



**M** McCOHN  
||-MUSCLE-||

# FAT LOSS

*Success System*

MCCOHNMUSCLE.COM



## McCohn Muscle Fat Loss Success System

First of all, welcome to McCohn Muscle! You have taken a great first step in your journey by joining this program and choosing to make a huge change in your life! I want to thank you for choosing our program and trusting us to help you with your fitness and fat loss goals.

This Success System is our guide to you in your fitness and fat loss journey. We hope to cover every bit of information that we have covered with our long-term members and we have compiled the most effective and useful information and tips here.

There are a few simple things that you have to do to make sure that you are successful in your fat loss journey:

- 1) You need to make sure you are eating the right things.
- 2) You need to make sure you are exercising the right way.
- 3) You need to make sure you are consistently applying the knowledge that you have.

Now, there are obviously a lot of factors and things to think about that fall under these three items but that pretty much covers it all. I can tell you that the people that I have seen and helped that have had the most success follow all of these things. There is no half way. If you go half way you get half way results. Dive right in and make the commitment to yourself to look and feel better!

In this success system, I will lay out every single item that you will need to make sure that you have a successful McCohn Muscle experience. If you need to be eating something I will tell you exactly what it is, if you need to be exercising a certain way I am going to make sure that you know what to do. I will cover these things and everything else that I can think of to make sure that you have all the tools in the toolbox to get killer results.

There is no one perfect way to eat or exercise for fat loss. This system is as close to the perfect roadmap for success that I can give you. A lot of things work, but these things work really, really well when put together and used on a regular basis.

My goal is to give you the simplest and most effective nutrition plan, workout plan and goal setting and motivation tools that I can so that you get some crazy results and tell all your friends how great the McCohn Muscle training system is and what it has done for you.

If you are a new member you WILL experience some soreness and discomfort during your workouts and after your workouts. This is normal. Our goal is not pain, but if we are going to see great results we have to put forth great effort. If you are veteran member you already know about the soreness after

your first workouts and have not been scared off by the soreness. Salute! We understand that McCohn Muscle is not for everyone and not everyone is suited for McCohn Muscle.

We want the hardest working and most dedicated individuals in our facility. The group camaraderie and support that you get at McCohn Muscle is second to none. It will help you reach your goals and to reach them faster. Get to know your fellow members and develop supportive relationships with them that will help drive the success of the entire group. We will provide you will the support you need, challenging workouts, and help develop a great sense of accomplishment when you are done with your workouts.

Those of you that fight through the workouts and see success with it have a boost in confidence and self-esteem. This won't come easy, but it will happen if you stick out the workouts and give us your best effort. Not only will you gain confidence, but your body will become stronger and you will see some amazing changes in your physique.

We only ask a few things of you during your workouts.

- 1) Be consistent. You have to show up to get the benefits of training. You can't sign up and expect things to change without putting in the work. Show up to as many sessions as possible and make it worth your while. We shoot for 90% compliance for optimal results. So, you need to show up 90% of the time!
- 2) Effort, effort, effort. You have to put forth a great effort at every training session. Don't expect to show up and half ass your way through the workouts and get something out of them. You have to make yourself work and take yourself out of your comfort zone. If you do this, you will always be making progress towards your goal. I can tell you that these workouts work and you don't need to do any more than the 30-45 minutes of hard work that we do each day to see incredible results. I know this because I do these workouts myself and I have seen the incredible results that our members get.
- 3) Get better every day. Don't settle for doing the same level of work at each and every session. It is really easy to get comfortable and stick with exercises that don't make you a bit uncomfortable. Try to move up in your progressions of the movements that we are doing each day and work as hard as you possibly can. If you aren't sweating, breathing hard, and hopefully making a lot of grunting and moaning sounds during your workout you might not be working hard enough. (Honestly, I don't expect you to make funny noises, but if it happens I know you are working hard 😊)

### **How do we measure progress?**

We will be measuring your progress during the assessment and reassessment process throughout your training. The weights and measurements are not an option. You are required to do them when your coach informs you that you are due for reassessment. Your coach will decide which tests need to be completed and make recommendations for your program based on your progress, or lack there of...

We will be doing some or all of the following: movements screens, postural assessments, body fat tests, circumference measurements, and body weight.

There are numerous ways to measure progress with your workouts and nutrition. First and foremost are you feeling better? If so that is the first step. If you feel better you can work harder and get even better results. Take a look at things like sleep, mood, and energy level during the day to see if you are feeling better after doing your workouts.

