



SHAWN LEBRUN FITNESS

The "*Tell It Like It Is*" Fitness Newsletter!

The LeBrun Fitness Report

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From Shawn LeBrun,
Portland, ME
Monday Morning,

Dear Friend And Subscriber,

Want the 2 keys to success in any area of your life?

Here's one: Information. After all, it makes the world go 'round.

It's true. Information has cured diseases and its helped people land on the moon.
It's allowed doctors to treat people and made Bill Gates the richest man in the world.

And I can honestly say that the information you get from this newsletter will change your body AND your life. Seriously.

How can I say that? Well, I see it all the time. I get emails, each and every day, from clients of mine, all around the world. Each with an amazing transformation story, accompanied by a change in attitude, luck, and/or belief.

I'm a big believer that once you change your "outside" for the better, you also change your "inside". Specifically, your thinking. You suddenly feel better about yourself. More confident, happier. All from losing some fat or gaining some muscle. Amazing, huh?

But here's the thing.

2 things will make all the difference between seeing results and not seeing results when exercising. **Only** 2 things and here they are:

1. The knowledge of WHAT TO DO.

2. Taking action and *doing* it.

Read those again. Simple yet powerful. They're the keys to the universe, my friend.

Let's start with...

1. Knowledge.

Knowledge is not power. It's only potential power. Information is useless unless it's ACTED upon. Taking movement, using it.

You probably see it all the time. There are people in your gym, right now, that have been exercising for years. And they probably haven't changed a bit.

Why?

They've been misled or misinformed about what really works. Sure, they're doing something. Taking action. But still not seeing the results they want.

And that's where I come in. To give you the truth, the reality, about what it really takes to change your body.

But you still have to use it.

2. Action

Again, unless you use the knowledge you've gained, it's pretty much useless.

When I'm hiring somebody for my business, I really don't care too much about book smarts. I want "street smarts", someone that's been taking action and doing things in life.

You can read all the fitness programs in the world, but none of them will do a thing for you if you don't use them.

That's as simple as changing your body AND your life gets.

Knowing exactly what to do. And then doing it.

Please, don't let the power in that sentence fool you.

You can do this in any area of your life. There are books and courses on anything you want to learn. Investing. Building a house. Rebuilding engines. And getting in peak physical shape.

And once you've learned what to do, then you just go out and do it.

Let me give you a personal example.

I used to be a police officer. I'm not sure if any of you know police officers personally, but they have a very tough time leading "normal lives". I mean the schedules they have make it tough to maintain a normal lifestyle.

So, I wanted more "normalcy" in my life. Like being able to see my fiancée when I wanted. Taking time off whenever I wanted. And also the chance to make a little more money.

And I always enjoyed fitness and felt I would help people better their lives through it.

So, even while working as a police officer, I would read as many fitness books as I could. I started to put the information into practice.

At the time, I was about 240 pounds. Not the ideal picture of health, mind you. But once I started using what I read, I dropped about 40 pounds of fat and gained around 20 pounds of muscle, in about 2 months time.

Now I wanted to share my success with others, so I studied how to become a personal trainer and soon after, got certified and took a job in a local gym.

But even though I worked at a gym and had gotten into tremendous shape, I still wasn't making much money as a trainer.

So, I started reading and studying marketing, putting into practice what I read. And it wasn't long after that I was the top trainer in the club, attracting 90% more clients than anyone else.

But I still felt I could do more.

Once again, I hit the books. I started thinking of ways I could reach more people, broaden my scope. So I turned to the internet.

I started reading books on setting up websites and promoting your site to others.

Soon after putting into practice what I had learned, I had one of the top-visited fitness sites on the web.

I was featured in “Secrets To Their Success” magazine, which does interviews with people making \$60,000 or more with their online businesses.

You can actually see me here on this highly popular internet marketing site:

<http://www.marketingtips.com/tipsltr.html>

I'm about halfway down.

So, in less than 2 years time, I went from being an unhappy police officer to enjoying the freedom and lifestyle that I had once only dreamed about.

I started investing in stocks, entered a bodybuilding contest, and started living the life I really wanted. Again, all of this was done in less than 2 years.

The reason I'm telling you this?

It all started with information. Knowing what I wanted and then studying and learning how to do it. But it also took action, each and every day. It don't matter what you know, it's what you know and do that counts.

