



## The Between Sets Newsletter

The KSI Newsletter

No. 129, March 2014

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Ian King, on behalf of Team KSI

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### **1. Stop doing walking lunges! (Especially in the warm up!)**

Why I tell the world to stop doing walking lunge (especially doing the warm up)

...Or the sensationalist ranting's of a muppet – as some wiser souls on Facebook suggest...

Following my post where I pleaded for the world to stop hurting themselves with walking lunges, especially in the warm-up, I was asked by the readers to explain why I said this. I treated their questions with the respect that a genuine desire to learn deserves, and took the time to share the following thoughts.

I want to clarify that no exercise is 'bad' – however the way we implement or combine or include them can make the extremely inappropriate for the majority – like the walking lunge!

*...from my observations, most physical preparation programs do more harm than good. They may give short term results or confidence to the athlete, but result in significant performance restrictions and or injuries long term.*

*The more an athlete participates in physical preparation, including the younger they start in physical preparation, the greater the incidence and severity of injury. Unfortunately these injuries are being blamed away by many involved in sport as being a function of the increased demands and impact forces in 'modern day' sport. This to me is little more than an excuse, an exercise in putting one's head in the proverbial sand. Quite simply, the majority of training programs are flawed from a physical preparation perspective and are causing the increased injuries.*  
--King, I., 2005, The way of the physical preparation coach, p. 66-67

Here's seven reasons why I tell the world to stop walking lunge. I know what many will say - as I mentioned in my post, the world is making great grounds in life departments such as 'clear living'. However when it comes to exercise, we are back some 30 years ago....

**i. HISTORY – WHERE DID IT COME FROM?** Thirty years ago, the walking lunge was almost the exclusive domain of the college basketball player in US strength and conditioning program. I am sure there were some other pockets of use history including for example certain martial art disciples, however there was little other reference or application. The lunge existed in bodybuilding, but the walking lunge as we know see it – conducted by all ages, both genders, all strength levels, at any stage of the workout but most commonly in the warm up – that is a post 2000 phenomenon.

So where did it come from? I suggest that the walking lunge is a trend driven by 'authors' who lack the experience and wisdom to understand what they are recommending. With the promotion of the 'functional training' movement (advanced by one company in particular with strong commercial interests in the sale 'functional' equipment) combined with continued desire to suppress effective and appropriate stretching in the warm up – the walking lunge found its way into books about exercises that should be done, including in the warm up. These trend spread from sport to sport, and then down the ages, like a disease creeping around the world with no geographic boundaries. You cannot go out into the world of sport on any given day and not witness its application, in particular in the warm ups.

When I see groups of athletes and individuals being guided to perform this movement, in particular young athletes in their warm ups, I immediately conclude that their coach is a trend-following non-thinker who has not done many of the exercises they recommend. If they did they would tell you what most young athletes would tell you if their voices were not suppressed – walking lunges hurt their knees!! Coaches do them because they choose to blindly follow the dominant trend and actively seek to appear to like all their peers. And it is a dominant trend globally – one that will during the next 10-40 years see an expansion of the knee and hip replacements at a rate that will please the joint replacement industries, doctors and physical therapist. At a cost to both society and the individual that will rival the strain on the economies that poor nutritional and lifestyle choices make.

**ii. INAPPROPRIATE WARM UP EXERCISE.** The lunge is a loaded strength exercise. If it was being conducted in an adult strength program it would come with some sub-maximal repetitions. At what stage of a warm up protocol is it appropriate to apply what is more most people a maximal if not supra-maximal loading in the warm up? The wear and tear on the patella-femoral joint (under the knee cap) is

significant and serious and little time passes before you have eroded the cartilage or bone surface, and experiencing conscious knee pain. If the lunge or walking lunge would be done for valid reasons by an advanced athlete, ideally it would be conducted after appropriate warm up activities and sub-maximal sets.

Put simply – there are very few people on the planet that could safely execute a bodyweight walking lunge in their warm up routine and successfully avoid any short or long term knee damage or pain from doing so.

