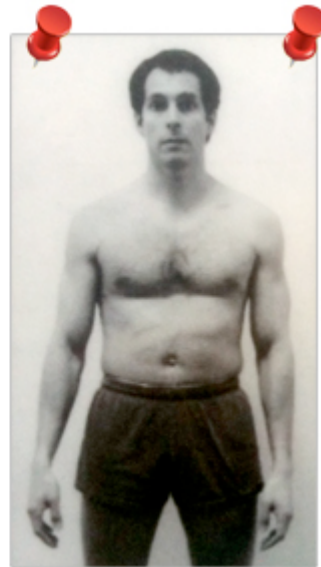


Case Study: Jerry

“How A Middle-Aged, Busy Professional Got Ripped”



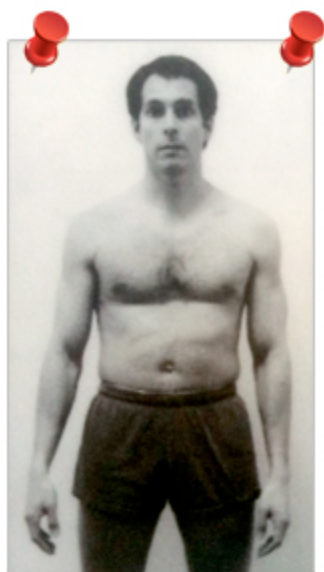
What you are about to see may shock you. The following before-and-after photos were taken less than 12 weeks apart.

After you see his before-and-afters, I will pull back the curtain to reveal exactly what Jerry did to achieve his impressive results. What may surprise you is that he got them with a total exercise investment of less than **30 minutes per week**.

What makes Jerry's story *really* special is that he accomplished this while in his late 40's, alongside juggling his busy career and life.

Now for the photos...

I was with him at these two photo shoots when he had his pictures below taken. I can vouch that his change looked even more dramatic in person.



BEFORE



AFTER

Jerry came to us in order to make this transformation happen. Now I'm going to share with you what he did at Myogenics Fitness.

The Nitty-Gritty Details of Jerry's "Secret" Exercise Routine:

- Each of Jerry's workouts lasted just **20 minutes**.
- Jerry worked out only **once** every **5 days**.
- He performed **no other exercise of any kind** between workouts.
- His total workout time averaged **30 minutes per week**.

JERRY'S WORKOUT SCHEDULE

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	*20 minutes	6	7
8	9	*20 minutes	11	12	13	14
*20 minutes	16	17	18	19	*20 minutes	21
22	23	24	*20 minutes	26	27	28
29	*20 minutes	31				

- Each workout consisted of just 3 primary exercises: Pull-down, Chest Press, and Leg Press.
- Only one set was performed on each exercise during every workout.
- Exercises were performed to the point of *muscle failure*.
- Jerry got the optimal number of high-quality rest days between his workouts--based on the intensity of his workouts. In other words, he NEEDED to work out this infrequently. (this is absolutely *critical*--inadequate rest & recovery time can ruin an otherwise effective routine)
- Jerry ate more often than he had before.
- He slept 9 hours per night (and increase from previously).

