



The Between Sets Newsletter

The KSI Newsletter
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Newsletter Editor: Robert Bennett, UK

We trust you enjoy the February 2014 issue of the KSI newsletter! If you would like a friend to receive future newsletters, share this link with them!

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

Ian King, on behalf of Team KSI

1. Ask the Master

A chat about industry values

Ian your book how to design strength program's only available from your site?

--XXXX

xxxx-Yes. At least the original version. There are a some knock offs but i wouldn't recommend them obviously

Ian - I think I can across them when researching this book - [person] xxxx. No knock offs for me. Have you thought if producing it as a PDF. It would be handy for saving money on shipping as that's half as much as the book itself.

--XXXX

Xxxx - Looks like you know who I am referring to when I talk about knock offs. That one is the king of cut and paste. I still can't work out how you copyright someone's

else's copyright...or that people get sucked in by this. Then there are some who make the effort to re-paraphrase but have amnesia about their source....so re electronic versions def looking at it. Just need to find a secure option. any suggestions?

--Ian

Yeah I read your highlighted comparisons between your work and his and it's pretty much verbatim bar an 'and' or a 'also'. Regarding the electronic book - almost all are sold as PDF's. Which mean that they can be electronically delivered instantly once payment has been made therefore removing cost of delivery. They usually come with a time limit for download and once only delivery.

The only drawback is that it is an electronic version of a paper book. As with anything electronic it's easy to copy and reproduce should the purchaser choose to do so and there is pretty much nothing you can do to stop them. There's a lot of technology savvy people out there and any protection now a days can be removed at the drop of a hat. So your relying on purchasers not to upload their paid for copies. The best that I have seen is having each PDF contain a 'header' or 'footer' contain the purchasers name. This is impossible to remove as far as I'm away and is the best deterrent as it names and shames the uploader.

I'm probably not doing my self any favours here but that as far as I'm aware are the options for electronic books.

--XXXX

XXXX - I believe you are doing yourself a lot of favours. I have seen many take shortcuts in life for instant gratification which has left them with a life of regret, so if you are contributing to a world with greater integrity, I can only see long term upside for you. case in point I had a coach make a painful (for him) admission to me recently that earlier on in his career he had obtained an electronic copy of my book the not-so with integrity way, and I know that will weigh on him for life. Re the world's greatest bullshitter, his transgressions will come at a significant personal cost (in my opinion) in a way that will dwarf the short term income and professional credibility he sought by his publishings (at least you were not one of those poor people who paid over \$100 USD for a ring binder of pages or another 'ebook' that were literally cut and paste and mixed around in an attempt to hide the theft).

There are many other broader implications for the industry. for example, the poor person mentality that dominates this profession, wanting something for nothing, and in turn having such low expectations of what they are professionals receive. there are too many busted arse physical 'trainers' in this world. now when you look at a more empowering industry, such as the personal development industry, where people value the education so much more and place so much more money on the table to receive it, and from that think and act in a way that they deserve and receive so much more. how many industries would allow roles models such as thief's and bullshitters to be industry educations and role model? Successful modelling of this behaviour only lowers the future for those who are new or yet to enter this industry - which may be our children one day - and in the interim if we see them all as our kids we want better for them. this stealing and getting something for nothing mentality and allowing charlatans to weave their bullshit only serves to take the physical preparation industry lower than the perception of the second hand car salesman, and a dubious financial

future to match. so your actions have far greater implications for the world than whether you deny yourself the opportunity to get a free e-book (to use this an illustration). What I want to impress on the industry is that you can have a secure future, an solid income, a great lifestyle - without modelling the trends of the 2000-2010 era, where lying cheating and stealing were promoted as acceptable and desirable. I tell you they were only promoted as such because those who were promoting them needed to use them to rise to any perception of greatness. my inner circle of coaches are living evidence of physical coaches who live life by choice, will never be out of clients, seek to serve and add value, not to take and take advantage of others, and do so living with integrity and compassion for the people they serve and the world.

Re. the pdf I won't be using pdf in the format you refer. There has to be a more secure way. Appreciate your contribution and integrity.14 hours ago ·

--Ian King

Ideas for research

In my capacity as a Primary School Teacher I frequently work with our national Health Service Executive (HSE) in Ireland in the areas of Mental and Physical health for children. At the minute there are a number of Universities approaching the HSE offering 3rd level students who are interested in undertaking research based Masters for them. They have asked me to come up with a number of hypothesis or areas that could be researched with regard to Physical Education.

