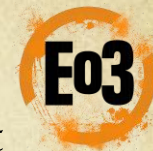




21 Days to Reinvent
Your(FIT)Self!!

Hey guys!



When I started *End of Three Fitness* I didn't know where it was going or what it would turn into. The opportunities that have come about, the people I have met and the things I have done were not planned in the slightest.

So first, I want to say **thank you!** Thanks to all who read on a regular basis and those who sign up for email subscription. I know some of you just want the free stuff, but most of you stick around, so thank you!

I have been thinking a lot lately about how to better serve you (my readers). I try to put together fun, entertaining and useful posts, but something I haven't focused on is laying a good foundation. It seems a little backwards, **but now I want to help some of you lay a good foundation.** Some of you already have a great foundation and some of you need some help, either way I have put something rather simple together to help you.

In the next 21 days you will learn and do a lot, but this is just the beginning. **Look at it as the Eo3 jumpstart.** Over the next three weeks you will be asked to perform some **fairly simple tasks** each day for 21 days. The format for each of the seven days in each week will be Read something, Watch something, Do Something, Understand something, Start something, Question Something and Test something.

Now you know what you're up against – Let's get started!

-Jerred



21 Days to Reinvent
Your(FIT)Self!!

Week 1

Day 1: Read Something

Today, we have a light read with an article entitled *What I learned about fitness from an Elephant*. The article is meant to inspire you to be a more well-rounded in fitness and in life, and is a common theme behind Eo3.

That's it for today! Easy day!



Day 2: Watch Something

Today, we watch something...I know what you are thinking...this guy has me reading and watching movies...what about fitness!? I strongly believe everyone must crawl before they can walk and **learning the truth/root of things is the true key to success.** We are laying a foundation to make you a **fitness beast!**

Watch the documentary: [Bigger, Stronger, Faster](#)

I actually found the entire documentary on YouTube (below), but there are other places to check it out [here](#).

[Click to watch on YouTube](#)

Storyline from IMDb:

In America, we define ourselves in the superlative: we are the biggest, strongest, fastest country in the world. Is it any wonder that so many of our heroes are on performance enhancing drugs? Director Christopher Bell explores America's win-at-all-cost culture by examining how his two brothers became members of the steroid-subculture in an effort to realize their American dream.

Day 3: Do Something

Today, you do a **backyard workout!** This workout can be done anywhere!

7 rounds of the following:

- 7x burpees
- 7x sit-ups
- 7x jumping jacks

To explain, you will do 7 burpees, 7 sit-ups, 7 jumping jacks and repeat that cycle as fast as you can seven times.

**If you think it is too hard...Work at your own pace and rest as you need it, I know you can do this.*

**If you think it is too easy...I bet you can't beat some of the elite times I have seen for this workout.*



Day 4: Understand Something

To fully understand *End of Three Fitness* you will have to have a general understanding of functional fitness.

Today, read and understand these two quick references:

- WebMD article from almost 10 years ago! [READ](#)
- Benefits of functional fitness from Wikipedia. [READ](#)

This could technically be on the “READ SOMETHING” day, but it really is more than just reading it. **I want you to understand functional fitness and why so many people are abandoning bicep curls for power cleans.** Functional fitness training is going to get you through life and help you everyday now until you are old and gray. Bicep curls are going to make your sleeves feel tighter and make you feel better about yourself, but no one really cares. Believe me, if you know me, you know I have been there, and let me tell you...it's not worth it!

Day 5: Start Something



Today, I want you to start a journal. It can be in a notebook, a word document, a blog or even on stickies. You can also journal in the **community forums**. I want you to journal your thoughts and opinions on this 21 day quest, if you choose to do all 21 days, or just start to journal about fitness. This isn't something you have to do forever, but to change you have to know what you are changing.

Go write right now!

Day 6: Question Something

When I say question I really just want you to reflect on the topic and journal about it. Figure out the why. Today, I want you to question isolation machines.

Hopefully you read the functional fitness article above from WebMD and you understand a little bit more about functional fitness. **So why do people use isolation machines?** Is that how our muscles were designed to work? Is **extreme hypertrophy** really your goal? Are commercial gyms packed with 100's of isolation machines really 'cutting edge' fitness?