If you are a stickler for the scale, you should weigh yourself only once per week on the same day. I prefer Monday weigh-ins because it makes you be accountable for the weekend. If you have to think about weighing in on Monday, you might not grab that double cheeseburger and a few beers on Saturday night. You should also weigh-in under the same circumstances each and every time. So, same time, same day, after not eating much. The best time to weigh in is right after waking and using the restroom with the same or no clothes on. Keeping a log is a great way to track progress.

There are also some measurements that we generally take to check for progress. We measure the upper right arm, waist, belly button and hips and thigh. See the following pictures for how to measure these areas.



All measurements are to be done to the nearest 1/2".

**Upper Arm-** Your upper arm is measured in the direct middle of the arm, midway between your elbow and shoulder. Be sure the tape measure is not twisted and is parallel to the ground when measuring.

**Waist-** The waist circumference is measured at the smallest girth of the waist or midway between your bottom rib and your navel. Be sure the tape measure is not twisted and is parallel to the ground when measuring.

**Abdomen/Belly Button-** Measure the girth of your waist area directly across your belly button. Make sure that the tape measure is parallel to the ground.

**Hip-** The hip circumference is measured around the largest girth of buttocks. Be sure the tape measure is not twisted and is parallel to the ground when measuring.

**Thigh-** The thigh circumference is measured in the exact middle of the thigh mid-way between your patella (kneecap) and your hip joint. Be sure the measuring tape is level to the ground. It is best to

measure on skin in order to provide a more accurate reading. Be sure that the measuring tape is snug against the body but not too snug as to cause a false measurement.

Check your clothes! How are your normal jeans or shirts fitting? What about your belt? Are you noticing clothes getting loose or your belt needing tightened? If so, you are losing fat. That is what we are really after.

Finally, everyone's favorite: Before pictures. If you take a good before picture you will be able to compare photos and have a great success story ready to go when you lose all your fat and look great! To take a good before photo wear something that shows off your faults and bad areas. You want to take it in as little clothing as possible. Most likely a swim suit or something that shows your stomach. This way you can get an accurate assessment. You will want to stand tall and look straight ahead. Take one photo from the front, one from the back and one from the side.

We are after fat loss at McCohn Muscle. So, if your clothes are fitting better or more loosely, your measurements are headed in the right direction and your photos are showing changes, I could really care less about what the scale says.

It is important to know where you are starting and where you want to go to make great progress. These starting measurements will help you to set a goal for yourself.

Many people don't know how to accurately set goals. If you don't know where you want to go how are you going to know what to do to get anywhere? Pick a goal or two and make a plan to get there.

Goals need to be specific and measurable. They don't have to be a weight goal but they should be something that has a set end point for you. Such as fitting back into my size 8 jeans or losing 3" off my waist. You should also give yourself a goal deadline. When will you accomplish these things? How long do you think it will take? If you know you have a deadline you will be much more likely to actually accomplish the goal.

Use the following to help you set your goals:

- 1) I want to... (write down your goal, what you want)
- 2) I want to accomplish this by... (how long will this take you)
- 3) To fulfill my goal, I will... (What actions will you take to reach your goal?)
- 4) I can visualize myself... (What do you see when you accomplish your goal?)
- 5) I believe and expect... (Restate your goal and give yourself positive affirmation that you will accomplish it!)

Now that you have your goal make sure that you know the steps you are going to take to get to your goal. We can work on this together.

You are obviously in the McCohn Muscle training program for the awesome workouts and great support. There are so many other factors that go into your success that we are going to provide you with as well. The basic things that you need to remember is making sure that you attend each and every workout that you possibly can and giving it your best effort. Make sure that you make it worth your while for showing up and get in a great workout.

During your workouts, we ask that you challenge yourself and push yourself to new heights. Don't settle for being average. Do the absolute best that you possibly can and make sure that you are doing the work to get results. If you could just show up and get great results everyone would be in great shape. The people that see great results are those that put forth the effort required to earn those results.

## **Nutrition 101**

It isn't all about calories! You can eat 1200 calories of crap and still be overweight. You can eat 2000 calories of healthy food and drop weight like you never thought possible. It is all about quality of the food you are eating.

The first thing that we want to change is the quality of food. After we change the quality of the food you eat you can start to focus on the quantity. Look at the food you eat and think about if it is fresh? Is your nutrition plan full of lean proteins, greens, veggies, and fruits? If not it probably isn't good!

Here are a few rules that I like to start with:

- 1) Eat 5-6 smaller meals a day. This should be obvious to everyone by now but by eating these small meals you speed up your metabolism and minimize the chances of you starving yourself and binging late at night.
- 2) Eat the majority of your food early in the day and less later in the day. Although I am not a big stickler on not eating late at night I do believe that you should load most of your calories early in the day and taper them off as the day goes on. This means breakfast is a requirement!
- 3) Your meals should be composed mostly of lean proteins and vegetables.
- 4) Don't be afraid of fats. They keep you full and as long as they are healthy fats will speed up your metabolism and teach your body how to burn fat. If you deprive your body of fat in your diet you will be telling it that it needs to hold on to the fat that it currently has stored for excess energy.