**iii. THE LUNGE DOES NOT IMPROVE FLEXIBILITY AND IS NOT A STRETCHING EXERCISES.** The walking lunge is not a flexibility exercise and does not contribute to increased length. At best it might maintain range, however the subsequent muscle soreness and associated tightness in the quadriceps and hip flexors ultimately means you will lose range. It lacks the element of relaxation which is key to creating changes in connective tissue length, and is followed by and associated with increased tension and shortening of the connective tissue, as any demanding strength exercise does.

It is a strength exercise. I know of no-one who should be doing in their warm up, where the warm up is less than 30 mins, and that includes the elite male strength athlete. It has no place whatsoever in the warm up routine of a young or developing athlete. Yes where will you most likely see it being done – in the warm up routine young or developing athletes.

**iv. MUSCLE BALANCE AROUND THE HIP AND THE IMPLICATIONS OF THIS IMBALANCE.** When I released the ‘Lines of Movement’ concept in 1998, something I had been developing for the prior decade, it was a result of my awareness of the need to balance the muscles around the hip – especially the quad/hip flexor group and the posterior chain group – hamstrings and gluteals. I was concerned that the plagiarists who hijacked this concept and published it unreferenced would lack the understanding and passion for the intent of this concept such that their frequent publishings would advance this understanding. In hindsight my concerns were founded. In fact, these same plagiarists, even after moving to someone else's concept because they need to be seen to be new and ‘cutting edge’ – demonstrate their lack of understanding of my concept and its intent with the exercises programs and equipment they promote in their more recent ‘writings’.

What I am saying is that the cause I set out to help – the health of the hip and knee and all connective tissue of the lower extremities – has not been served by the shallowness and lip service that my Lines of Movement concept set out to solve.

*Balance: all things being equal, and independent of any specificity demands, the selection of exercises should show balance throughout the body. For example for every upper body exercise there would be a lower body exercise. For every upper body pushing movement, there would be an upper body pulling movement. For every vertical pushing movement there would be a vertical pulling movement. For every hip dominant exercise there would be a quad dominant exercise. And so on. -*

- King, I., 1998, How to Write (book)

[NB. The above quote should not be confused with the verbatim and paraphrased

copies that have appeared in many unreferenced sources since.]

What we have in the lunge and walking lunge is an exercise that is at the extreme end of the continuum of quad dominant exercises, which is not balanced by sequence, volume or load potential by another exercise. Quite simply – athletes exposed to this misguided trend of the walking lunge develop imbalances between their quad dominant and hip dominant muscles (the terms I provided in my ‘Lines of Movement’ concept. As such they experience a higher frequency and greater severity of lower extremity injuries – both soft tissue and bone. Groin, abdominal, hamstring, quad, and calf strains. Shin splints. Knee pain.

**v. EXCESSIVE LOADING AND RANGE FOR STRENGTH LEVELS** If a coach had any ability or awareness to assess each individual athlete for their ability to safely and effectively execute a lunge, let alone a walking lunge, they would realise that the vast (more accurately overwhelmingly) majority of athletes being asked to perform these exercises lack the ability to tolerate the strength of their own body weight through the full range or in most cases, any range at all. Therefore even if a coach sought to justify inclusion of this exercise on the basis that the athlete needed strength in this range, there is no basis for justification on the grounds the athlete lacks the strength to tolerate the movement. In essence, not only do we have the injury creation realities of excessive loading and inadequate warm up, we also face the transfer of poorly executed loaded movement to sport.

In other words, not only are we injuring the athlete, which in itself is a solid performance decrease, there is also massive potential for the adaptation to these inappropriate movement patterns to further cause performance deterioration.