It is to this end I am writing to you in the hope that you can offer a few ideas/ areas/ hypothesis/ research titles you feel would be worthwhile exploring. If you get a chance you might have a think about it and get back to me if possible. I realise you're a busy man so I understand if you are unable to assist me.

--Paul

Paul - I believe a lot of KSI coaches may be able to offer some ideas for you. As a LI student you have access to the KSI LI forum, which I trust you have been utilizing. I recommend you post the below at this site, in the group discussion section.

I believe this will be very rewarding for all. Thanks and again, I commend your direction.

--Ian King

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

2. Your Say

Hi Ian, Hope all is good with you and that you are enjoying continued success. My name is Paul and I recently completed the KSI Legacy 1. I found it a most

rewarding and enjoyable course. It helped me join some of the many dots that existed after 10 years of reading and studying a variety of things health and fitness, I intend to undertake Level 2 in near future.

--Paul

3. Athlete preparation

How can I prove the athletes are being over-trained?

Dear coach I need your help. How do I get the coaches to stay on time with sessions? How do I get them to understand that volume training is detrimental to success please. We have gone consistently over the planned time of training. How can I prove to them that we are overtrained please?

--XXXX

xxx- You have a challenge. One that many have in sport. The only difference is that you are now aware of the damage that over-training (even slightly) can have in the short, medium and long term.

What you are faced with is the challenge of achieving an outcome. You ask how you do this. I ask – have you read my many discussions in writing on this topic e.g. in my book ‘Winning and Losing’. Have you heard me discuss this often on video eg. Periodization & Integration Series, Recovery Series, etc. Have you read my journal notes in my ‘Training & Analysis Diary’, which was written about the exact sport you are asking about.

There are two reasons I ask. Firstly, I not a fan of unleveraged activities – i.e. repeating something that I have committed to an artefact in the past. The second reason is to open up the door to discussing communication and negotiation.

As you may ‘know’ (I don’t like that word know – it’s rational, not real) communication is not simply about what you say – it is about tone, body language, and more importantly, passion and belief. The energy of what you say is more important than the words. In negotiation, again as you may ‘know’, you have more negotiation strategies available to you than simply directly with the coaches. You would have picked up on that by being familiar with my published works on this exact challenge.

You are now seeking answers to questions at a higher level than how many reps and sets, and I commend you for this. I also want you to ‘know’ that these are the focus of Level 3 and above in the KSI Coaching program. Which brings me to ask – how are you progressing in your KSI coach education studies? I hope you are not sitting back and hoping that my spoon-fed answers will replace the guided discovery we put coaches through in Levels 3 and above. Are you driven to go to this level? What is your time frame. Are you satisfied with your current rate? I.e. the time you have taken between starting out in the KSI coach education program and where you are at now in this program.

My concern for not just you, is that too many conclude that a seminar or email exchange or two with me is akin to completing the first five levels of our coaching program. It is not. Nothing replaces the educational process and experience we have developed since 1999 in our global coach education program. I never tell people what to do. But when it is appropriate, and in your case when I have answered so many questions in personal email for you, there comes a time to ask what you are doing to advance yourself in the KSI coaching Program.

So in conclusion I have not answered your question. I believe your question is valid and relevant. I am just not sure if you are doing enough in relation the what KSI coach education offers to be able to optimally and the best of your ability successfully overcome challenges in your practical application such as controlling the training volume and intensity.

--Ian King

4. Coach education – The KSI Way

Just a few quick questions about the KSI Level 1 Legacy Theory Course which I intend to enrol in shortly.... Is all the material "online" or can it be downloaded and studied without an internet connection (my connection in my home isn't very quick or reliable unfortunately... my work one is far better)... Also it states that it takes approx "6 months or less to complete the course. you set the pace"... Could you just explain how this is the case...i.e. what tasks, tests or milestones have to be achieved/ completed in order to complete the course/ how is "Completion" of the course determined.

--Paul

Paul – vey happy to answer your questions, apologies for any challenges finding our email address.

Yes, all of the L1 course is delivered on line. This is the intent of the L1 and 2 – to make them accessible and stand alone, to anyone anywhere in the world, provided they have internet connection.

It can all be downloaded and studied off line also.