FYI – The contraption pictured above costs 3x more than everything in my **Garage Gym!!!**



Day 7: Test Something

At End of Three Fitness we have a set of 10 benchmarks that we regularly test to find out where we have been, where we are, and where we are looking to go. You will read all about them and the justification behind them on a different day. Today, test your flexibility, coordination and agility.

- **Flexibility** - Can you touch your toes (bonus points for hands flat on ground)? Can you perform [PVC Pass throughs](#)?
- **Coordination** - Can you easily throw, bounce, dribble and juggle a ball? If you haven't done this in a long time, go do it! You CAN lose coordination over time.
- **Agility** - Can you run, jump, skip, sprint and transition easily between all of them? Go give it a try.

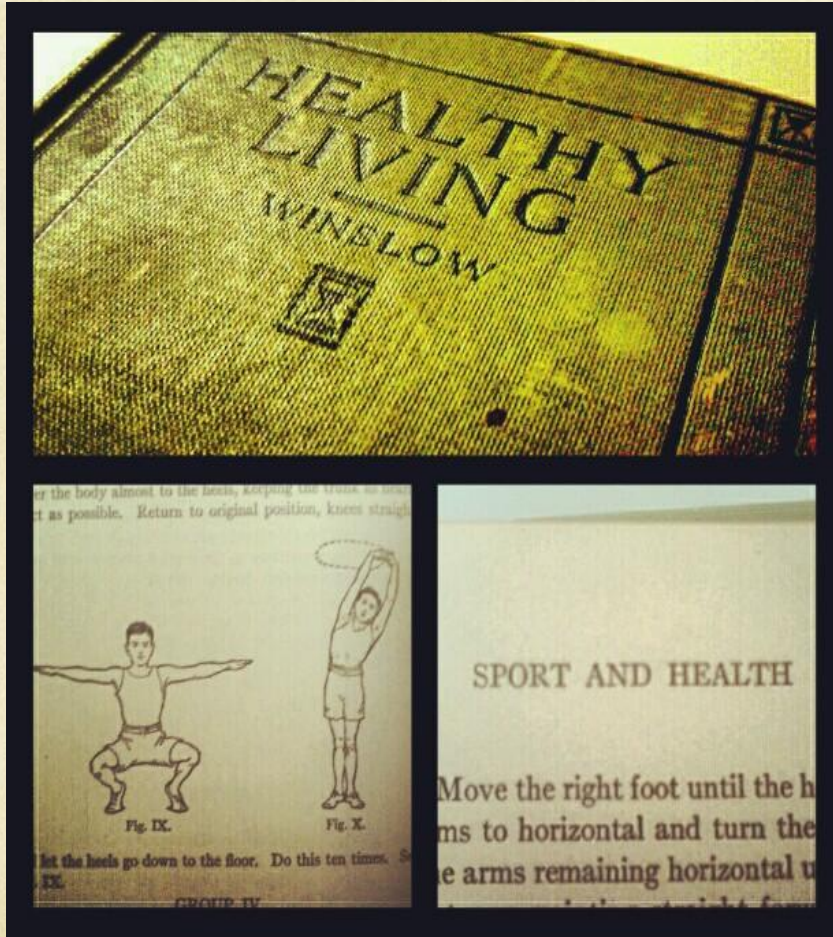
Journal your results and how you feel!

That's it for week one! Get ready for week two, next week!

A scenic photograph of a sunset over a large body of water. The sun is low on the horizon, creating a bright, shimmering reflection on the water's surface. In the middle ground, a dark, silhouetted island with trees is visible. The sky is filled with soft, orange and yellow clouds. The overall mood is peaceful and inspiring.

21 Days to Reinvent Your(FIT) Self: Week 3

Day 8: Read about fitness culture



A quick glance at the health culture in America:

- Close to 70% of adult Americans are overweight or obese.
- Visceral obesity (*intra-abdominal fat*) stands at 53% and is climbing!
- At any given time, 55% of the population is on a weight-loss diet...and most of them fail.

Ummm.....what happened??? Have things always been this way?