**vi. INAPPROPRIATE LOADING WITHOUT SUFFICIENT WARM UP.** If for whatever reason you believed this exercise were appropriate for you, there are a number of strategies I would strongly recommend you implement. You will note these are not implemented by the hordes of young athletes around the world being led to execute these movements in their warm ups. You can learn more about these in my education especially my Level 1 KSI Coaching Course, but here’s some tips to get you going:

a. Joint mobilizations: I teach another unique concept where I apply passive joint preparation drills in the warm up process, particularly relevant for knees. I developed these for personal use whilst rehabilitating my knees post surgery, so I have a very personal connection to the role and benefit of these drills.

b. Control drills prior: another unique concept I introduced to strength training was the concept of performing certain drills to switch on the muscles, especially the stabilisers that control the movement – prior to loading.

c. Warm up sets. How do you do a warm up set of a walking lunge at less than or at 50% of your work set load when your bodyweight is your work set load? That is the challenge for you – because you need to precede these movements with a warm up.

**vii. LOST OPPORTUNITY TO DO SOMETHING MORE APPROPRIATE.** Now I am talking about lost opportunity. I believe (nothing new about this!) that time is

your only truly limited resource, so use it wisely. I know a lot of things that would be far more effective use of your time than the walking lunge, especially in the warm up. Take for example strength – real stretching. I know, we are in an era in the world's history where you have been conditioned (during the Decade of Deceit, 2000-2010) that stretching is bad, will make you weak, will cause you to be injured, should only be done at the end of the workout, blah blah blah. I don't ever want to be following what the masses do – how can I give athletes the performance advantage if I am doing what everyone else is doing?

*Look at it this way. If you do it the way everyone else is doing it - all things being equal, how are you going to be better than everyone else? Realistically changes do occur (albeit slowly) in sport training - because someone dared to do it differently. These people gain the advantage, are at the cutting edge. The sheep follow. Which do you want to be?*

-- King, I., 1997, *Winning and Losing* (book) And I also aim a genuine desire to have an injury free career and life for the athlete.

## **Conclusion**

So what does the future hold for you and the walking lunge? I have no doubt that sometime in the next 10-30 years there will be a mass shift away from this exercise, driven by a belated awareness of the damage it has caused. I have placed more concepts and theories in the market that I can remember that were unpopular at the time yet some years later became mass accepted. Typically, at the tipping point of acceptance, a 'trend spotting author' that relies on publishing to maintain market credibility and income, will with great fanfare 'bring these concepts to the market', with no reference to the pioneers. The mass acceptance of what I teach you now about the walking lunge will be great for the individuals whose training lives begin after this shift.

But what about the ones who have been doing this movement for years now, or will be doing this movement for the time between now and when the market perception shifts? They will pay the price.

Take advantage of what I have shared with you. It is just one of the many training theories and concepts I have formed and shared during the last 30+ years. However one idea that will give you longer and better quality life will be better than none!

So what will it take for you to benefit? However for you to benefit from this wisdom you will need to possess a human trait that perhaps only 5% or less of the population do – you will need to be comfortable breaking the mould, going against the grain, declining these movements when others blindly follow. This will most likely determine whether you will benefit as of now from this wisdom I have shared. What will others think?

I know personally the stones that paradigm shifters get thrown. The irony is that those who mock you today will one day be doing what you are doing. One example of that is burned into my memory is one particular coach who was extremely scathing about my concepts – and then published them for the ensuing 10 years without a single reference. It wasn't much fun to watch or be part of, but it was a great example of

what those who get left behind are willing to do to appear as if they were at the forefront of 'new ideas' all along.

*Resist the temptation in program design to conform to mainstream paradigms simply for the sake of conforming, no matter how dogmatically they are presented, or how much you may be ridiculed or ostracized for trusting your intuition over conformity. Make our own minds up based on a combination of respect for your intuition, the athlete/client's intuition, the results, and in respect of the body of knowledge available.*

-- King, I., 2005, The Way of the Physical Preparation Coach

I share the above for the same reason I train athletes –because I want to give them the best that I can to help them be the best they can be. As you can see I lack the motive of appeasing, impressing or endearing myself to my peers. I understand that my approach to training will always antagonise the emotionally immature, whose ego attachments are threatened by ideas or actions they do not do. In our coach education we attract those who seek to fulfil their potential, as opposed to those who seek to protect their ego. And as for the athletes – they are very happy to receive the best training guidance available in the world, giving them an injury free career and life, and placing them on the podium more often than otherwise!