Course progression involves taking a very simple online quick, typically 5 mins, per unit. Upon successful completion of the quiz, you are provided the access code to the next unit. If you don't pass the quiz, you get to repeat it until you do. This is how you control the pace at which you complete the course. So go fast, some go slow. We recommend a pace that allows you to absorb the content.

Trust this helps and look forward to seeing in and completing the course!

--Ian King

[Start your KSI coach education journey here](#)

5. Get Buffed!™ Q&A

I wanted to order your Get Buffed books

Hello! I'm a book collector, and bodybuilder. I wanted to see if you could help me? I wanted to order your Get Buffed books! I wanted to get the ones with the illustration that had the guy flexing the biceps. I attached a picture.

I'm also an author who is composing a huge bodybuilding reference book. I wanted to include an image of the various images/front covers that you had.(Various different editions.) Thank you! Karl
--Carl

Carl – thank you for your email. Hopefully the books in the image you sent are the only Get Buffed! books you can get! You can order our books from www.kingsports.net. Re you book and including the images of our books, If you could please show us by sending us an image of what you propose, we can look at the possibilities, thank you.
--Ian King

Follow Get Buffed!™ on Face book

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6. Book of Muscle Q&A

My boyfriend has been lifting for years & we have both followed the programs outlined in The Book of Muscle. He has made many gains & would like to purchase one of the other books; Get Buffed, etc but is at a lose of which one would be the most beneficial for him & the goals he has. He mentioned getting a hold of Ian King(or someone who works with him) to get their input. Would it be possible for someone to call him & give him some pointers on which book or direction to go? Thank you for your time.
--Angela, Florida

Angela – thank you for your email. Ian King here. I would recommend beginning with GB 1, the original book. Take your time before rushing up through the books and programs. Trust that helps.

In addition to that, if you would like, I will give you access to the section of our members forum where you can review other's comments on the books and also ask questions for our coaches around the world to comment on.
Thanks and all the best!
--Ian King

Book of Muscle Facebook Page

7. 2014 KSI Seminars

Look out for the 2014 World Tour dates to be announced shortly!

All KSI seminars: <http://www.kingsports.net/servicesseminars.htm>

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

8. Nutrition & Nutritional Supplementation

A webinar with Dr Oz!

Hello Ian, I would like to join the webinar with Dr. Oz this evening. I am doing the reset program with Nancy. Thank you,

--Kathy

This was a great event! I feel very encouraged and supported by all that I heard this evening. I was really touched when Dr. Oz talked about self-esteem. I never thought about it that way before but it is true, I am worth it! I am very excited to be on this journey with you!

--Kathy

9. The KSI Nutritional Supplement Distribution Network

Surfs up on the Gold Coast, Qld Aust. Anyone seen KSI Coach Mitchell Kochonda? Ah, there he is, out the back waiting for another 2m+ set! Lucky he trusted my advice all those years ago, so now not only does train elite athletes up to and including OL Gold Medalists, he chooses when he works, with whom and where. This week he's spend more time in the water than working. The benefit of having an additional leveraged income stream that increases between when he enters the water and when he gets out! Because life should come first!

First, I want to thank you for all of your support, guidance and "mentorship" in helping me build my business. This is so completely out of my box and comfort zone but I am absolutely giving it my all, stepping out of my box and determined to make it succeed. --Nancy, USA

Not yet part of this growth? Contact us at <http://www.kingsports.net/DreamTeam/index.htm> or question@kingsports.net to register your interest.

10. Strength coaches and personal trainers don't need to be broke

Recently we offered to share some interesting economic predictions with our database, and this is one of the responses we received:

Ian, I guess in forecasted times like this the old saying "Cash is King" will be something to fall back on?

I don't have real estate investments other than the house I live in, so I'll be sitting tight with that one. Other than that, moving other investments into cash would probable be the safest thing to do.

From a business point of view I don't really know what strategy would be the correct one as I don't have experience in this area. The thing to consider is that if other people are affected by this, they won't have the cash to spend.... and this will impact on business.

As much as I am passionate about fitness I don't think the fitness industry will whether this too well. There is already an oversupply of personal trainers out there with a fickle customer base. Once these customers lose their money I don't see the fitness industry surviving this.

I was considering getting into PT but I don't think it would be a sensible move, so I'm not sure what move to make in regards to that.

--XXXX

XXXX - great to receive you response, and to see you engaging in dialogue on this very important topic.