Today, I want you to read "[The 1920's Knew Fitness, We Just Forgot](#)". This is a rather recent article at Eo3, and will show you it wasn't until the last couple of decade's society started to take a terrible turn for the worse. Don't worry...that is why the **End of Three Fitness Revolution** is in place.

Day 9: Watch Food Inc.

Today, we watch a popular documentary! If you haven't seen it, you must watch it! If you have seen it, watch it again! Just keep in mind, you watch the documentary and **form your own opinions**. I am not saying you have to take everything to heart, but hopefully you learn a few things you didn't know before and it helps you step in a new direction.

Watch the documentary: [Food, Inc.](#)

Storyline from IMDb:

The current method of raw food production is largely a response to the growth of the fast food industry since the 1950s. The production of food overall has more drastically changed since that time than the several thousand years prior. Controlled primarily by a handful of multinational corporations, the global food production business – with an emphasis on the business – has as its unwritten goals production of large quantities of food at low direct inputs (most often subsidized) resulting in enormous profits, which in turn results in greater control of the global supply of food sources within these few companies. Health and safety (of the food itself, of the animals produced themselves, of the workers on the assembly lines, and of the consumers actually eating the food) are often overlooked by the companies, and are often overlooked by government in an effort to provide cheap food regardless of these negative consequences...

Unfortunately there is no free version that I could find on YouTube like last week. Here are some places you could try it out: [Amazon](#) (you can actually rent on Amazon) and [Netflix](#).

Day 10: Do a Playground Workout

Today, we will do a **playground workout**. This workout's effectiveness is based solely on intensity. Last week we did a workout everyone could do no matter where you were or your current fitness level. This week I have broken it down to three different levels; and these levels are how things will always be broken down at Eo3. You can watch on [YouTube](#)

RECRUIT – 5 Rounds: 10 reps, swing set rows 20 reps, bench step ups

ESTABLISHED – 6 Rounds: 5 reps, strict chest to bar pull-ups or pull-ups, 20 reps, bench jumps

COMPETITOR – 7 rounds: 3 reps, bar muscle-ups, 20 reps, jump over bench

Notes:

**Recruit = Just getting into, or back into fitness*

**Established = Pretty good shape, familiar with most movements and form. Good strength base.*

**Competitor = Very athletic. Form near perfect. Very solid strength and conditioning base.*

**Don't hurt yourself!!*

**This workout should be as fast paced as you can stand, but don't overdo it.*

Keep in mind you can intermix the above categories. For instance, my wife is not too fond of pull-ups so she would do the swing set rows, but she finds the step ups too easy. She would do swing set rows and bench jumps. If you want to mix the workouts that is perfectly fine.

Day 11: Understand General Physical Preparedness

Today, we take a look at **General Physical Preparedness (GPP)**.

The main purpose of GPP is to establish a broad level of foundational fitness. This 'preparedness' can be applied and used in many different ways; whether it is sport specific, life's daily tasks or training just to train.

It means, in a sense, you are ready to go! The connection between functional fitness and GPP is pretty clear, and one can see why functional fitness can increase GPP. GPP is primarily referred to for athletes who are training, where they can train specifically for their sport. However, for those of us who are not training sport-specific, it is a great tool to get us in amazing shape. Now that CrossFit has a domain in which people can compete, the CrossFit Games, these athletes are really training to have an elite level of GPP.

GPP – Ready for anything!

Day 12: Start a Fitness Bucket List

Today, you start your **fitness bucket list a.k.a your personal fitness revolution**. I have gotten a lot of great emails from readers sharing with me their fitness revolution, and they are all great! My personal list has close to 50 items, and the list is constantly growing. However, today I want you to start a list of just 5 things. Remember, it doesn't have to be a 100% fitness goal like 'Squat 100% of your bodyweight'.

For instance, one reader emailed me a short list and on the list was – **sky diving**. You have to be in pretty good shape to skydive; not just because of the cardiovascular strain from terror, but also because there are weight limitations.