And now with the internet, if you are a non-athlete training, and have succeed to battle you way through the static on the 'net and found these teaching that for the last few decades have been exclusively for a small elite and very fortunate group of elite athletes – that's to your credit! Enjoy the rewards!

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## 2. Ask the Master

Were you the one....wave loading article?

*Hi Ian, Just wondering if you are the Ian that wrote the article on T Nation about wave loading? I assume you are - and I just wanted to check something: if I was to do a 8/8/6/4/6/6 rep range wave load, would I have to limit the sets to a particular number since it's a higher rep range? Also, do you basically find the working weight for each rep and just do 8/8/6/4/6/6 straight after one another then rest about 3 minutes? Hopefully you're able to just clarify that for me.*

--xxxx

xxxx - yes that was my article. As nice as it would be to be able to answer your first question with a yes or no or an equally black and white definitive answer, if you read more of my many articles on t-nation you will learn I say 'that depends' a lot. Not because I want to be a smart-arse or evasive - but because that is me being honest with you. There are too many more variables to consider. Your second question receives a similar response. Have you read my 'How to Write Strength Training' or Get Buffed!™ books? (The latter is the end user version of the first). You will find more information in these in relation to your question. I encourage you to go to the source to find answers in my original writings. –Ian King

Do you still sell the 'So You Want To Become A Strength And Conditioning Coach?' book?

Hi, I was wondering if you still sell the "So You Want To Become A Strength And Conditioning Coach?" by Ian King? I was suggested to get it, but struggling to find it. Thank you for your help. Cheers,

--Michael

Michael – we sure do. Have you checked out our web site? <http://www.kingsports.net/>

You can find this book at <http://www.kingsports.net/Coach/books/menu.htm>

--Ian King

Want more? Order 'Ask the Master - An Anthology of Q & A's by Ian King

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### 3. Your Say

Thanks coach for a great Level 1 Course!

I just finished KSI Level 1. it was not what I expected. it is an eye opener. I wish I had come across these materials 14 years ago. thank you coach

--Wayne

Senseless sensationalist rant by a muppet

In response to Facebook post 'Stop Walking Lunges'

<https://www.facebook.com/pages/Ian-King/352442794035>

**Tim Saunders** Agreed. Pointless rant unless you explain why they are bad for you.

**Stephen Ward** That's a bit silly making a statement like that with no justification as to why! BTW People should sleep during the day & stay up at night! No reason for this... I just want to be sensationalist!

**Otaniyien Ekiomado** Walking lunges are great, this guy is a muppet.

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### 4. Athlete preparation

*Ian, I had the session with David today and it was both enjoyable and beneficial. He has given me a better insight into how I can improve my swimming in one lesson than what I have received from numerous other coaches over years*

*You were right in your initial observation that I tend to try and muscle my way through a swim stroke as opposed to understanding the subtleties of generating power via technique, body roll and feel for the water.*

*He has given me a series of drills and swim session details to assist me with my swimming. We have also agreed that we can meet up on a regular (monthly) basis for*

*continued review and progress. I really enjoyed the session and he seems like a good guy. Kind regards.*

--Drewe

Drewe – great to hear you received value!

As you may know I worked with his late father so we have a connection there.

Great to see you gain a better understanding of the subtleties of swimming and the difference between what you do and what can be done I look forward to the positive impact in your competitive swimming over time.

--Ian King

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## 5. Coach education – The KSI Way

*Hi coach - I have thought long and hard about what you said about the semi being a bridge to far. At first I thought you were wrong as we did everything to de-load the players. Gave them the week prior to the semi off and trained just what we need for the game. Saying that I think we need to change our culture as well to a more high performance elite training team. I fully agree that we should have done even less and we have to change the culture to be more successful. One aspect we have changed is to give the players more responsibility in determining their own success. This is a bit new to them, as they are used to management telling them what the management wants. Culture change is difficult if management doesn't change with it.*

*I am reading Charlie Francis work on loading etc. and it's very much in the same line as your thinking. We need to do less and be smart about it. I am certain we can change that.*

*Thanks for all your help again. Regards. –xxxx*

xxxx – Here are some thoughts:

*"At first I thought you were wrong...:*

I encourage rather than right or wrong, better, more effective.

