



The Between Sets Newsletter

The KSI Newsletter
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Newsletter Editor: Robert Bennett, UK

We trust you enjoy the July 2013 issue of the KSI newsletter for 2013! If you would like a friend to receive future newsletter, share this link with them!

<http://www.1shoppingcart.com/app/join.asp?merchantid=197081>

It was great to catch up with our most committed coaches at the 2013 Annual International Athlete & Coach Camp in Park City, USA. We trust they valued the rare and powerful experiences they had working with my graduate coaches and myself, live training with real athletes in real training environments!

We have a number of exciting events planned for the rest of the year which we trust you all get to hear about to see if they is something that resonates with you. Here’s a quick snapshot of just some of these:

- World Fitness Business Owners Summit Webinar - Mon, Sep 16, 2013 1:00 AM - 2:30 AM EDT (Australian Time).
- Boutagy Institute of Fitness Lecture, Sydney Fri 27 Sep 2013
- Boutagy Intitue of Fitness Practical Workshop, Sydney Sat 28 Sep 2013
- KSI 12 Week Reset Your Life Program commences (recruiting Team Leaders globally for this)
- Physical Prep Coaches Business School – Sydney 19 Nov 2013

Ian King, on behalf of Team KSI

1. Athlete responses

Application of flex & control drills

Hi Coach - Thanks a lot for the email. We are at a very good place at the moment. The coach seems to buy in at the moment in what we want to achieve. I am learning more and more since meeting you and seeing the difference in players behaviour and injury reduction. We are doing at least 90-120min of stretching per week and it is working very well. Even the die hard players who hate it are seeing the results.

My biggest challenge now seems to keep them match ready and healthy. The coaches are understanding that we need to do less. The previous week we did one flexibility session of 60min and another one of 30min with 30min of strength work. Our strength work are very low key and the volume extremely low. We focus more on your control drills with one or two lifts of 2 sets of 2-4 reps. Coach you are just as much part of this team as i am. I can only thank you. Hopefully we win. Thanks a lot for everything I cannot ever thank you enough. Regards, --xxxx

2. Get Buffed purchase guidance

Q: Hello, I purchased "The Book of Muscle" and have been using the book and your training program for the past 8 months. I absolutely love your approach to strength training and have learned more in the past 8 months than I have in my whole life. I am very interested in your Get Buffed series of books. I was wondering how the two programs compare. I would really like to get a more in depth knowledge and I am hoping that Get Buffed will expand on what I've learned from The Book of Muscle. Can you provide any suggestions or insight about purchasing any of your Get Buffed books compared to The Book of Muscle? Also, having the foundation of The Book of Muscle, which Get Buffed book should I start with? Also, I have finished the beginner program from The Book of Muscle and I am looking for a good cutting program to follow. It seems that Get Buffed may provide some insight to becoming leaner, which didn't seem to be the focus of The Book of Muscle. can you provide any insight here? Thank you for your time. --xxxx

A: xxxx - thank you for your email. It's always great to hear the value you have received from my contribution to the body of knowledge about training! This would be one of the most common questions I get from BOM graduates – which book in my Get Buffed! book range to go to. What I tell people is this – the Get Buffed! book range is more than just a collection of generic progressive programs. They are packed with progressive education. I understand that this may not be readily apparent, as it is common for prolific authors to create book 'series' of the same name, however with no connection or pattern or reason or purpose between the books other than to create short term cash flow and put their name back up the Amazon authors list. The Get Buffed! book range is not a series – it is a sequel. A true sequel. With a plan, with purpose and with progression. I have not seen an equivalent multi-book sequel in my lifetime.

So putting aside the program comparison between the Book of Muscle and Get

Buffed! series, if you jump over the GB 1 book, you miss a massive part of the lessons available. I know, you would imagine the content of the BOM and the GB 1 book may overlap. Let me stress this – the GB 1 was not edited down to suit the perceptions and paradigms of mainstream book publishers. It talks my language, and the language of success in physique training. Now lets talk about the life-time value of the Get Buffed! books. The content in these books will serve you for life. They have done for me, and thousands of athletes during the last 30+ years who have relied on my training guidance. You will want to have all the books on your library shelve, and I hope they take pride of place – they are not trend based, they are based on generalized principles that never change. They will be potentially your best source of lifetime training every published. Big statement I know, but there is simply no other options for 1,200 pages of progressive education and progressive generic programs based on honesty and originality, and tried and proven in the real world with elite athletes .