- 5) Chill on the carbs! Try to limit your carbohydrate intake. Sugars and starchy carbs are the first thing that should go in a fat loss diet. Take out your breads and potatoes and replace them with veggies and fruits.
- 6) Eliminate any drinks with calories with the exception of protein shakes and meal replacements. Think about what is added to all of your drinks: Starbucks, Coke, Juice, etc.
- 7) Follow your plan 90% of the time and allow yourself 10% to do whatever you want. This allows you to plan your cheating. If you eat 5 meals a day that equals 35 meals each week. This means that you have 3.5, or let's say 3 meals that you don't have to adhere to the plan. This means that you can skip the meal, eat something not on the plan or do whatever you would like but you have to get right back on the plan.

The easiest way to tackle the task of mastering all of these rules is to implement one new rule each week. Focus on just one item and make it work for you each and every week. This way you are constantly working towards achieving success.

Most people don't even know where to begin with picking out good foods to eat and where to find them. First of all let me tell you that picking fat free is the wrong way to go. Don't fall for gimmicky marketing tactics of food manufacturers. If it seems too good to be true it probably is! Try to eat as many natural things as you possibly can. If it has more than 5 ingredients you should think twice about eating it!

Eating right doesn't have to be expensive either. I understand that not everyone can eat all organic and fresh from the garden foods. Do your best to pick the healthiest options that you can and you will be fine. I would rather pay my grocer than my doctor!

Here you will find our McCohn Muscle "Done for You" Meal Plan. All you have to do is follow the plan and get your results.

## **How to Use the Meal Plan**

This Meal Plan is extremely simple and easy to use! Simply follow the guideline for eating as outlined in the beginning of this manual. You will find when to eat and what sections you are able to pick from in the blue table. You will find items that you should absolutely avoid in the red table.

Once you have figured out what you are allowed to eat and when you will then go through the Meal, Snack and Dessert sections to pick an item for that meal. Pick the appropriate menu item, either male or female, and prepare the meal. An easy way to do this is to sit down on a Sunday and plan out your meals for the week. You can pick which selection you are planning to eat and then head to grocery store that morning or afternoon to collect all the items that you will need. We even included a guided shopping list for you. Once you have purchased all of the required food you will head home to cook the majority of your food for the week. In particular, your meals or snacks for at work or on the road.

If you plan your week out and prepare your meals there is absolutely no excuse for not following the meal plan. Set aside two hours on a Sunday and do the prep! Make it a family event and pick meals together, shop together, and prepare the food together. It is a great way to try new things and get everyone involved.

### **A few tips for success:**

- 1) Plan, Plan, Plan, and Plan some more!!!!
- 2) Prepare large batches of chicken, beef, and other protein items.
- 3) Cut and prep all veggies ahead of time.
- 4) Have plenty of storage containers handy!
- 5) Have a few healthy snack items from the list at work or in the car in case you get in a bind!
- 6) When going out to eat for a meeting or work always choose a lean protein source and veggies. Skip on the bread, chips, and other garbage!
- 7) Use smaller dinner plates and eat slowly enjoying your food.

After a few weeks, you should be pretty comfortable with the meal planning and you start to venture out on your own with some creative ideas. Just don't get too crazy and start adding in the items on the "Things to Avoid" list. Remember, always have a lean protein and stick to mostly fruits and veggies.

If you do slip and are not compliant with your meal planning don't beat yourself down! Simply get back on the horse and start again with the next meal. Starving yourself or punishing yourself is not a good way to make up for a poor meal choice. You are allowed to have some fun and live life, but you have to make a commitment to your health and fat loss.

Follow the 90% rule!!!! Eat right 90% of the time and make 90% of your workouts! Be honest with yourself and finally do what it takes to get lean and sexy!