*"Saying that I think we need to change our culture as well to a more high performance elite training team"*

Culture starts with the coaches who control and shape the culture - in other words, you could say "I will change myself which will result in influencing cultural changes."

What is your perception of a high performance program is? That might be interesting.

Yes, you need cultural shift.

*"I fully agree that we should have done even less and we have to change the culture to be more successful."*

Great, but what are you going to do about it?

*"One aspect we have changed is to give the players more responsibility in determining their own success."*

That is great in theory, just can't comment as I don't know how it is being managed /communicated. Sometimes it is just a set up for blame if someone needs to be blamed.

*"Culture change is difficult if management doesn't change with it"*

That is a limiting belief and it is yours. If you study my writings you would know I change culture from player power so the management is cut out and is irrelevant.

*"I am reading Charlie Francis work on loading etc. and it's very much in the same line as your thinking. We need to do less and be smart about it. I am certain we can change that"*

Great to hear you see the commonality. But you don't need more info. You just need to commit, become and create change and results.

Just some thoughts.

--Ian King

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

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## **6. Get Buffed!™ Q&A**

*Ian, Thanks for the great technical session on squat and deadlift on the 22 Jan. I always knew there was something amiss with my squat technique but never really knew what it was and the worst part sadly, how to fix it. I was happy with my deadlift technique before our session – I am now at another level after being corrected in this lift.*

*After coming away and with some reflection I now wish I had gone through a number of other lifts – next time.*

*I thought I would give a quick review of Week 1 of Stg 2 as there are a couple of small issues that I need to clarify and make sure I am on track.*

*Day A – quad dominant – Squat – my concentric movement may be a little slower than the 301 for the program as I am trying to retain the abs 'suck' but I am happier with the technique.*

*Something must have been different as my glutes were sore that night and the next couple of days.*

*Breathing squat – I am sure I have this correct – it is just a matter of the extra breaths at the top – so the end result is the pause is longer at the top.*

*Straight bar pullovers – same breathing as for the squat?*

*Day B – horz. pull/push -*

*Bent over row – MB – the exact position is where on the chest/abdomen.*

*Do I execute with the arms flared out to almost 90deg or more towards the body at 45deg.*

*The ecc – can I do this as a seated row MG/MB as I can cheat the weight up. Once again getting spotters is a problem especially when for the bent over row I would need 2. Another option for the bent over is that I could use the supported machine where I would only need 1 spotter.*

*This is a question I may have asked in the past but I don't think so – I have a warm up of 1 x 6 and a work of 1 x 15-20 – as far as weight is concerned how should I treat the 1 x 6.*

*Day C – hip dom.*

*Clean combo – lot of technique to be corrected here and that is from my perspective and limited (read nil) experience with this lift. I am keeping to loading down and hopefully I will pull it altogether.*

*In the workout we have a tri set from HA – speed shrug; jump shrug; jump catch – not a problem here knowing what I am required to do, just technique. Then there is a breathing 1 x 20 – is this a jump catch from HA or a clean from OG – a power clean I think it is on yr DVD.*

*Day D – vert pull/push. All good.*

*I am sure your technical session has also carried over to all my other lifts as I strive to employ the technical skills you espouse – one in particular I note is that I am now very much aware of engaging my abs and I think I may have been in the past a bit on the eccentrically relaxed (bet you ain't seen that one) side when actually doing abs workout, not anymore, they get the full treatment. Thanks again!*

*--Bruce*

*Bruce – great to hear you rec value from our meeting. An athlete cannot get too much feedback on technique! (provided it is appropriately presented feedback, which for most is a big if...)*

*“Day A – quad dominant – Squat – my concentric movement may be a little slower than the 301 for the program as I am trying to retain the abs ‘suck’ but I am happier with the technique. Something must have been different as my glutes were sore that night and the next couple of days.”*

Never get fixated on speeds of movement. They are just a guideline. Great to hear you gluts got the workout they needed – this is the sign of successful application of my technical model.

