



The Between Sets Newsletter
The KSI Newsletter
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We trust you enjoy this issue of the KSI newsletter! If you would like a friend to receive future newsletter, share this link with them!

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

Ian King, on behalf of Team KSI

1. **First time offered opportunities**

There are going to be first-time offered opportunities during Nov-Dec 2014 that may serve your needs. Here are some insights into them.

Get Buffed!TM Training Camp – For the first time ever we are offering a limited number of places to spend 3 days in a full-time environment with KSI coaches educating and training you in pursuit of your size, strength, shape and body composition. Wed – Fri 19 – 21 Nov 2014, Cape Cod MA USA. Learn more: <http://kingsports.net/ksi/seminars.htm>

KSI Coach Level 1 – For the first time ever we are offering live presentations in addition to all the online resources. These opportunities exist in Toronto Sat-Sun 29-30 Nov and Los Angeles 13-14 Dec 2014. Additionally if you have completed or are currently in the L1 now, and would like to attend, contact us for current/past student/graduate discount. Learn more: <http://kingsports.net/ksi/seminars.htm>

KSI Coach Level 3 – For the first time ever offered in North American outside of our annual Park City event, the Level 3 is being offered in our US headquarter training facility between . Wed – Fri 19 – 21 Nov 2014,. Learn more: <http://kingsports.net/ksi/seminars.htm>

Coaching Mastery Course – Offered for only the second time ever in North American, this 2 day workshop is aimed at sports coaches in all sports, all ages, any level, as well as physical prep coaches, who wish to make massive improvements to the way they coach the athlete. This is one of those rare opportunities to be taught the ‘art of coaching’ . . Sat – Sun 22 – 23 Nov 2014, Cape Cod MA USA. Learn more: <http://kingsports.net/ksi/seminars.htm>

San Francisco, Reno, Park City and other locations – Additionally during Nov-Dec 2014 we will be conducting 1 day and evening seminars in a number of locations. . Learn more: <http://kingsports.net/ksi/seminars.htm>

Ian King

2. Interview with Ian King – Over 15 interviews spanning more than 15 years

We’re collating interview Ian has conducted during the last few decades, and some of them are now available at the link below. More than 15 interviews spanning more 15 years are currently available!

See all KSI Interviews <http://www.kingsports.net/ksi/interviews.htm>

3. The KSI Huddle #12

The question we address in this KSI Huddle from a KSI client is:

“I want to know what kind of muscle gain you've seen on authentically natural athletes and what typical gains can be expected, provided training, nutrition and recovery is in check (I know this is somewhat individual but generally speaking). I think bogus claims/embellishment over the Internet and drug use has completely skewed perceptions of what is achievable for the average person. It's enough that an average trainee may become disillusioned even if they're doing exceptionally well (not that I am disillusioned, I love training, but im sick of hearing Johnny Roidhead @ 175cm 100kg 5% bf claiming he achieved that naturally after 2 years of training). Do you have any existing information about this or would you consider addressing it in an upcoming huddle?”

<http://bit.ly/howfarcanigonaturally>

The KSI Huddle is a live discussion between KSI Coaches and clients on topics relevant to our purpose of training athletes and educating coaches.

For a full list of all KSI Huddles, click here:

<http://www.kingsports.net/ksi/huddle.htm>

<https://www.facebook.com/ksihuddle>

Response to Huddle #1 – How to make your waist thinner

Dear Mr and Mrs King, I have just listened to your audio book with your experts and I really cannot thank you enough, it really opened my mind to the different ways of thinking and I value every comment you and your experts made.

--David, UK

Join next week's Huddle to participate, ask questions!

The Huddle (Sun 10pm EST US / Mon 12 md EST AUS) occurs several times. Please register for the date and time that works best for you:

<https://attendee.gotowebinar.com/rt/4604285565022970114>

After registering, you will receive a confirmation email containing information about joining the webinar.

And in August 2014 we will be holding the 11th Annual International KSI Convention - with a difference. FOR THE FIRST TIME EVER WITHOUT PRE-REQUISITES any coaches, trainers or athletes can register to be part of the KSI 2014 Annual International Convention!

Learn more here! <http://bit.ly/KSIConvention2014>

4. Ask the Master?

I need to start training properly to improve

Ian, I just listened to a podcast that you did in Move Smart and was intrigued. I am 44, love to workout and have been for 30yrs, but as I get older I realize how incorrectly I have been training. Aesthetically I look great and have the body of a 20yr old, but underneath the cover I am not nearly as functional, flexible or strong as I should be. With this in mind and without an unlimited budget, which of your books or training material would you recommend for someone my age who really enjoys working out, but needs to start training properly to improve the areas I mentioned while being able to continue into the future without running myself into the ground. Thanks,

--Wyatt

Wyatt - thanks for your email. Great to hear you received value in the podcast with Move Smart. I am impressed that you realize now the difference between the looks and what's happening under the cover, which is more and more important with age.