So please, don't just read the information you're going to get from this newsletter. Use it. Each and every day. Soon, you'll gather so much momentum; nothing will stop you from achieving your goals.

Whatever you want in life, you can have it if you're willing to work at it and take action to get it!

--Shawn

Weight Training 101

I'm going to simplify muscle building for you.

More weight= more overload = more muscle.

Gaining muscle is not a difficult thing to do, as long as you do 2 things right.

Lift heavier weights over time.

Eat supportively to grow muscle

Let's tackle each of those here.

The key to muscle growth is overload. Not just lifting a weight, but a weight that gets heavier, over time.

One week, lift 20 pounds. Next week, try 22 pounds. Next week, 25 pounds. Progressively heavier weight, over time, stresses and forces the muscle to respond to that additional stress by getting bigger.

Providing you eat enough calories to be used to grow the muscle.

Lift heavy. Eat enough quality calories.
That's muscle growth, in it's entirety.

To show you an example, here are some of the lifts I was doing

In January of 2001.

Flat bench press--285 pounds
Incline bench press 215 pounds
Squats 385 pounds
Alternate dumbbell curls--50 pounds each arm
Straight bar bicep curls--100 pounds
Seated dumbbell shoulder presses--50 pound dumbbells
1 arm dumbbell rows--60 pounds

About 12 weeks after, my lifts were:

Flat bench press--365 pounds
Incline bench press 265 pounds
Squats 525 pounds
Alternate dumbbell curls--80 pounds each arm
Straight bar bicep curls--145 pounds
Seated dumbbell shoulder presses--90 pound dumbbells
1 arm dumbbell rows--120 pounds

And guess what happened as a result? Yes, I gained about 20 pounds of muscle in this time period, because I forced my body to do it.

It was this increase in overload that made my muscles respond and get bigger. I also ate enough protein and calories to give the raw materials needed.

The whole point of this is to show you how muscle gains are going to occur.

By lifting more weight, over time.

Nothing else will stimulate muscle growth. So if you've been lifting the same weights for the past year or more, chances are, you haven't gained very much muscle.

So, to change this, start trying to increase all of your lifts, the next time you step in the gym. If you continued to lift the same old weight over time and time again, your body has no need to create new muscle growth and strength.

It can already handle what it's doing with what you have.

*****Side note*****

Always keep a written journal or log for your workouts. If you're at all serious about building muscle and increasing strength--this is a must.

It's the only way you can keep track of your lifts and know when its time to go up in weight. Just use a small pocket notebook and write all your lifts and weights used in it.

Please do this--it's that important.

Let's say you didn't use a notebook and decided to go by memory. If you had a great bench day and ended up going up 5 pounds in weight...

But you fail to write it down and think, "I'll remember that I went up."

Now, a week goes by and you've totally forgotten the weight you used last bench day, so bench time comes around again and you're scratching your head, wondering what it is you last did for weight.

Chances are you're going to put on your old weight, not the new weight (that you added 5 pounds to). When that happens, you're going backwards, losing the progress you made.

Believe me, forgetting your weights happen.

You have 30 or so exercises to keep track of, it's easy to forget one or two of your weights.

And if you forget a weight and do the same weight again when you should have went up, you just wasted your time and energy. You just did something you were already capable of doing and have missed the chance to increase the overload you were using (and in turn, the muscle and strength that would have come with the new overload).

Please use a journal for your workouts.

Cardio 101

There are primarily 2 ways to burn fat: Cardio and reducing calories. The best long-term approach to losing fat is doing a little bit of both.

If you do too much cardio, you run the risk of overtraining, since too much of any physical exercise can leave you zapped of energy.

But cutting your calories too much can also lead to breaking down of muscle tissue for fuel. It also causes your body to store more fat as a defense mechanism.

It's true, when you drastically diet down, your body starts to conserve energy and hold onto stored fat, in case it needs fuel in the future.

It's like when your bank account approaches zero, you begin to conserve and hold onto your money so that you do not spend it all.

By eating less often, you slow down your body's metabolism as well.

Once the body's metabolism is slowed down, the process in which it breaks down and utilizes the food is slowed down.

So, extremely decreasing calories is not a realistic approach.

Do a little bit of both: cardio and reducing calories.

But the thing is, most people do cardio wrong. They're not nearly as intense as they need to do. You need to "outdo" yourself every time you do cardio

Strive to keep getting better. Try to increase the intensity each week.