Now let's talk about the programs. When I wrote my first mass-marketed generic program, it hurt. It hurt because it went against everything I believed in. You see, for the 19 years of coaching prior to the 1999 release of these original programs and training methods, I had always individualized programs. My concern with providing generic programs is that it send the wrong message – that a generic program is good enough. It's not. An individualized program is better every time. But I took heart in concluding that a great generic program may be better than what most people are doing. However because of my concerns about generic programs I went to massive lengths to provide guidance on how you as an end user could modify the programs to individualize it. This approach spawned a number of latter books by other 'authors', but at the end of the day they still defaulted back to using copies of my workouts, slightly modified. In fact the programs in the Get Buffed series have been so impacting, one 'expert' published a workout in a mainstream bodybuilding magazine in about 2011, that was so identical to the Get Buffed! 1 program that even I had trouble telling them apart.

Now for the program comparison. Here was my brief – in the BOM I was asked to produce 3 workout a week programs. Understand this – even if the BOM program was identical to the GB 1 program (which it is not) it would not make the GB 1 program redundant because the GB 1 (and II, III and IV) programs are all 4 day a week programs. In other words, the volume per week is 33% higher. Your body would need at least the three months of the GB 1 program just to adapt to this. So for me the answer to your question is simple – the Get Buffed! 1 book is the place to start even for graduates of the advanced program in the BOM.

Now for those who say this recommendation is commercially driven. Lets get a few things clear. In case you don't know me and haven't figured it out, I have not time for those who place profit before purpose, or their own personal gain ahead of others needs. For example, the BOM nearly didn't happen because there was an attempt to change the status of the primary author, myself. Yes, I was prepared to walk away from that deal if the publishers didn't keep their word. And the BOM program has been my single most lucrative program I have ever written. Not convinced? There was a certain internet magazine whose direction I didn't agree with, and despite their offer to double my pay, I chose to leave. Then there is our policy of GB IV. If you don't have all the three prior books on your shelf, we won't sell you the GB IV (we can do that because we are the sole distributors). In fact I would love to stipulate that

you can only get GB II after you have GB I etc. but that may be going too far.

The GB book range really doesn't make us much money at all. Between the cost of production and shipping etc, we really don't make anything. I am confident those who have knocked off our content have made a lot more than we have, and they are doing so faking it was their experience and conclusions! So the suggestion that my recommendation is commercially driven is a waste of time. I would rather walk home naked than to take your money if I wasn't convinced you were going to have your life significantly changed for the better by the exchange. In fact, we often give people their money back just to get rid of them if we can't solve their life problems. I have put my life's experiences into the GB educational range, and whilst I walk this planet, I will do all I can (within the constraints of the weak international copyright laws) to ensure the contents of GB are used to create the outcomes that were intended, for the reasons that were intended when we created this educational range.

So yes – start with GB! Trust this helps. I also trust you are active on our Book of Muscle Facebook page - <http://on.fb.me/17ESbCj> or our Get Buffed! Facebook page - <http://on.fb.me/15LcUDq> --Ian King

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3. Training Tips: Coach Mitchell Kochonda

- “If you follow a diet, you've got no hope long term. If you follow guidelines or have a personal philosophy on how you eat, you're in with a shot long term.”
- “Success in sport is about executing what's necessary and feeling good doing it. The scoreboard doesn't care how much you can bench press or how big your arms are from using the tug toner. For example, in Rugby, if you cannot pass equally both sides, get out of the gym & on the field!”
- “All things being equal, the intensity you train at is more important than the volume (how much you do) in all physical qualities, except stretching, where more is better.”
- “Athletes in team sports/squads must realise they are a trade-able commodity. If the club or coach finds some one better you're gone, unless you get better. Everyone loves a winner, but everyone is also replaceable when that time comes. It's solely the athletes responsibility to ensure that time is later rather than sooner. It's not up to the club or the head coach or the organisation. It's up to the athlete – period.”

[Coach Mitchell Kochonda Facebook Page](#)

4. Training Guidance

Rotator cuff training

Q: What are your thoughts on rotator cuff training? How often, how many sets/reps, specific exercises etc.

