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# HOW TO BUILD MUSCLE.

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# THE WEEKLY WAKEUP!

## BE MORE THOR AND LESS PETE GRIFFIN!

Lets all mutually agree that as a man life is better with muscle! For one, if you are in good shape you immediately earn peoples respect, even just at face value from people you have never met. If a man walks into a room and he's in good shape you automatically think, 'fucking hell he's in good shape' and you draw a positive conclusion about that individual at a superficial level. If you were to interview for a job role and you had two candidates, one like Thor and the other like Pete Griffin, both with the same experience and competency level, who would you give the job to? Its Thor right. This is because being in good shape shows you can remain consistent, disciplined and are hardworking, all of which are required to be in good shape.

A part of being a dad I found hard, especially in the first 2 years was how much I changed over that time. Before being a dad, I was a physique competitor and stood on stage in my Superman pants (not joking) looking like I had spent the night with Gemma Collins as she gets ready for a TOWIE reunion.

***Side note: I am referring to the fake tan I had on, however it wasn't placed on me by Gemma Collins, rather an old lady in her 70s as she gently moved my balls from side to side to ensure she sponged in enough cream for adequate coverage. (not joking).***

**When you're in your 20s life's fairly good right! Testosterone levels are high, you feel in good shape and this reflects in your body confidence. However, after 30 seconds of testicular release and 9 months of pram shopping, this soon changes.**

**So how do you get back to that feeling you had in your 20s where you were fit, health and could squeeze out a good bicep flex in the mirror?**

**Well as always I've got your back, apply these simple rules and you will soon be building muscle and buying superman pants of your own.**

**Rule number 1. Lift weights.**

**This goes without saying and is an obvious first rule but let me expand on this a little. Your body adapts to the environment in which its in. If your environment is sitting on your arse all day either at work or at home, then guess what, you become fat skinny as your calorie intake is high and there's no requirement to hold muscle. By applying load (weight training) to the body you are putting your body into a whole new environment and so it has to adapt. When you lift weights you actually create tiny tears in the muscle fibres. By using protein through a process known as protein synthesis these tears are repaired, however, they are repaired thicker and denser so when the same amount of load is applied the muscle can handle it. This is how we build muscle and become stronger! As much as this is the most foundation rule when it comes to building muscle, this process will not take place if the following rules are not in place.**

**Rule number 2: Eat more protein.**

**Protein comes from the Greek word proteus meaning 'primary', it's the single most important macronutrient you can consume. When it comes to building muscle if you do not consume enough protein, muscle building will stop and may even result in muscle atrophy (the metabolism of muscle tissue). Protein provides the building blocks for protein synthesis a process which is vital in muscle development. In a typical western diet we crave high fat, high carb foods due to the dopamine kick it creates during a stressful day.**

**If you start feeling hungry do the protein test:**

***If you don't fancy eating a piece of protein such as chicken, beef jerky or a high protein yoghurt then you are not hungry, this is a craving and will pass.***

**When making food choices always focus on consuming a good source of protein before anything else, after that focus on your choice of vegetables, anything after that is just there for extra calories. A good target is 1 gram of protein per lbs of body weight. But that's grams of protein NOT grams in weight, for example 100-gram chicken breast does not equal 100 grams protein, its more like 25 grams thanks to all the injected water.**

**Rule number 3: Eat enough calories.**

**You cannot chase 2 rabbits, what I mean by this is its difficult to burn fat and build muscle at the same time. The reason for this is because both need a completely different calorie profile. To burn fat you need to be in a calorie deficit of around 20% (meaning you consume 20% less calories than you burn). This requirement for extra calories will result in a reduction in stored body fat. However, when it comes to building muscle you need to be in a calorie surplus (meaning you consume 10% extra calories than you burn). Muscle requires a lot of calories to operate, its like a 5-litre diesel engine and so creating an environment where your body is able to BUILD muscle would be impossible if you are not even consuming enough calories to support the body composition you currently have. With my clients we break your progress down into phases, Phase 1 = BURN FAT. Phase 2 = BUILD MUSCLE. Once you have brought your body fat down its easier to keep it there, the focus then is to build muscle density. Suddenly your less Pete and more Thor.**