One way to do that is to try and beat your previous "best time".

For example, if you ran 2 miles in 20 minutes during Wednesday's session, try and run it in 18 minutes on Friday.

Just keep getting better.

When you do this, you do not have to spend a lot of time doing cardio. In fact, like I mentioned above, more cardio can be counterproductive.

How much cardio is sufficient for fat burning?

It differs with each individual, but some form of intense, brief cardio three to four times a week at 25-30 minutes a session appears to be sufficient.

The thing about cardio is that it's not just effective at burning calories at the time you are doing it.

Intense cardio also increases your body's metabolic rate so that you burn more calories throughout the day, even while you're not exercising.

Cardio keeps your metabolism running more efficiently and sets it up to burn more calories well after completing your cardio session.

Keep cardio brief but intense.

The main problem that I see with people's cardio or aerobic routine is that most times, they do it for far too long and not at enough intensity.

By the way, when I speak of cardio or aerobics in this section, I am using them interchangeably. I mean the same with the two terms.

The best, most productive cardio session should last between 20-30 minutes, TOPS. If you can go longer than this, it means that you're probably not working hard enough at it. Remember quality over quantity. That is a mantra to live by when exercising. It's not so much what you do that counts, it's how well you do it.

Again, the main reason for keeping cardio brief is so that you can perform it better and at a more intense pace. It makes sense that it should be easier to maintain a "working hard" pace if you're only doing it for 20 minutes versus an hour. Take running, for example. If you knew you only had to run for 20 minutes, wouldn't you be more willing to work harder for those 20 minutes. If you had to run for an hour, you would go nice and slow to try and pace yourself.

Whatever form of cardio you do, work very hard at it for the 15 to 20 minutes.

The best forms of cardio to perform are jogging/running, Stairmaster/Stair stepper, bicycling/spinning, Elliptical machine, Treadmill walking at an incline, or any other form in which you move your body more often.

I personally like the recumbent bike, since I don't have to worry about balance. I can just concentrate on working hard.

If age or injury limits your mobility, then walk at an incline on a Treadmill or go outside and walk the block for an hour. Just moving your body more will force it to burn more calories for energy.

It can be done, but it's tough to lose a lot of weight and keep it off without some form of high intensity movement.

Recent studies have shown that as little as 15 to 20 minutes of cardio 3 to 4 times a week is sufficient at losing body fat and keeping the fat off for good.

However, the cardio you perform should be at a very intense level, meaning for the duration of the 15 minutes you are working very hard with no pausing to rest.

It is this ultra intense exercise that is so effective at burning calories, which in turn leads to burning body fat.

What is important to realize is that intense cardio has an effect on your resting metabolic rate after your cardio session, or the time in which you are resting and not exerting yourself.

High intensity cardio in brief sessions has a greater impact on raising your resting metabolic rate than does low intensity, longer duration cardio.

Brief, high intensity cardio sessions not only expends calories while performing it, but it also conditions your body to burn more calories after the session, while you are at rest.

If you do cardio in the morning, your resting metabolic rate will be elevated throughout the day due to this intense cardio and you will burn more calories through the rest of the day as a result.

Perform 3 to 4 sessions a week of intense cardio/aerobics, with each session lasting approximately 20 minutes.

Try to perform at your peak during each session and the next time you do cardio, try to beat your time or distance for the previous session.

Soon you will notice a drastic decrease in body fat levels.

Which gives credence to the saying, it's not what you do that counts, it's how you do it!

Nutrition 101

I get a lot of guys reading my newsletter and one common question I get from them is...
“Shawn, I like to have a beer or two when I come home from work. Will that kill my results in the gym?”

My answer? **Yes and no.**

Here's what I mean...

The reality is, alcohol is a simple sugar, in fact, the simplest sugar there is. While most sugars have to travel to the intestinal tract to be absorbed, alcohol can be absorbed through the wall of the stomach, which is why you can have a few drinks and feel it pretty quickly.

While most sugars yield 4 calories per gram, alcohol yields 7, and they're basically worthless calories. They're easily converted into triglycerides and stored as fat. The sugar also affects insulin balance, so you can't release stored fat.

The end result over time is a beer belly.