I suggest one or both of these book - Book of Muscle or Get Buffed!. The BOM has pictures, the GB doesn't. The BOM was edited by a publishing house (which means more censored and content influenced also) the GB book was not. The BOM is based on 3 day a week workouts the GB 4 days a week workouts. The BOM will be cheaper and less postage costs (kindle edition may also be available) the GB is hard copy, and shipped from Australia.

I believe that whatever you spend on KSI educational material will be the best investment in your body's future so over time you may want to expand your library. This is not me selling, just me telling you what I believe, based on some years experience at training, thinking and sharing my ideas, and then seeing the impacts. What I teach are generalised principles that will never change, unless the body was to undergo significant changes and that hasn't happened in recorded history, so thousands of years. Trends change, what I teach doesn't.

Trust this helps. Again, really impressed you are looking deeper into how your training and lifestyle has impacted your body now and into the future.

--Ian King

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

5. Your Say

Co-authoring the 3rd Edition of "Periodization Training for Sports" with Tudor Bompa.

Hello Ian, Long time no talk, hope this finds you well. I am co-authoring the 3rd Edition of "Periodization Training for Sports" with Tudor Bompa. We added a chapter on Gimmicks at the end. I thought it would be nice and informative to add an excerpt from your article "Challenging the Overreaction". In case you agree, the Human Kinetics guys will surely ask if there is a fee to pay for the quote. Let me know if you agree to put such excerpt (fully referenced, obviously). Thanks in advance.

--Carlo

Carlo – great I will of course agree and support firstly Tudor, and secondly, anyone with the integrity to seek permission and reference appropriately! No charge. Go for it and please send me at least a copy of the page (email: question@kingsports.net) if not a copy of the book (to my Australian mailing address of)

--Ian King

6. Athlete preparation

Interview with Clint Robinson

Kingy - xxx's team undefeated at State Champs. xxxx won 6 from 6 and only had 1 try and two penalties scored against them and they scored about 300 points.

xxx played off bench mainly coming on at half time in four games and played the other two full games. Was the equal of any xxxx up there.

He starts weights and sprints with firsts next week. Tuesday and Thursday morning weights and 1 day a week sprints.

He has been told he must complete a full stretch session before lifting and record everything he does. I will monitor loads etc and tell him what he should and shouldn't be doing. Will also make him do one complete stretch only session on weekends.

Coach has made it very clear if you miss one session without reason you won't be playing xxxx next year. Playing xxx basketball and very strong in contact and under basket as you would imagine. Vertical leap and timing of it seems vastly improved.

--Rod

Fantastic summary, appreciate. Once you know the strength and speed program send me a outline (exercises, reps, sets, rest etc) and I will make some recommendations on how do deal with it.

Great to see him playing b/b also, great hand /ball skills, and opportunity to rehearse vertical displacement

I am impressed you are imposing the flex routine pre-training and a dedicated one per week. Between the physical program for xxxx and the hard court in basketball, he will need all the help he can get

Monitor how his knees are going, as well as any other joint pain in the lower legs. The addition of the hard court adds another stress to the tib/fib joints etc so needs to be monitored He would be advised to take his rolling seriously also to combat raised muscle tension.

--Ian King

7. Coach education – The KSI Way

KSI L1 Graduate Profile – Sean Casey

Ian, I'm not sure I have even a one paragraph bio. I've just started my learning curve, a change of life if you will (I'm 40) after having enough of my former career and deciding to do something I've always wanted to do. I fully intend on continuing on with KSI. I know you don't subscribe to the notion of taking from a wide variety of people/systems/courses but I'm still finding my feet and am completing a couple of certifications in the near future at which time I will move on to KSI level 2 (I actually broadly agree with your opinion on taking a bit from here and a bit from there actually - but being new to the industry I don't have a trusted peer group to take cues from so I just needed to jump in). Cheers,
--Brent

Brent – you have a powerful story from what you have told me, so don't sell yourself short. I have another person who just finished the L1 course – in his 60s. He just retired from a life-

long career in the police force – in fact he was one of my Police Academy instructors way back when. So you are not the lone ranger in developing new skills. You would probably be surprised how many in the L1 are starting out like you, irrespective of their ages. I look forward to hearing from you in the future.

--Ian King

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

8. Get Buffed!™ Q&A

Get Buffed is so far the best book about strength training I have read!