**Rule number 4: Hit the gym 3-4 times per week.**

**I'm going to brutally honest here, training 1-2 times a week is going to do fuck all. Your body adapts to its environment, if you spend the majority of your week sat down then that is the environment its going to adjust to. By hitting the gym every other day you are consistently applying load and forcing the body to respond. Although I have some good news, the MED (minimum effective dose) to elicit muscle growth in the gym is just 30 minutes. Meaning you can cause your body to increase muscle density with just a 30 minute workout. To help with this I am also creating a 90 day training programme called '30 Minute Muscle' which will be available soon (I've always got you covered).**

### **Rule number 5: Sleep!**

**This is one of the conversation topics that always takes the longest when working with busy dads, because let's be honest, WE NEVER GET TIME TO SLEEP! If we're not working, we're doing jobs round the house, then if we are lucky enough to get our heads down early, little Timmy comes running into your bedroom either after peeing his marvel pjs, or for you to do a monster recce round his bedroom because there's wiggly monsters in his bed (this might just be my evening). When it comes to no sleep women are SHIT! they just can't function, and so most nighttime interruptions are dealt with by us. Even if you're passed this phase with your children, you know as soon as you walk up the stairs to get an early night your wife will be asking where you're going and before you know it, your on the sofa watching Sara and Tim arguing on 'Married at First Sight'. The truth is you don't build muscle in the gym, you build it when at rest, with the majority taking place during sleep. If you are consistently getting under 6 hours per night, then your bodies ability to build muscle will be greatly affected. If you can get at least 7 hours sleep each night, then you are giving yourself the best opportunity to repair the muscle you damaged during your workout that day. It might just mean you have to sleep on the sofa for a few hours while your wife fantasises over Tyrone's 'emotional' proposal.**

### **Rule number 6: Supplements**

**I have placed this as rule number 6 as supplements are not some secret potion designed to build Thor like physiques (these are called steroids). Although whey protein is NOT a anabolic steroid, which my mum was convinced they were when I first started lifting at the age of 14. Although a Strawberry and Crème flavoured drinkable steroid is something that would no doubt take the fitness industry by storm (if anyone wants a new business investment?). Supplements do however aid your bodies natural ability to build muscle and can ensure your body has all the tools to do the job. I have a particular concoction of supplements which I use with my clients to achieve optimal results, although that is a secret I could not possibly give away in a blog post.**

## **Rule number 7: REMAIN CONSISTENT!**

**I have saved the best and most influential rule until last, REMAIN CONSISTENT! Many people seem to have this belief that muscle can be built in a matter of days, thanks to social medias unattainable obscurity of what's actually realistic. Building mature muscle takes time and is the reward given to those who have fallen in love with the process as opposed to the end destination. Consistency is key here! Yes, I run 90 day body transformations, but the daily habits and the lifestyle adopted doesn't end after the 90 days, they just become habitual and part of your everyday life. When it comes to training consistently remember rule 1. 'Your body adapts to the environment in which its in' so this means you need to constantly change this environment. All my training programmes include what's known as 'Progressive Overload', meaning they get progressively harder and the programme structure changes every 4 weeks placing a new strain on the muscle and changing its environment.**

**So in conclusion to build muscle you MUST:**

- Weight train 3-4 times per week**
- Consume enough protein**
- Consume enough calories**
- Spend as much time sleeping as possible**
- Consume the right supplements**

**And**

- REMAIN CONSISTENT!**

**The most notable point raised here is the process whereby you fall in love with the journey and not just the end destination. This will ensure you enjoy what you are doing and if you enjoy the process you will remain consistent.**

**Welcome to being the person that turns heads as soon as you walk into a room.**

**Regards**

**Coach James.**