## Meal Planning Made Simple

Start these meals immediately upon waking and then every 2-4 hours follow for a total of 5-6 meals each day. I recommend you should start each day with MNS3 (Metabolic Nutrition System) and Advocare Spark for best results. You can order these and protein powder here:

<http://www.advocare.com/180912791/store>

<b>Meal #</b>	<b>Meal Time</b>	<b>Menu</b>
<b>1</b>	<b>6am</b>	<b>-Drink 16-48 oz of cold water -Take MNS3 and Spark - Select any Meal</b>
<b>2</b>	<b>9am</b>	<b>-Drink 16-32oz of cold water -Select any Snack -Take MNS3</b>
<b>3</b>	<b>12pm</b>	<b>-Drink 16-48 oz of cold water -Select any Meal -Take MNS3</b>
<b>4</b>	<b>3pm</b>	<b>-Drink 16-32 oz of cold water -Select any Snack</b>
<b>5</b>	<b>6pm</b>	<b>-Drink 16-48 oz of cold water -Select any Meal</b>
<b>6</b>	<b>Optional if needed</b>	<b>-Select any Snack or Dessert</b>

### **Things to Avoid:**

- 1. Alcohol**
- 2. Sugary drinks or drinks with calories**
- 3. Starches (Bread, Pasta, White Potatoes, etc.)**
- 4. Processed or packaged foods (box, can, jar)**
- 5. Refined sugars**
- 6. Fried foods**
- 7. Margarine and trans fats**

## Meals

Note: Your Protein Powder and Lean Meal Replacement should be mixed with either water or unsweetened almond milk. Do not use regular or skim milk!

Female Servings	Male Servings	Tips
1 Full Serving Meal Replacement	1 Full Serving of Meal Replacement	Drink it cold!
1 Omega-3 egg 3 Egg whites 1 cup Spinach ¼ cup 2% Cheese	2 Omega-3 eggs 5 Egg whites 1 cup Spinach ¼ Cup 2% cheese	Cook spinach in a frying pan with Pam Spray to cook it down to almost nothing
1 cup Non-fat Greek yogurt ½ Cup Blueberries	1 ½ Cup Non-fat Greek yogurt ½ cup Blueberries	Mix the berries into the yogurt for a great tasting meal.
1 Scoop Muscle Gain ½ Banana 2 Tbsp Crushed Walnuts	1 ½ Scoop Muscle Gain 1 Small Banana 3 Tbsp Crushed Walnuts	Mix in blender for a Chocolate Banana shake.
1 Scoop Muscle Gain ½ Cup Fat Free Cottage Cheese 1 tbsp Flax meal	2 Scoops Muscle Gain 1 Cup Fat Free Cottage Cheese 2 tbsp Flax Meal	Mix all ingredients together in a bowl. Add a splash of water if needed.
1 Smart and Delicious Low Carb Wrap 3 oz Turkey Breast ½ Cup Spinach 4 Baby Carrots 1 Tbsp Balsamic Vinaigrette	1 Smart and Delicious Low Carb Wrap 5 oz Turkey Breast 1 Cup Spinach 4 Baby Carrots 1 Tbsp Balsamic Vinaigrette	Make a wrap with the turkey and low carb tortilla. Combine spinach, carrots, and dressing for a salad.
4oz Chicken Breast 1 Cup Spinach 2 Tbsp Feta Cheese 1 Tbsp of Olive Oil and Vinegar Dressing (Ken's Steakhouse Healthy Options)	6oz Chicken Breast 1 Cup Spinach 2 Tbsp Feta Cheese 1 Tbsp of Olive Oil and Vinegar Dressing (Ken's Steakhouse Healthy Options)	Combine all ingredients for a delicious salad.
3 oz Lean (90% or better) Ground Beef 1 Slice of Havarti or Munster Cheese 1 Cup Broccoli	5 oz Lean (90% or better) Ground Beef 1 Slice of Havarti or Munster Cheese 1 Cup Broccoli	Make a patty from the ground beef, cook on grill, and melt havarti cheese on top.
½ Can Chunky Light Tuna in Water 1/3 Cup Garden Salsa ¼ Cup 2% Cheese 2 Cups Romaine Lettuce	1 Can Chunky Light Tuna in Water 1/2 Cup Garden Salsa ¼ Cup 2% Cheese 2 Cups Romaine Lettuce	Rinse tuna and mix salsa and cheese into a bowl together. Place on the lettuce. Also, possible to wrap the tuna mix in the lettuce leaves. You can

