up sets. Always try to remember that warm up sets are only designed to prepare your body and mind to lift a heavy, overloading amount of weight during your intense, working sets. The heavy sets stimulate muscle growth—not the warm ups.

- 6.** Let the muscle groups fully recover before you blast them again. Train

each body part no more than two times a week—and two times will be a stretch if you train naturally and with true intensity. Remember that more is not necessarily better.

- 7.** Set simple training goals before every workout. Creating a short list of “training disciplines” can be extremely helpful in your pursuit of big muscle gains. Be ready for every single set you perform in the gym. Know what you want to achieve before your hands even touch “metal.” You should always know the minimum number of repetitions you want to do before your hands even touch a barbell, dumbbell, or training machine apparatus. Invest a little time to think about your next workout before you leave the gym.
- 8.** Documenting your training performance during every workout is an effective strategy that will produce significant results over time. Seeing what you’ve done during your last training session before you begin each set forces you to strive for more this time around.
- 9.** You must schedule enough time out of the gym so your body can fully recover. You will need to take a week off from training every eight to ten weeks. Your muscles grow when they are recuperating out of the gym. This time out of the gym and off of training will allow your body to rest and recuperate adequately.
- 10.** Be disciplined when training the body parts that you don’t like to train. Your mind will always lead your body. Buck up and act as if those body parts that you don’t like to train are the ones you love to train more than any other.

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.

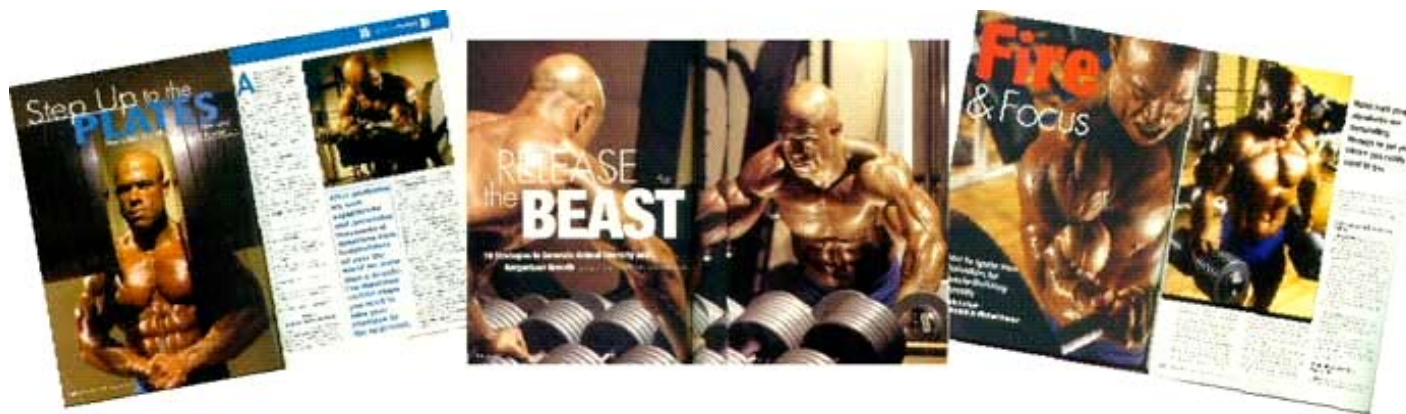
The Academy of Bodybuilding, Fitness and Sports Awards named La Cour "Natural Bodybuilder of the Year" in 1998 for his outstanding efforts.

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.

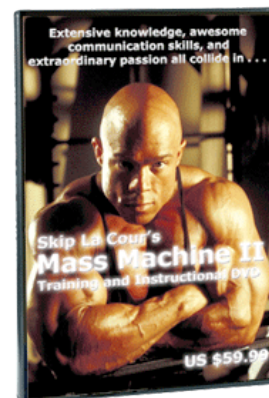
La Cour is a contributing writer for Iron Man Magazine. He is also a regular contributor to Natural Muscle, a monthly bodybuilding and fitness magazine.



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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