*“Breathing squat – I am sure I have this correct – it is just a matter of the extra breaths at the top – so the end result is the pause is longer at the top.”*

Yes, extra breaths at top, meaning top pause is longer

*“Straight bar pullovers – same breathing as for the squat?”*

Yes.

Day B – horz pull/push -

Bent over row – MB – the exact position is where on the chest/abdomen.

Create 3 positions – one high, one medium and one low – depending on the machine you are using and your flexibility. For most in the row, medium will be about halfway between bottom of pecs and tummy button.

*“Do I execute with the arms flared out to almost 90deg or more towards the body at 45deg.”*

Typically only high lines use arms flared out. The lower you go the more the elbows come towards body, so in medium the upper arm angle from the body will be about 20-30 degrees away from body.

*“The eccentric – can I do this as a seated row MG/MB as I can cheat the weight up. Once again getting spotters is a problem especially when for the bent over row I would need 2. Another option for the bent over is that I could use the supported machine where I would only need 1 spotter.”*

Yes, if you do so safely – no lower back injuries. Get spotter when you can. And yes, more complicated in BO Row. Make a wise decision either way.

*“This is a question I may have asked in the past but I don’t think so – I have a warm up of 1 x 6 and a work of 1 x 15-20 – as far as weight is concerned how should I treat the 1 x 6”*

Same guidelines – when only 1 workset, use 50-60% of work set wgt. So %age stay the same irrespective of number of reps.

Day C – hip dom.

*“In the workout we have a tri set from HA – speed shrug; jump shrug; jump catch – not a problem here knowing what I am required to do, just technique. Then there is a breathing 1 x 20 – is this a jump catch from HA or a clean from OG – a power clean I think it is on your DVD.”*

Error? There should be no 1x20 for OL work.

Great to see the focus and commitment to improvement in training! Trust I have answered you questions.

--Ian King

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## 7. Book of Muscle Q&A

### Stretching?

*Hey Ian, just received your book! Thanks so much, really appreciate it. But I'm a bit worried about reading it - might find out some things I don't want to know. Like 'you have to exercise consistently to achieve success'. Not my strong suit at the moment, but I'm getting better. Maybe after taking with Mitchell on the cruise is can get more motivated.*

—Warren

You are welcome birthday boy! No problems, just look at the pics! (Joke!) Don't get hung up about others expectations re training. Train as you intuitively feel you should. Training should be fun - for some that is frequent, for others not so frequently

--Ian King

*I aim to train every day, knowing that I won't. That way I get in 4-5 sessions a week. One of these is usually about an hour of stretching which I love.*

—Warren

If that is working, great. I'm encouraged to hear you are stretching. Now to get you to increase your total training time dedicated to stretching! I believe this will have more impact on your quality of life than you may realize. Proud of you warren - you know you are my hero?

—Ian King

*OK, you win. Looks like I need to add more stretching. Should it be whole sessions of stretching or is it better to stretch after training? I know you're going to say "both", just had to ask. I actually feel great after stretching, so I guess I've answered my own question. You're a star Ian, don't know where you get the time and energy from.*

—Warren

Stretching after training is one of the latest trends in a long line of trends. That is why you ask. I encourage you to look at what the majority are doing and reject it. I know you have the ability to do so - if you didn't you would not be living it up in your penthouse overlooking the beach with multiple jaguars parked in the garage. So stretching before training is more important I yes, I do recommend both before and in

dedicated stretching. I have developed a stretching approach second to none in the worlds history, and I know you will join Coach Mitchell in some workouts as you cruise the Asian region in that big boat in a few months' time. You will love it. If people knew what we have developed two things - their lives would be changed and some charlatan out of the US would copy and promote it as his own....not sure about being a star, but I can tell you where I get some of my energy from - a collection of little tablets with the words USANA printed on them...and every night I look up at the stars (because I live on acreage I can see them!) and draw energy from them and the sky. You would remember Rick Springfield - talk to the sky...and the world will look better from up there!