		heat the mix to melt the cheese.
4oz Chicken Breast ½ Cup Low Sugar Tomato Sauce 1 Cup Spinach 2 Tbsp Parmesan Cheese 8 Spears of Asparagus 1 Tbsp Extra Virgin Olive Oil (EVOO)	6oz Chicken Breast ½ Cup Low Sugar Tomato Sauce 1 Cup Spinach 2 Tbsp Parmesan Cheese 8 Spears of Asparagus 1 Tbsp Extra Virgin Olive Oil (EVOO)	Sauté spinach in EVOO and cook it down. Place cooked chicken breast over the spinach and top with heated tomato sauce. Place grated parmesan cheese on top.
4oz Ground Turkey Breast (Extra Lean) 1 Cup Tomato 1 Tbsp Blue Cheese Crumbles 1 Cup Zucchini	6oz Ground Turkey Breast (Extra Lean) 1 Cup Tomato 2 Tbsp Blue Cheese Crumbles 1 1/2 Cup Zucchini	Make a patty with the ground turkey and blue cheese crumbles. Cook burger, place chopped tomato on top. Steam or cook zucchini in a pan.
3oz Wild Caught Salmon ½ Cup Chopped Tomatoes ½ Cup Chopped Cucumbers 1 Tbsp Extra Virgin Olive Oil	5oz Wild Caught Salmon 1 Cup Chopped Tomatoes 1 Cup Chopped Cucumbers 2 Tbsp Extra Virgin Olive Oil	Grill or broil salmon. Place chopped cucumbers and tomatoes with EVOO in a bowl and mix together. Serve veggies chilled.
5oz Tilapia (or other white fish) 8 Spears of Asparagus	8oz Tilapia (or other white fish) 12 Spears of Asparagus	However, you would like to eat it!

Numerous vegetables can be substituted or added into these meals. Almost any green veggie minus peas is a good substitute. You may also add items like peppers, mushrooms, etc. Things to stay away from are corn, peas, and white potatoes. Once you have figured out serving sizes and what a plate should look like feel free to create your own meals. It will probably take 4 weeks or more for you to be able to accurately create and plan your own meals.

## Snacks

Female Servings	Male Servings	Tips
1 Full Serving Meal Replacement	1 Full Serving Meal Replacement	Drink it ice cold!
¼ Cup Almonds (~8 Almonds) 1 Small Apple	1/3 Cup Almonds (~12 Almonds) 1 Medium Apple	Just eat it!
½ Cup Cottage Cheese 1 Tbsp Crushed Walnuts 1 Scoop Muscle Gain	2/3 Cup Cottage Cheese 1 Tbsp Crushed Walnuts 2 Scoop Muscle Gain	Mix together for a great snack
2 Pieces Low-fat String Cheese ½ Cup Strawberries	3 Pieces Low-fat String Cheese ½ Cup Strawberries	Just eat it!
1 Cup Non-fat Greek Yogurt ¼ Cup Raspberries	1 Cup Non-fat Greek Yogurt 1/3 Cup Raspberries	Mix together for great snack!
2 Slices of Lean Deli Meat 1 Piece of String Cheese	3 Slices of Lean Deli Meat 1 Piece of String Cheese	Wrap the deli meat around the cheese.
2 Hard Boiled Egg Whites 2 Tbsp Red Pepper Hummus	3 Hard Boiled Egg Whites 3 Tbsp Red Pepper Hummus	Take out the yolks and replace it with hummus.
½ Serving Shakeology 1 Tbsp Peanut Butter ½ Cup Blueberries	1 Serving Shakeology 2 Tbsp Peanut Butter ½ Cup Blueberries	Mix together in blender or eat separately.
1 Cup Low-fat Greek Yogurt 1 Tbsp Crushed Pecans	1 Cup Low-fat Greek Yogurt 1 Tbsp Crushed Pecans	Mix Together.

## Desserts

Female Servings	Male Servings	Tips
1 Medium Apple 1 Tbsp Natural Peanut Butter	1 Medium Apple 2 Tbsp Natural Peanut Butter	Place natural peanut butter on apple
½ Cup Low-fat Greek Yogurt ½ Scoop Muscle Gain 2 Tbsp Sugar Free Fat Free Jell-O Pudding Mix of Your Choice	2/3 Cup Low-fat Greek Yogurt 1 Scoop Muscle Gain 2 Tbsp Sugar Free Fat Free Jell-O Pudding Mix of Your Choice	Mix together and chill for a delicious desert. (Just add the Jell-O mix, do not make the pudding)
1 Small Smart and Delicious Low Carb Tortilla Wrap 2 Tbsp Peanut Butter 1 Tbsp Honey	1 Small Smart and Delicious Low Carb Tortilla Wrap 2 Tbsp Peanut Butter 1 Tbsp Honey	Place PB on the wrap, place honey on the wrap and enjoy! <b><i><u>Should only be eaten occasionally!!!</u></i></b>
1 Cup of Fruit or mixed fruit	1 Cup of Fruit or Mixed Fruit	Pretty simple!

## Super Simple Meal Plan

For those of you that have a lot of trouble sticking to anything or that are in a hurry most days of the week here is a very simple meal plan that you can stick with by rotating three meals plans.