A quick example: Finish a 5K, Sky dive, Complete a pull-up, Lift 100% of bodyweight in three different lifts, One day...complete the End of Three Fitness Garage Gym WOD Challenge



Day 13: Question your running shoes

Today we take a look at your shoes, more specifically, the running shoe that you use for everything (if this isn't you, you can skip a day ahead). First, take a look at your fitness routine. Do you have a nice well-rounded fitness program with functional movements and activities such as squat, deadlift and running?

Are the shoes you are wearing designed for what you are doing? Are they helping your progression or hindering you? Question and analyze your shoes (don't actually ask your shoes any questions). Are they good for you?

Running shoes have a huge heel, squishy soles and rounded toes. What is that good for? Squats? NO!...Deadlifts? NO! Lifting should be done on a flat and stable base. Not a base that is going to compress significantly under you and cause you to roll on your toes and cause injury. I would even go so far as to say, those shoes aren't even good for running, but I am not going to open the barefoot running debate can of worms, today. Maybe try some lifting barefooted, and if you are feeling crazy, maybe try a few hundred yards of barefoot running.



Day 14: Test more Eo3 benchmarks

At End of Three Fitness we have a set of 10 benchmarks that we regularly test to find out where we have been, where we are, and where we are looking to go. You will read all about them and the justification behind them on a different day.

Today, test your balance, accuracy and power.

- **Balance** - Can you perform at least five consecutive wall-squats?
- **Accuracy** - Can you perform 50 consecutive double-unders?
- **Power** - Go test your – Standing Broad Jump. Is it 18-24" more than your height?

Remember that journal from week 1? Go write some of this stuff down!!

Week 2 complete!!! One more week to go! Hopefully the wheels are turning and you are starting your own epic fitness journey!



21 Days to Reinvent Your(FIT) Self: Week 2

Day 15: Read about Fitness

Nonconformity

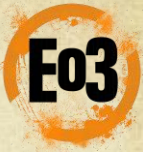
A few weeks ago I wrote a fundamental article for End of Three Fitness: [The Eo3 Guide to Non-conformity](#). You see, this website is heavily about fitness, but if you read regularly, you know it can be about more than that at times.

I am a normal guy who has the same problems, frustrations and issues you run into on a daily basis. I try to apply a lot of the resolve fitness has taught me to my life as well.

I broke the 'fitness mold' a long time ago. Now, I am trying to become a non-conformist in life, and break the mold of a 'normal life'. This guide will help you get on the same page of a lot of the readers who have been here for a while.



Day 16: Watch one of two documentaries



Today, you get to choose. You can watch

A.) [Super Size Me](#). This is a good documentary and very popular. It has it's issues, but it is good food for thought.. Here is the storyline from IMDb:

Several legal suits have been brought against MacDonald's Restaurants that they are knowingly selling food that is unhealthy. Some of the court decisions have stated that the plaintiffs would have a claim if they could prove that eating the food every day for every meal is dangerous. As such, documentarian [Morgan Spurlock](#) conducts an unscientific experiment using himself as the guinea pig: eat only MacDonald's for thirty days, three meals a day. If he is asked by the clerk if he would like the meal super sized, he has to say yes. And by the end of the thirty days, he will have had to have eaten every single menu item at least once. Before starting the experiment, he is tested by three doctors – a general practitioner, a cardiologist and a gastroenterologist – who pronounce his general health to be outstanding. They will also monitor him over the thirty days to ensure that he is not placing his health into irreparable damage...

B.) [King Corn](#)

Good documentary that takes the 'corn issue' in Food, Inc. a little bit further and more in depth. Here is the storyline from IMDb:

King Corn is a feature documentary about two friends, one acre of corn, and the subsidized crop that drives our fast-food nation. In King Corn, Ian Cheney and Curt Ellis, best friends from college on the east coast, move to the heartland to learn where their food comes from. With the help of friendly neighbors, genetically modified seeds, and powerful herbicides, they plant and grow a bumper crop of America's most-productive, most-subsidized grain on one acre of Iowa soil. But when they try to follow their pile of corn into the food system, what they find raises troubling questions about how we eat-and how we farm.