—Ian King

[Book of Muscle Facebook Page](#)

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## **8. 2014 KSI Seminars**

Register / More info - <http://www.kingsports.net/ksi/seminars.htm>

### **ADELAIDE, AUS**

Mar 14 2014 Friday Adelaide AUS 10 Keys to Building a Body that Lasts! 7pm-9pm  
E-\$47/L-\$57 Mar 15 2014 Saturday Adelaide AUS Run Faster Run Better! 9am-5pm E-\$197/L-\$217

Mar 15 2014 Saturday Adelaide AUS DTI Business School Introduction Evening Seminar - Your health, your life, your way 7pm-9pm KSI Guests Free

Mar 16 2014 Sunday Adelaide AUS Get Bigger, Stronger and Leaner - SMARTER!! A guide for women & men to Get Buffed!<sup>TM</sup> 8am-4pm E-\$197/L-\$217

### **PARKCITY, USA**

Mar 29 2014 Saturday Park City, UT USA Child to Champion – how to fulfill the cradle to grave athletic potential of the young athlete! A seminar for young athletes, parents and coaches 1pm-5pm E-\$97/L-\$117

### **LOS ANGELES, USA**

April 2 2014 Wednesday Los Angeles USA 10 Keys to Building a Body that Lasts! 7pm-9pm E-\$47/L-\$57

April 3 2014 Thursday Los Angeles USA DTI Business School (Introduction Evening) 7pm-9pm \$47/KSI Guests Free

April 4-5 2014 Fri-Sat Los Angeles USA DTI Business School (2 Day Training) 9am-5pm KSI Business Partners Only

April 6 2014 Sunday Los Angeles USA Get Bigger, Stronger and Leaner - SMARTER! A guide for women & men to Get Buffed!<sup>TM</sup> 9am-5pm E-\$197/L-\$217

### **TORONTO/BARRIE, CAN**

April 10 2014 Thurs Toronto CAN 7 Keys to guiding the young athlete from Child to Champion - Optimal strategies for Athletes, Parents & Coaches 7pm-9pm E-\$47/L-\$57

April 11 2014 Friday Toronto CAN Get Bigger, Stronger and Leaner - SMARTER! A guide for women & men to Get Buffed!<sup>TM</sup> 9am-5pm E-\$197/L-\$217

April 11 2014 Friday Toronto CAN DTI Business School Introduction Evening Seminar - Your health, your life, your way 7pm-9pm \$47/KSI Guests Free

April 12 2014 Satur Toronto CAN Run Faster Run Better! 8am-4pm E-\$197/L-\$217

April 12 2014 Satur Toronto CAN Women's Health & Freedom 1pm-3pm \$47/KSI Guests Free

#### BOSTON/CAPE COD, USA

April 13 & 14 2014 Sunday & Monday Cape Cod USA How to become a Super Coach! - Coaching Mastery for Sports Coaches 9am-5pm Sunday only- E=\$227/-247 Both Days - E-\$347/L-\$397

April 13 2014 Sunday Cape Cod USA 7 Keys to guiding the young athlete from Child to Champion - Optimal strategies for Athletes, Parents & Coaches 7pm-9pm E-\$47/L-\$57

April 14 2014 Mon Cape Cod USA DTI Business School Introduction Evening Seminar - Your health, your life, your way 7pm-9pm \$47/KSI Guests Free

April 15 2014 Tues Boston USA Presentation at Tufts University 9am-5pm Invitation only

April 15 2014 Tues Boston USA DTI Business School Introduction Evening Seminar - Your health, your life, your way 7pm-9pm \$47/KSI Guests Free

#### LOS ANGELES, USA

April 19 2014 Saturday Los Angeles USA Child to Champion – how to fulfill the cradle to grave athletic potential of the young athlete! A seminar for young athletes, parents and coaches 1pm-5pm E-\$97/L-\$117