A: *The rotator cuff craze is great because it has raised the awareness of this need. But I find most programs off track. Just like the abdoms, if these are the weak link, why train them last or later in the program? I train them up front on upper body days. Really the only thing I alter is the volume - higher for phases when I am focusing on control/stability and hypertrophy. Lower for phases when I am focusing on maximal strength. But yes, I do a minimum one set of a rotator cuff exercise before every upper body workout. --Ian King (Ask the Master, p.88)*

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5. Professional Development

Foundations of physical preparation book

Hi, I am very interested in your book "foundations of physical preparation". However it is very hard for me to judge if the content and level of detail is appropriate for me. Do you have an excerpt of 3-5 pages that you send me to give me a better idea of the book? Thanks and regards –xxxx

xxxx – thank you for your email. To give you insights into the content of the Foundations book, it forms the backbone of our Level 2 Coach Education. The book is an abbreviated version of course of what the L2 course is, because the book is 100+ pages but the course is 750+ pages. Sharing that with you to stress that the content of this book is fundamental content for any coach wishing to gain insights into the KSI way. In fact the content of this book has been so popular that we can name a few books sold by other 'authors' where they have used extracts from this book verbatim and lightly paraphrased. And of course some educational institutions use this book as a text in a more ethical manner!

We trust you have been here:

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We don't have any way of protecting text sent electronically from being cut and pasted, which is what has occurred resulting in content from this book providing content of 'other' books, however if you wanted to tell us about what you are specifically looking for from this book we can get more specific about the content. Thanks! --Ian King

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6. Book of Muscle Q & A

Should I complete all of Stage 1?

Hi Mr. King. I love your programs and work. I did "Get Buffed!" years ago and it worked great. I also bought your VHS videos demonstrating exercises. Now I am using your "Book of Muscle" and just completed all six months of the beginner program. I am ready for the Intermediate program. Here is my question: Is it really necessary for me to do all three weeks of stage one, preparing my stabilizers and joints and smaller muscles? I literally finished the last workout of the last stage of the beginner program on Monday this week. I don't want to lose muscle mass and fear I will if I do the first 6 weeks of the intermediate program, focusing on a lot of 15-20 rep range circuits. Are my fears unfounded, and should I stick to the Intermediate program exactly as prescribed, or can I shorten the time in the initial phases of the intermediate program because my body is ready from six months of continuous lifting? Thank you for your time, expertise and GREAT products! –xxxx

xxxx – finally getting around to your email, thanks for your patience. In relation to your first question - Is it really necessary for me to do all three weeks of stage one, preparing my stabilizers and joints and smaller muscles? I can only guess from a distance without knowing more. What I would recommend is do what you feel is best, and be prepared to objectively assess that as it unfolds, so you can learn from this and answer your future questions on this specific subject.

In relation to your concerns about - I don't want to lose muscle mass and fear I will if I do the first 6 weeks of the intermediate program, focusing on a lot of 15-20 rep range circuits. These are valid concerns and again I encourage you to trust and follow your instincts. Everyone is different and no-one knows you like you do! Thank you for your gratitude – we produced these products to help people just like you and it's really rewarding to receive this feedback, confirming we are achieving our goal and the intent of both the GB and BOM range!

Fyi you can follow us on the following Facebook pages specific to your interests:

<https://www.facebook.com/browse/adminded.../GetBuffed>

<https://www.facebook.com/browse/adminded...7883440932>

Trust this help, and all the best with your training! Appreciate! --Ian King

[Book of Muscle Facebook Page](#)

7. Ask the Master

Nutrition for Ironman Triathlon

Q. Ian, I am doing some personal research into nutrition for ironman triathlon. I have read a book by Chris McCormack who is multiple[le Ironman Triathlon World Champion. He is quite big for an ironman triathlete and has won world championships weighing in at around 80KG. He is probably 8-10KG heavier than the other guys who usually win these types of races. In McCormack book he makes note that he met a body builder in France and learnt how to correctly hydrate his body for an endurance race. McCormack notes that the body builder taught him the difference between just hydrating with water and just increasing blood plasma AND effectively hydrating the muscles so the muscles stored water which could be accessed during an Ironman event. McCormack had always had trouble with cramp etc during Ironman races but once he learnt how to manage this part of his nutrition he started to win world championships