<b>Day One</b>	
<b>Female Servings</b>	<b>Male Servings</b>
1 Serving Meal Replacement 1 Medium Apple	1 Serving Meal Replacement 1 Large Apple
1 Scoop Muscle Gain 1 Cup Unsweetened Almond Milk or Water ¼ Cup Blueberries	2 Scoops Muscle Gain 1 Cup Unsweetened Almond Milk or Water ½ Cup Blueberries
3-4 Ounces of Chicken Breast 2 Cups Spinach or Romaine Lettuce 4 Cherry Tomatoes 2 TBSP Blue Cheese or other hard cheese 1 TBSP Olive Oil Salt and Pepper	6-8 Ounces of Chicken Breast 2 Cups Spinach 4 Cherry Tomatoes 2 TBSP Blue or other hard cheese 1 TBSP Olive Oil Salt and Pepper
2 Pieces Low Fat String Cheese	3 Pieces Low Fat String Cheese
3-4 Ounces of Lean Beef 2 Cups Broccoli ½ Medium Sweet Potato	6-8 Ounces of Lean Beef 2 Cups Broccoli ½ Medium Sweet Potato
<b>Day Two</b>	
<b>Female Servings</b>	<b>Male Servings</b>
3 Omega-3 Eggs ½ Red Pepper ¼ Cup Onions ¼ Cup Shredded Cheese	6 Omega-3 Eggs ½ Red Pepper ¼ Cup Onions ¼ Cup Shredded Cheese
1 Cup Greek Yogurt	1 Cup Greek Yogurt
3-4 Ounces of Tuna or other white fish ½ Cup Garden Salsa Romaine Lettuce/Spinach	6-8 Ounces of Tuna or other white fish ½ Cup Garden Salsa Romaine Lettuce/Spinach
1 Scoop Muscle Gain 1 TBSP Natural Peanut Butter 1 Cup Unsweetened Almond Milk	2 Scoop Muscle Gain 1 TBSP Natural Peanut Butter 1 Cup Unsweetened Almond Milk
3-4 Ounces of Chicken Breast 6-8 Asparagus Spears	6-8 Ounces of Chicken Breast 8-12 Asparagus Spears

1/3 Cup Parmesan Cheese	1/3 Cup Parmesan Cheese
<b>Day Three</b>	
<b>Female Servings</b>	<b>Male Servings</b>
3 Omega-3 Eggs 1 Cup Spinach ½ Cup Garden Salsa	6 Omega-3 Eggs 1 Cup Spinach ½ Cup Garden Salsa
¾ Cup Fat Free Cottage Cheese 1 Scoop Muscle Gain Powder	1 ½ Cup Fat Free Cottage Cheese 1 Scoop Muscle Gain Powder
3-4 Ounces Turkey Breast Zucchini Strips	6-8 Ounces Turkey Breast Zucchini Strips
1 Serving Muscle Gain	1 Serving Muscle Gain
3-4 Ounces Salmon Any Green Veggie of Choice	6-8 Ounces of Salmon Any Green Veggie of Choice

## Grocery Store Tips:

For those who are interested in keeping costs very low, we have included helpful price brackets on the side. However, if you are interested in more variety, you can definitely ignore the price brackets and shop on!

### **Produce Section- Fruits and Vegetables\* (\$10-20)**

- ✓ Green Veggies of choice: green beans, broccoli, asparagus, spinach, romaine lettuce, cauliflower, etc.
- ✓ Unlimited Veggies of choice (besides corn, peas, carrots, beets, and potatoes)
- ✓ Low GI/Fibrous Fruits: mixed berries, cherries, apples, oranges, pears, and grapefruit (frozen is most convenient)
- ✓ Mixed Nuts: Walnuts, Pecans, and/or Almonds (unsweetened, unroasted, and lightly salted or raw)
- ✓ Extras: Avocados or guacamole, natural salsa, romaine lettuce wraps for naked sandwiches

### **Lean Proteins: Extra Lean Meat, Poultry, Fish, and Seafood (\$30-\$60)**

4-5/8-12 lbs\* total of a healthy mix of the following:

- ✓ Extra Lean Meat (extra lean sirloin cuts or 93% or higher extra lean ground beef)
- ✓ Extra Lean Deli Cuts (unsweetened, low in salt)
- ✓ Extra Lean Skinless, Boneless Chicken Breasts
- ✓ Extra Lean Turkey or Extra Lean Ground Turkey
- ✓ Extra Lean Pork
- ✓ Fish: Salmon, Tuna, Tilapia, etc.
- ✓ Seafood: Shrimp, Mussels, Squid, Scallops, etc.