I share some of my thoughts below in response to your well thought out response.

Cash flow is definitely more important moving forward as the more traditional investment classes either lack capital gain or lack consistent capital gain. As to whether cash itself is king, that may depend on the conditions in which we find ourselves, an unknown to be exact at this stage.

"I don't have real estate investments other than the house I live in, so I'll be sitting tight with that one."

I personally teach my inner circle that there is still opportunity in real estate, and am not as bearish as Harry Dent in this area. What I do stress is the need to be very, very careful and wise in your real estate moves.

"Other than that, moving other investments into cash would probable be the safest thing to do."

Harry Dent would agree I suspect, but personally I believe it is not that simple. So it really comes down to whose guidance you are going to rely on.

"From a business point of view I don't really know what strategy would be the correct one as I don't have experience in this area."

I have a little bit of this experience you acknowledge you lack - 34 years in the industry actually. And I have reached certain conclusions about how to invest my time and money, and teach these to my inner circle. I have experienced a level of success in this that allows me to live life on my terms and have watched my inner circle successfully model this.

"The thing to consider is that if other people are affected by this, they won't have the cash to spend.... and this will impact on business."

This is a critical point. Another aspect to this is that money never really disappears, it just changes the way it moves and to some extent who holds it. So if these predictions pan out there are many whose cash flow will dry up and place them at risk of financial collapse. This is why a plan to not only survive but to thrive in the years ahead is critical. Following the old world popular strategies will not provide this, in my opinion.

"As much as I am passionate about fitness I don't think the fitness industry will weather this too well."

Now you are really showing your astuteness. I am impressed. There is too much old world thinking in this industry, which will leave many in the predicament you envisage. There is upside in the industry however - the key is knowing what that is.

"There is already an oversupply of personal trainers out there with a fickle customer base. Once these customers lose their money I don't see the fitness industry surviving this."

Again you continue to impress me. I predict the PT industry is going to go through massive upheaval and change. Ultimately for the better, but there will be pain for many in the interim. I see little future in this scarcity mentality group struggling day by day with no certainly or adequate income.

The interesting thing is watching all the service providers in the PT educational space continuing to take money from prospective personal trainers and in return give them skills that will not support them moving into the new economy.

"I was considering getting into PT but I don't think it would be a sensible move, so I'm not sure what move to make in regards to that."

I am again impressed with your candidness. I have been building up a group of physical preparation coaches (as I call them) globally who work together to support and mentor, yet are independent in their distributor roles. I have been developing this for nearly 15 years, which means we have refined it and got it flying, and I believe it gives people in the fitness industry the best chance of coming through the impending economic challenges with prosperity.

As you know the physical training industry is growing rapidly, however few really achieve financial comfort from this industry, let alone become financially independent. I know what I have developed and refined will be a welcome lifeline to so many in this industry. For the most part, those who are willing to acknowledge that

times are changing, that they need to open their eyes to new possibilities, and be willing to take on and develop new habits of mind and habits of the body.

I will be running a webinar about this next Tuesday night (US date) if you would like to join in. Let me know. And again, I am happy for you that you took the time to review the material I offered, and that you have the courage to dialogue with me openly and honestly. I trust our exchange will serve you well into the future.

-- Ian King

Here's some income statistics for physical preparation coach income:

The average income in for a gym instructor is \$14-\$55 per hour or \$23,000-\$50,000 per annum...

The average income for a personal trainer is \$40-\$80 per hour or \$10,000-\$136,000 per annum...

"The average annual salary for strength and conditioning coaches was \$37,000 as of 2013..."

These kinds of incomes may suit a young single person early in their working life. However what about older married professionals with children? If this is something that concerns you, you may be interested in hearing more about this.

Opt in below if you would like to learn more about why I believe you don't need to be broke through a short video presentation.....

Learn more - <http://www.kingsports.net/Coach/money/interest.htm>

11. KSI Global Network

Hi Ian, Hope all is good with you and that are you are enjoying continued success. My name is Paul and I recently completed the KSI Legacy 1. I found it a most rewarding and enjoyable course. It helped me join some of the many dots that existed after 10 years of reading and studying a variety of things health and fitness, I intend to undertake Level 2 in the near future.

--Paul

Join the KSI Global Network of Coaches – the original global network of physical preparation coaches!

Learn more: <http://www.kingsports.net/Coach/courses/menu.htm>