#### SINGAPORE

May 2 2014 Friday Singapore 7pm-9pm

May 3 2014 Saturday Singapore 9am-5pm

May 3 2014 Saturday Singapore 7pm-9pm

May 4 2014 Sunday Singapore 8am-4pm

#### PARK CITY, USA

Aug 21-23 2014 Thu - Sat Park City USA KSI Level 3 Coaching Course Thu 7-10pm / Fri-Sat all day

Aug 23-26 2014 Sat - Tue Park City USA KSI Level 4 Coaching Course Sat 7-10pm / Sun-Tue all day

Aug 21-26 2014 Thu - Tue Park City USA KSI Level 5 Coaching Course Thu 7-10pm/Fri-Tue all day

Aug 21-26 2014 Thu - Tue Park City USA KSI Athlete Train Camp Thu 7-10pm / Fri-Tue all day

Aug 27-30 2014 Wed-Sat Salt Lake City USA International Convention All day

Register / More info - <http://www.kingsports.net/ksi/seminars.htm>

*I'm going to make a point of attending the next time or even in the UK.....like Ian's philosophies and ability to critically think....not too common these days!! Also I'm a big fan of the more holistic approach to performance and coaching the person rather than the player. Chat soon.*

--PC

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## **9. Nutrition & Nutritional Supplementation**

Here's a video of an interview I did with members of the Women's Tennis Association that I have loaded at our e-video site. They are free to view, and you can see them by going to:

<http://subscriptions.viddler.com/kingsports>

Check out the following video in the 'Athlete Preparation' section:  
'Interviews with WTA coaches, support staff & athletes'

Enjoy!

Ian King

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## **9. The KSI 90 Day Leveraged Income Challenge**

Five days ago we told you about the 90 Day Leveraged Income Game Plan where 12 people will receive incredible training with Teresa and myself and vvy for the title of winner of the 1<sup>st</sup> Series, and take home the \$1,000\* prize along with their profit.

We've been so busy in the days since with interview, and we can announce that the first three positions are taken. So only 9 positions left, or 25 days, whichever happens first.

I have made a concerted effort to speak on the phone with each person who put their hand up with a response email. It's not for everyone and we will not accept your application to move forward if there is any doubt about your suitability.

To give you a bit of history, we haven't offered up this opportunity to work so closely with us in this endeavour for about a decade, so this is a special opportunity. The first person on board has already conducted a number of one-on-one trainings over Skype with us, and is successfully building their business and income. Their actions to step up have been further rewarded with an incredibly rare opportunity to meet one of our mentors (a 7 figure income earner) in person over a meal in his home city. Wow! And this weekend this same 'contestant' will be attending a phenomenal training seminar where he will personally meet a real rising star who will be a guest speaker.

We will also be invited all in the program to join us at various event around the globe. One of these events has already occurred, where our team were trained by the founder and CEO of Success Magazine. This opportunity presents itself in a few weeks' time

in California. Then we'll be inviting participants in our program to join us later in the year for a convention where Anthony Robbins will be one of the guest speakers. So there's a lot of training, education and opportunities to grow personally, in business and financially in the 90 Day Leveraged Income Challenge!

9 positions or 25 days left! Apply at [info@kingsports.net](mailto:info@kingsports.net)

*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 [info@kingsports.net](mailto:info@kingsports.net) to register your interest.

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## **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 probably 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 weather 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 probably 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

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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

*I have completed this course and I am very impressed with the contents especially the topics that involved planning a training and injury prevention. As a soft tissue therapist/personal trainer, I have witnessed many of my clients who went through poorly planned training and ended up with muscular imbalances. The methods prescribed in the course was easy to implement and my clients were surprised with the results too. The course was also presented in a way that a lot of common sense was involved which clicks with my personal philosophies as well. I will definitely be signing up for the level 2 cert to improve myself as a therapist and a personal trainer.*  
--Chee (Singapore)

*Hello All, I have just finished the Legacy Course. I was very impressed with the materials and how they relate to my personal training and also to my coaching of athletes. Particularly useful for me was the injury prevention and the technique before loading information. I realize now that my own training and some of my coaching techniques were not optimal in achieving the desired results. I am looking forward to continuing on to the next level in the KSI training.*  
--Phil, USA

*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>

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