**\* 4-5 lbs for women (assuming 9-12 oz. consumed per day), 8-10 lbs for men (assuming 18-24 oz. consumed per day)**

### **Dairy Section (\$10-20)**

- ✓ 2-4 Cartons of eggs (preferably omega-3 eggs for yolks: Private Select Brand)
- ✓ Part-skim string cheese, part-skim mozzarella cheese, or 2% shredded cheeses of choice

### **Miscellaneous (\$10-20)**

- ✓ 100% Natural Peanut Butter/Nut Butter (no sugar added, unroasted, low in salt)
- ✓ Non-Fat cooking spray (extra virgin olive oil spray) and calorie free spray butter
- ✓ Extra Virgin Olive Oil
- ✓ Salad Dressings: Ken's Steakhouse Fat Free Balsamic Vinaigrette, Ken's Steakhouse Healthy Options Olive Oil and Vinegar, Ken's Steakhouse Healthy Options Spray On Raspberry Vinaigrette
- ✓ Vinegars: apple cider or red wine (great for salads)
- ✓ 1 package of organic ground flax meal (contains added fiber/omega 3's to throw in meal replacement shakes)
- ✓ Low Calorie/Carb Condiments: Mustard, No Sugar-Added Tomato Sauce, etc.
- ✓ Smart and Delicious Low Carb Tortilla Wraps (Choose the Small size)



Take a look at each of the programs and figure out what might work for you. If you need some flexibility and want to choose some of your own foods the one done for you plan will work best. If you are in a hurry and need to have a simple but effective plan the Simple Three-Day Rotation Meal Plan will work best for you. It is also easy to go from one to the other and switch things up to keep it interesting. They all have the same principles but different methods of delivery.

One very important part of this program is finding meals that aren't boring that you can stick too!

Sign up for my newsletter and email a request for my recipe e-books if you don't have them already.

## Supplements 101

The world of nutritional supplementation is confusing. There are so many items to choose from and all of them claim to be the very best. We are going to make things very simple for you! You only need a few items to have great success!

The first two things that everyone in our program should get is a multivitamin and fish oil supplement. These are basic items that you need to make sure you are in the best health possible. I recommend Barlean's Ultra High Potency Fish Oil that you can order from <http://www.vitacost.com>. You can get lots of quality supplements for a reasonable price on that site.

Advocare Performance provides some quality supplements. They have some very simple and effective products that we trust. You are not required to use them but you can order it straight through us and for the most part they have all the essentials.

The most basic package that we recommend is the 24 Day Jumpstart SlimDown. This package includes Metabolic Nutrition System (MNS3), the Omega Flex (fish oil supplement), Herbal Cleanse and Fiber, Spark, and Meal Replacement Shakes. ***Click Here to Order the 24 Day Jumpstart***

***<https://www.advocare.com/180912791/store/bundle/step-by-step/jumpstart#SlimDown>***

***or contact us and we will walk you through the ordering process***

We also recommend using Performance Muscle Gain Protein powder as a supplement to increase protein intake and to help with compliance on the nutrition plans. ***Click Here to Order Protein***

***<https://www.advocare.com/180912791/store/product/p2602-advocare-muscle-gain>***

A lot of you will probably say, "Well, I already have a vitamin and fish oil or protein powder that I use, can't I keep using that?" Sure, you can keep using that but I can promise you that quality does matter. Are they certified and pharmaceutically grade tested for quality?

Don't hesitate to ask if you have any questions!

## Pre-Workout /Foam Rolling

We ask that you make sure to get to each session early to get your foam rolling complete and make sure you are ready to go.

The beginning of the warm up is the best time to use a foam roller. Foam rolling is a self-myofascial release used to improve the quality of the muscle tissue. The foam roller will increase blood flow to the muscles and help to work out “knots” in the muscle tissue. It has been called the poor man’s massage therapy. Using the foam roller will give you many of the benefits of static stretching plus the benefit of breaking down scar tissue and adhesions within the muscle and its fascia. The time spent on each area is individually dependent. We recommend between 10 and 15 rolls per area at a minimum. If you have trouble areas or hot spots, you will give more attention to these areas. Up to ten or twelve minutes can be allocated prior to beginning the actual warm up for you to foam roll.

You can get a roller for home from RoadRunner Sports next to the gym, Play It Again Sports or order off Amazon. We recommend that you get one today so that you can do your rolling at home on the off days as well.

### Areas to Foam Roll:

**Upper Back/Thoracic Spine:** Lie on the foam roller placing it horizontally across your back right underneath the scapula. Pull the arms in front of the body placing the elbows together and lift the hips off of the ground. Using the feet to move the upper body roll back and forth over the roller feeling for any tender areas or hot spots. You may adjust their weight as needed to isolate certain areas.