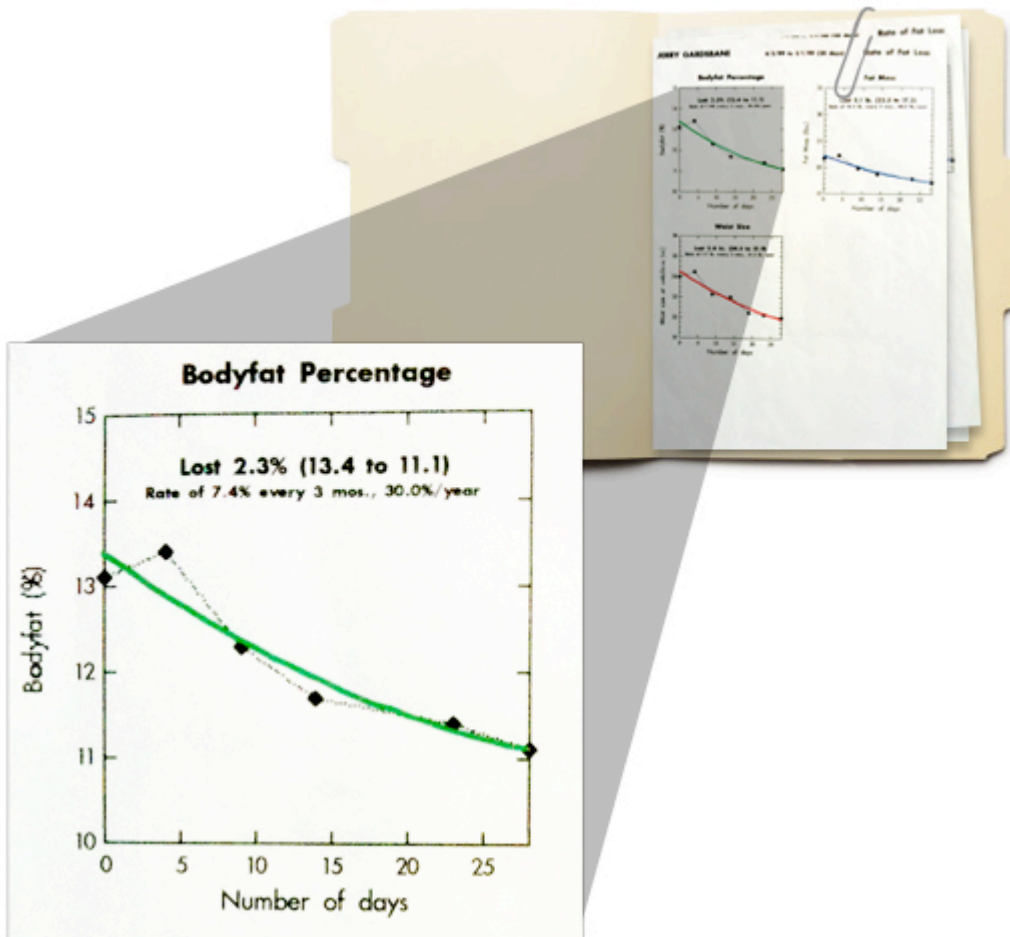
That was it. No gimmicks. We just dialed in the precision on the fundamentals that work.

Most people waste lots of time and effort on gimmicks, fads, and common misconceptions. They're so distracted trying to keep up that they miss out on what is *fundamentally* important. No amount of effort wasted doing ineffective activities can make up for not doing what counts.

Now, let's take a look at Jerry's results, and the measurements we took of him:

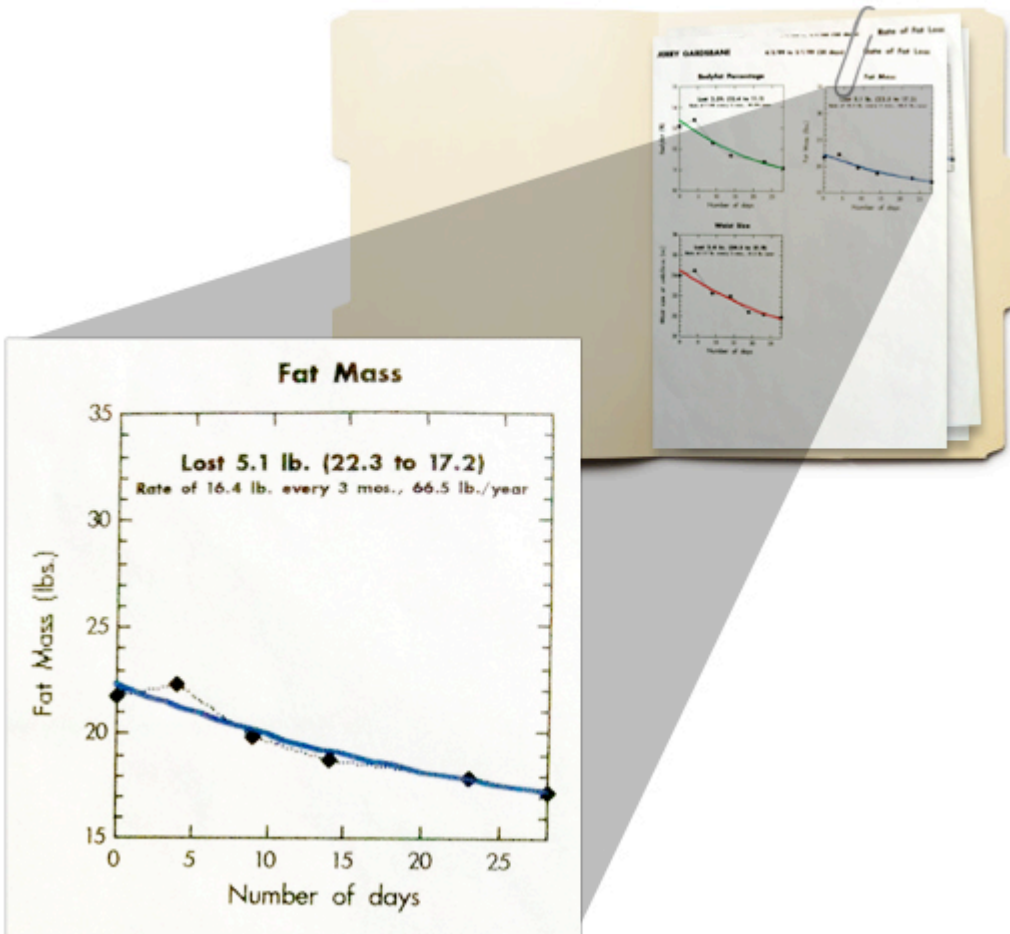
#1 - Bodyfat Percentage

This first graph shows changes in Jerry's body fat percentage. As you can see here, his body fat percentage dropped 2.3%. He went from 13.4% down to 11.1%.