I race at around 84/85 KG and I sweat nearly two litres per hour (I have had this tested). So hydration and nutrition is critical for me. So my query is ----- Do you have knowledge of this process and would you be able to provide "coaching" on this? Interesting to note that McCormack does not mention the body builder by name in his book but mentioned the body builder came runner up to Arnold in a Mr Olympia event - so I think the bodybuilder might have been Serge Nubret who I believe died a few years ago- but what a great physique. Kind regards --xxxx

A. xxxx-Many years ago they were using bicarbonate with some salts together with actually proteins from liver, and it didnt taste good but it work, now you can do the same depending in the duration but i am gong to give you a recipe that will work wonders for him, all he has to do is try it on a practice run or cycling. he is going to take 20 to 30 grams of branch chain amino acids, best brands are MR100, by infinityfitness or beverly has their own version or muscle pharm has is in pills, the other ones are powder, to mix with water which is what i prefer, add two tablespoons of honey or up to three, then two pinches of sea salt, shake and mix well, then add two teaspoons of sodium bicarbonate, and mix it again, dont close the container with the bicarb added because it will blow, that is why you mix first the original formula.let me know how it works --Eric Serrano

[Want more? Order 'Ask the Master - An Anthology of Q & A's by Ian King](#)

8. 2013 KSI Seminars

Sat-Sun 10-11 August 2013 – Level 3, Park City Utah, USA*

Mon-Wed 12-14 August 2013 – Level 4, Park City, Utah. USA*

Mon-Wed 12-14 August 2013 – KSI Athlete Training Camp, Park City, Utah, USA*

*10th year celebrations in this location

Register <http://www.kingsports.net/servicesseminars.htm>

Email question@kingsports.net for more info on these seminars.

“Most will follow the trumpet with the loudest noise, only to come away disillusioned and poorer for the experience, realizing they were following an empty vessel. You will find we do things differently at KSI..... If you find your way there amongst the static of bullshit internet marketers...”

9. Nutritional supplements – Melatonin

Melatonin

I recommend all adult athletes (and just about every adult) have access to a high quality melatonin to regulate or assist with sleep when they need it. The challenge I found with melatonin where the dosage between tablets in the same bottle is highly varied, is that you don't know how you are going to feel when you wake up. If it was a higher than claimed dose, you feel heavier than expected. If it was a lower than claimed dose, it doesn't really do its job. After years of experimenting with different brands I found one that I use and recommend with complete trust. It might not be available in all countries, so check it out and see if you can get it. --Ian King

[Order your melatonin](#)

10. KSI Global Network

Athlete Training Facilities

- Brisbane, Qld, Australia
- Cape Cod, MA, USA
- Gold Coast, Qld, Australia
- [Innsbruck, Austria](#)

Network of Elite Coaches

- Mike Pimentel, Boston, MA, USA (KSI L7)
 - [Mitchell Kochonda](#), Gold Coast, Qld, Australia (KSI L7)
 - Andreas Scheicher, Innsbruck, Austria (KSI L6)
 - Igor Ostojic, Ireland (KSI L6)
 - Carl Sherry, Adelaide, SA, Australia (KSI L6)
 - Ryan Lesperance, Toronto, ONT, Canada (KSI L6)
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11. Your Say

KSI 'How to Write' book feedback

Hi Ian, Can I thank you for the quality of your book - How to write Strength training Programs. I have bought countless numbers of strength training books over the last few years, but none as comprehensive and as understandable as yours. Other books

have left me asking more questions- your booked has answered a lot of those nagging questions. It is one of those books that will take my programming to the next level Making my business more effective and streamline. I wish I had found it a couple of years ago. So thanks for writing such an excellent book - I will be recommending it to all of my friends who are trainers. --xxxx

xxxx - we really appreciate you taking the time and making the effort to express your appreciation as you did in your email. This does mean a lot to us. This book, How to Write, has served a lot of people such as yourself, however it has also been subject to such severe copying of its content that the message and origin of its original content has been diluted. We would like to thank you with a gift of our ebook 'Barbells & Bullshit'. The access info is below. Look forward to being part of and contributing to your future personal, professional and business growth! --Ian King

Get Buffed product range feedback

I am expanding my GB materials and this gives me a chance to say thank you for sharing this knowledge with me, it is better than anything I have found in America. Finally, something for serious drug free strength athletes. I will treasure all of my books and materials. Thanks. --xxxx

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