More documentaries about food?? That's right!! **Nutrition is pretty important!!**

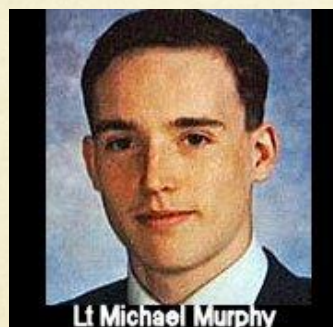
Day 17: Do a Hero Workout

We are all breaking the fitness mold in our own way and it's no secret that I do CrossFit. Today I want you to do CrossFit. CrossFit has a series of 'benchmark' workouts either with a girl's name or a hero's name. The thing about the hero workouts is that they all are in remembrance of someone who has paid the ultimate price for their country. Today we remember Lieutenant Michael Murphy. In memory of Navy Lieutenant Michael Murphy, 29, of Patchogue, N.Y., who was killed in Afghanistan June 28th, 2005.

"Murph"

For time:

1 mile Run
100 Pull-ups
200 Push-ups
300 Squats
1 mile Run



Notes: *Everyone does the run, even if you have to walk. *Recruit – Pull-up band progressions 50/ 100 push-ups / 150 squats *Established – 75 Pull-ups, 150 Push-ups, 225 Body Squats *Competitor – As written or with body armor

Day 18: Understand work capacity

From Mel Siff:

“Work capacity refers to the general ability of the body as a machine to produce work of different intensity and duration using the appropriate energy systems of the body”

The way I look at building work capacity is the same way I look at endurance athletes. Endurance athletes perform and prepare for long duration training sessions. Work capacity, in the other side of the house, aka more **anaerobic capacity** is the same. **You are building yourself up to be able to work for long durations; either round after round or day after day.**

Building that work capacity plays a big part in having outstanding *general physical preparedness*, which we talked about last week. If you can work more and perform under heavy loads for long periods of time you are ready for anything!

Be prepared for the unknown and unknowable!!

Day 19: Start a support group

You can't get thorough any battle without your band of brothers, or sisters

Life is SOOO much easier if you have support group...and so much better.

Today, you **start a support group**.

You can start a secret support group like Tyler Durden in Fight Club in which no one really talks about it, but unless you are beating the crap out of someone in a basement, there is no real reason for secrecy.

Your support group can be any group of **friends or family**. You really only need **one other person to help you out**. Someone to hold you accountable and get you through the tough times.

My wife is mine.

While my wife doesn't train like I do, she knows if I am slacking off, and she will let me know. She knows my goals and that I would be angry if I skipped when I wasn't suppose to.

Day 20: Question everything

In the last two weeks I had you question isolation machines and your shoes. There are plenty of things that I could have you question about the current fitness model, which is...to semi quote Greg Glassman:

A large building packed with machines, ran my teenage kids and the programming comes from muscle magazines with routines generated from steroid using bodybuilders.

The current fitness model has become a cookie cutter shape that only actually fits a small group of people. **It is time to take off the blinders!!** Start looking around at how messed up things are. Look at how things are changing. It is time for you to be a part of the revolution!

Day 21: Test more Eo3 benchmarks

Now that you have read the Eo3 Guide to Nonconformity, you now know all of the benchmarks we test here at End of Three Fitness. We have tested six in the last two weeks, so that leaves four more. **I don't want you to test the other four today.** You know what they all are and you can work on them at your own pace.

Today, I want you to run a 5K!

Cardiovascular/respiratory endurance - Run a 5K in 23:59 or less

If you can't run it that fast, no worries, because that is moving for some people. Most people have never done a 5K. I want you to get out there and find out your baseline. Good luck!! Let me know your time!

Still keeping track in your journal? You are going to want to keep track of your 5K time

Week 3 complete!!!

Moving Forward

I would love to say that in just 21 days you are a completely new person, but really these 21 days have just opened the door to your reinvention. You now know some stuff you didn't before, you've done some stuff you haven't and you are now in the driver's seat of your fitness.

Moving forward – You are in control. Make sure you always stay hungry for knowledge and hard work.

Stick around End of Three Fitness, plenty more to come!

Photographs

- Jack Batchelor
- Jewell Willett
- Curt Fleenor
- Per Ola Wiberg
- D.H. Park
- Prince Roy
- Nicholas T.