Worst of all, since about 90-120 minutes after consuming a fair amount of alcohol, blood sugar drops, and your body sends neurotransmitters trying to drive you to the foods that will restore blood sugar quickly.

That's why you end up at McDonald's at midnight, craving some pretty crappy food!

So, you really want to limit alcohol consumption.

Look, you can't get fat in a day, especially if you're spending six days of the week working out and boosting your metabolism. Your body will learn to burn throughle.

Now, there are some steps you can take that will hinder alcohols negative effects on your physique. First, if you are planning on having a few drinks, a complete meal, consisting of a good amount of protein and some complex carbs (like a chicken breast and a potato) one hour before will allow you to get to those quality nutrients before those empty calories hit the bloodstream.

Since protein has a "thermic", it will lessen the metabolic slowdown you'll bring about by drinking on an empty stomach. It will help put your body in a state where it's more likely to burn some of those alcohol calories as energy.

It's also best to eat something sugar-free along with alcohol to slow the rush of alcohol sugars into the bloodstream. Some Doritos or some chicken wings might help slow the sugar rush (if consumed along with alcohol and of course not in excess).

Finally, the "post drinking" meal should be preceded by lots of water, even if you're not thirsty.

This will minimize the dehydration that makes hangovers far worse, and should include foods free from sugar and low in fat. I know when you sit down in the diner the little voice is begging you to get a chili cheeseburger, fries, and a chocolate shake, but I assure you, if you can discipline yourself to go for an egg white omelet with some whole grain toast or a grilled chicken breast and potato, after the meal the cravings will be gone.

Blood sugar will begin to stabilize.

Here are some interesting facts on alcohol:

** It takes about 48-hours for the body to clear one ounce of alcohol. If you're not training over the weekend then this should not matter.

** It appears that even moderate drinking decreases the rate of protein synthesis in muscle by 20%. Alcohol consumption also interferes with the structure of creating specific proteins within the cell.

** Alcohol blocks the action of the powerful anabolic hormone IGF-1.

** A comprehensive research study of over 490 000 people does in fact show that an alcoholic beverage a day prolongs life span by 20%!

** *New England Journal of Medicine (1999)* research showed that 4 drinks a day *triples, at least*, a person's risk of dying from cancers, cirrhosis and alcoholism.

** The health benefits of alcohol (taking a daily drink) are more pronounced in the over 60 age group. For teenagers there are no benefits, only risks.

** It's only as you get older and your risk of heart disease and stroke increases, that the benefits of drinking become prominent. This appears most true in women. The data indicated that women under 30 that drink regularly have a 30 % more chance of developing breast cancer than nondrinkers.

** Very moderate drinking has been shown to enhance health. That's health, not physical performance. In fact, moderate alcohol consumption has been shown to lower cholesterol, reduce cancer risk, decrease cardiovascular disease, and increase bone density.

** A common mistake many guys make when trying to shape up and lose fat is to eliminate all alcohol and replace it with another beverage that is probably more fattening! A lot of people fail to realize that a standard glass of OJ or can of soda has more calories than a regular glass of beer or wine.

Check out the chart below:

Calorie Content of Various Drinks

<u>Drink Type</u>	<u>Calories</u>
Light beer 285ml(10oz)	70
Regular beer 285ml	105
Table wine 125ml(4oz) glass	85
Fortified wine 125ml(4oz) glass	80
Spirits 1 shot 30ml(1oz) with no mixer	60
Orange juice 250ml glass	90
Cola and other sodas (sugared) 370ml	200

Alcohol in moderation has only been shown to enhance health and people that abstain totally from alcohol do not live as long as those who enjoy an occasional drink.

Dr Gary Egger, a world renowned expert on fat loss, suggests it is often not the alcohol per se that contributes to fat and weight increase, but the foods consumed along with it.

One great routine (which will keep you young and lean) involves eating six small meals a day: protein when you rise, a vegetable shake three hours later, a lunch of salad and fish or meat, a protein and berry shake in the late afternoon, a dinner much like lunch but including rice or potatoes (no breads or pasta), and then more protein, if you feel the need, as a snack at night. This will control your insulin levels. (Insulin is the major aging hormone. It is what makes you tired and cranky. It causes you to overeat.)

Therefore if you enjoy the odd beer or glass of wine, do so; just monitor what you eat with it. I believe as long as your nutritional approach is excellent, *a few drinks* once in a while won't negatively impact on your overall results.

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