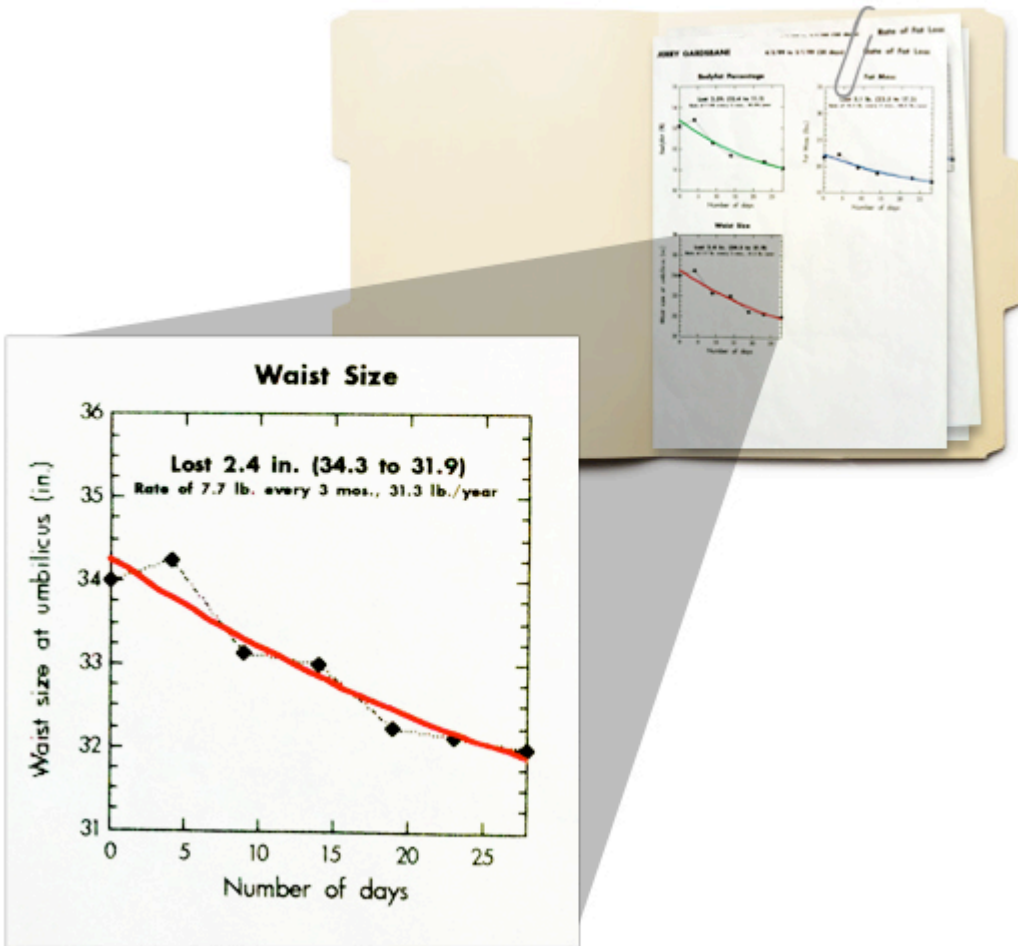
#2 - Fat Mass

In the next graph you can see Jerry's fat mass drops from 22.3 to 17.2 which means he lost 5.1 pounds of fat during his 12 weeks.



#3 - Waist Size

The third and final graph shows that Jerry's waist size decreased by 2.4 inches, going from 34.3" down to 31.9".



Results Recap:

- Jerry's waist size decreased by 2.4 inches
- Jerry's body fat percentage dropped 2.3%
- Jerry lost 5.1 pounds of fat

Also, remember Jerry's before-and-after pictures from earlier? Those were taken on the same days as the first and last measurements on these graphs. If you know this and look closely at the graphs above, you will discover something shocking...

The Shocking Truth

When I first started showing people Jerry's results, I noticed that if I said this happened in "under 12 weeks," few would believe me.

When I said it happened in "less than 60 days," people were more likely to believe the exaggerated time frame, but many still disputed it.

I very rarely tell the TRUE story...

The full truth is that the time between those two photos you viewed of Jerry was a mere **28 days**. You can see this reflected in the graphs above if you look closely.

Why Did this Work so Well?

Jerry was willing to simply focus on doing the fundamentals really, really well. He didn't get distracted by fitness fads, myths, and hype. He just consistently did what science has shown is most effective.

Will YOU See Results Like This?

You are probably wondering, "**Could I experience same results as Jerry?**"

My blunt answer is that you very well might not. Not everyone can expect Jerry's exact results. BUT, just as Jerry experienced a dramatic increase in his results along with a dramatic decrease in his training time, you can experience a lot more results in a lot less time by applying the same methods.

And consider this...

Jerry needed to lose the last little bit of body fat percentage to see the muscle he had developed underneath. But, losing that last bit of fat loss is typically the toughest to achieve, and it's the harshest test of a fitness routine. Nothing else Jerry had tried over the years had worked. It took the most effective workout routine to make it happen.

If this strategy was so much more effective for the *toughest* part of getting into shape, imagine how much faster Jerry might have gotten to his goal, plus how much time he would have saved over the years, if he had ***started out*** with this workout strategy--rather than using it as a last resort.

Remember that in addition to the dramatic results, right off the bat the new approach cut Jerry's exercise time by 90%! Before he started training with us, Jerry had been training for 5+ hours per week, for several years.

I don't know what rate of results your body is capable of. Whatever it is, why not find out? Imagine how much faster you could get results--and how much further you could go--if you started using a more effective training method.

I hope this case study has opened your eyes to how much is possible to you if you focus on getting the simple fundamentals right, and simply ignores the time-consuming fads.

To health and life,

A handwritten signature in blue ink, appearing to read 'Chad Morris', with a large, sweeping initial 'C'.

**Chad Morris
Myogenics Fitness
West Hollywood, CA**