**Pectorals:** Lie on the roller face down with the roller at a 45 degree angle to the body. The roller will be placed at the top of the pectoral muscle and right below the deltoid. Apply as much weight as needed and move across the roller rolling up and down the pectoral muscles.



**Latisimus Dorsi:** Lie on one side of the body and place the roller under one of the arms right under the arm pit. Reaching the arm straight above the head you will roll up and down the latisimus dorsi and into the rear deltoid region.



**Glutes/Piriformis:** Sitting on the roller with it perpendicular to the body the athlete will roll the glut muscles and those surrounding the hip. With a straight leg, tilt to one side and roll the entire area surrounding the posterior hip. You will then cross over the leg of the hip they are rolling and roll the hip area again.



**Hamstrings:** Placing the roller at the top of the femurs on the hamstrings the athlete will roll across the roller. If you wish you may change the position of the feet to isolate the different hamstring muscles. You may also roll one leg at a time to increase the pressure on the foam roller. To do this simply slide to the edge of the roller.



**Hip Flexors:** Lie face down and place the foam roller under the hip flexors. To find the correct placement flex one hip as if you were running and find the place where the hip creases. You will roll in this small area and to the side of this area. It is easiest, especially for males, to lean slightly to one side and roll each hip flexor area independently. You may also roll one side at a time.



**Quadriceps:** In the same position when rolling the hip flexors, you will simply slide the roller down to the top of the thigh and roll each quad from the top of the thigh to the top of the knee.



**Hip Adductors:** Lie face down and place the roller parallel to the body on one side. Bring the leg up to the side and place it over the roller with a bent knee. Place the leg with the inside of the thigh touching the roller. Apply pressure by picking the hips up off the ground and rolling from the inside top of the knee to the top of the inner thigh.



**Illiotalband:** You should lie on their side and place the foam roller under the hip on the outside of the thigh. Place the top leg over the bottom leg and position it on the floor as seen in the picture. Roll from the top of the outer thigh to the top of the knee. This is a painful position for many individuals and you can alleviate some of the pressure by pushing off the floor with the top foot. As you progress with rolling you may need to stack the legs to apply enough pressure to the illiotibial band.



**Gastrocnemius/Soleus:** Sit facing up and with the legs straight. Place the roller under the bottom of the knees. You will then roll over the gastrocnemius and soleus muscles.



You can foam roll on off days to relieve some soreness or spend extra time on problem areas. Including static stretching after a brief foam rolling session on an off day will drastically improve the quality and length of the muscle tissue.

If you have trouble with the pictures or descriptions here is a brief video of foam rolling technique:

<http://www.youtube.com/watch?v=Ve68eLVCKjw>

### **How many days per week do I need to train?**

One of the most common questions we get is how many days per week does a person need to work out to get best results.

I am here to tell you that you really don't need any more than 4 days of training and some active recovery work on the off days. This will get you great results, especially if you are a beginner. McCohn Muscle has people training three days per week that get great results and those that train five or six days that get great results. It really comes down to your experience level, intensity and nutrition.

If your nutrition is on track and targeted towards your goal you are winning the battle. Without nutrition, you have to work twice as hard to get any results and you might not see any!

With a solid eating plan, you can hit the gym and train three to four times per week for optimal results. If you are performing our fast paced, high intensity, full body workouts three times per week you will need the recovery time in between training days and it will only help you in the long run. This will create the metabolic demand (increase burning of calories) that your body needs to get results. If you train in the gym twice per week, you have to hit it really hard and probably need to do some activity outside of the gym or on your own.

As you become more experienced, you will be able to increase the intensity of the workouts and still get results. You don't always have to add in more time or more days. It might come to a point to see quick results you have to jump start the body again and shock it into fat loss by knocking out an extra workout or two.

If you are training more than three days per week, a few of these days need to be interval based training days blended with strength days. If you are getting in three days per week of training, you should be doing strength based training at a fast pace on those days with some metabolic conditioning or intervals on that day as well. If you can only get into the gym twice, you need to hit it hard and cover all aspects of your training.

We often talk about active recovery and this term can mean a lot of different things. It first and foremost means RECOVERY!!!! You should be doing the activities to get in some extra activity but you should be helping the recovery process. This could mean intense foam rolling, stretching, a light jog or interval sprint workout, a light bodyweight circuit or other circuit or just a walk or game of soccer or football. The more active you are the better as long as you are recovering in between workouts.

The time needed to get results really comes down to supportive nutrition and intensity of your workouts. I would say that McCohn Muscle members do more work than 99% of the gym goers and exercisers in the world during one session and they do it in less time. We get more done in 45 minutes than the normal person does in 2 hours. It isn't because we are special, it is because of the way our programs are designed and the effort that you put in to it!