Hi Ian, I've used the BOM plus books 1-3 of the Get Buffed program. I'm 52 and at 164 lbs I was pulling a 418 lb. single in February. Unfortunately I had a few things get in the way. Some chronic shoulder problems cropped up. I had a shot or cortisone in each and was told to go to PT. Still have the pain. PT made me weak as it only allowed for very light weight. I may buy your shoulder video if you think it makes sense. Pain is chronic, not acute – nothing torn.

About the same time I purchased a nice new Inzer lever power belt. It was so stiff that when I was pulling a heavy single – 405 I think – I actually fractured a rib! That killed any heavy training for a couple of months.

About the same time I had to really ramp up my cardio training as I climbed 14,411' Mt. Rainier in Washington in June. That didn't help with the heavy work either.

So...where do I start my KSI comeback trail? Back to book one in the GB series or the BOM? Starting back at book 3 doesn't seem to make sense as the power program seemed to build right off of the end of book

Please let me know your thoughts. I'm looking forward to getting back on your programs.
--Ken

Ken – looks like you are paying the price for sins of training in the past – but aren't we all!

You definitely need to go right back to BOM or GB 1, whatever you feel is best. However you also need to fix that shoulder. Most PT is, how do I say politely...are not much value. FYI I will be in the Boston area late Nov/early Dec should you want me to look at it also (hopefully it will be gone by then but you never know). Either way I hope you support our events in your region during that time of the year.

AND you can attend the GB Training Camp in November in MA USA! We assure you your injury status will change for the better as a result of that!

Yes, the content in the 'IK Guide to Shoulder Rehab' will serve you. Let me know how you go, and come back progressively!

--Ian King

[Follow Get Buffed!™ on Face book](#)

[Order your own Get Buffed!™ material](#)

9. Book of Muscle Q&A

Book of Muscle was the first book I ever used to increase my athletic performance. And, looking at what I have learned over the past decade of movement, I wanted to write you and say thanks for the world-class information and ideas you teach and spread through your work. I'm still surprised at how something as simple as incorporating temp in movements could have had such a dramatic impact on my and my client's performance. Book of Muscle really influenced my own practice immensely and it's inspiring to see someone with deep theory AND practice.--Sean, USA

[Book of Muscle Face book Page](#)

10. 2014 KSI Seminars

The months of Nov-Dec offer some never-before-offered opportunities! Check them out below:

Date	Event	Location	Times	
17-21 Nov 2014 M-F	KSI Level 5	Cape Cod, MA USA	6a-12p	SOLD OUT
19-21 Nov 2014 W-F	Get Buffed!™ Camp	Cape Cod, MA USA	6a-12p	
19-21 Nov 2014 W-F	KSI Level 3	Cape Cod, MA USA	8a-6p	
21 Nov 2014 Fri	Child 2 Champion	Cape Cod, MA USA	7.30-9.30p	
22-23 Nov 2014 S-S	Coaching Mastery	Cape Cod, MA USA	9a-5p	
29-30 Nov 2014 S-S	KSI Level 1	Toronto ONT CAN	9a-5p	
6 Dec 2014 Sat	tbc	San Fran CA USA	9a-5p	
7 Dec 2014 Sun	tbc	Reno NV USA	9a-5p	
13-14 Dec 2014 S-S	KSI Level 1	Los Angeles CA USA	9a-5p	
20 Dec 2014 Sat	tbc	Park City UT USA	9a-5p	
21 Dec 2014 Sun	tbc	Park City UT USA	9a-5p	

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

11. Nutrition & Nutritional Supplementation

We recently invited our Australian friends to attend a live seminar with a US scientist He earned a Ph.D. in molecular and cellular biology from Oregon State University, where he focused his research on the underlying biochemical mechanisms of the aging process and the therapeutic potential of lipoic acid. During his Australian tour I spent a few days with Brian, and gained valuable insights into what he has to offer. I also recorded a 1 hour training session he did during the tour, which I offer to share with anyone who sends an email asking for it.

Whilst I don't endorse that sciences leads decisions in training I certainly value and invite the input of academics, especially those who are grounded and focused on practical real-world applications. It's great to have access to resources such as Brian for our athletes and business partners.

12. The KSI 90 Day Leveraged Income Challenge

Its official - the winner of the '90 Day Leveraged Income Challenge' is Jon Hazard from California USA! Jon is a personal trainer who won the Series 1 Challenge by an significant margin. Congrats to Jon Hazard!

Applications close on Friday 17th October 2014 for inclusion in Series II. Apply 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 to register your interest.

13. 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 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 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

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](http://www.kingsports.net/Coach/money/interest.htm)

14. 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 were 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](http://www.kingsports.net/Coach/courses/menu.htm)
