



The Between Sets Newsletter
The KSI Newsletter
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What's happening?

I recently did an interview recently with Cory Holly of the Cory Holly Institute of Holistic Sports Nutrition (Canada), here's the link: <http://bit.ly/coryhollyint>

Also recently released a 20min audio on training implications for pregnancy. Enjoyed by many, including Margaret who said:

Ian Just had the pleasure of listening to your program. Simply fabulous! Thank you! Sharing the information and my notes with ladies who are wanting to be pregnant and are pregnant. Again, thank you for your kindness!

We also recently released a 5 hr video titled 'The Big Lifts Workshop', in which I covered the squat, bench, deadlift and snatch. A week or so ago we gave viewers a short window to view one of the 9 parts of this program, and this is the feedback we received:

We've had some great feedback on the Big Lifts Workshop from some great people – former elite 125kg powerlifter Joe MacGowan said; *"Just watched your hour long sampler on the squat on Facebook – what a great treatment of the nuances of the squatI must go over theses same points a million times a year when working with other trainers over here in W.A. And they just don't get it and don't seem to be able to retain it.....I cannot express how much I appreciate your work. As usual an excellent and highly professional treatment, of the highest quality. "* Thanks Joe!

High achieving entrepreneur Monica Garza-Penrod said: *"Ian! Just did squats today. Thanks for posting and I appreciate your willingness to share your expertise."* Thanks Monica!

KSI clients said:

"Thanks for that video, Ian, learned a lot and tried it out, did pretty good and I felt the legs more than the hips." –Tom

BIG THANKS IAN! Just got home from work. Am watching--Jim

Thanks Ian that was a fantastic video I learnt heaps from it.--Jai

Thanks Ian. That was excellent. Lots of value in that 36 min--Kyle

Want to have the full 5 hours of footage? For you, our Between Sets readers, we extend a \$40 saving for the next 24 hrs. Go here to order: <http://bit.ly/15240Qv>.

Use coupon code – BigLiftsNL - Enjoy!

We will be in Melbourne AUS and Auckland NZ during March 2015 so catch up in person with those in these regions then!

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. The education of the physical preparation coach

I just finished KSI level 1 a couple days ago. I had not heard of Ian King until my friend Ryan convinced me to sign up to see the first-ever KSI level 1 convergence/meet/seminar in Toronto. It really opened my eyes to a lot of things so the very next day I began the course.

I have to say that I was very impressed with the material and realized that Coach King is in my opinion one of the best, if not the best, coaches who I've ever come across. Of the coaches who I've read about, he's the only one who looks at the big picture of longevity and injury prevention. What I loved about this course is that all of the information was truly useful information, rather than irrelevant filler "science" information that other courses would have you memorize but doesn't actually make you a better coach in the gym or on the field when it comes to application. That's exactly the type of education that I've been looking for; I want to learn how to apply training methods and programs in real world situations with different individuals and variables. I had not found it until KSI.

I also resonated with his take on philosophy, holism, and integrity as well and was glad he included it in the course. Just another thing that set him apart from the rest. I believe Coach King is truly doing a service to humanity with what he does and I also want to help spread the light,"so to speak.--Mike

2. Ask the Master

A specific question I have for you regarding scapular training

Ian - there is a specific question I have for you regarding scapular training. Somewhere in the book you spoke about a couple drills where the athlete was lying down and doing circles to program the scapular prior to pull training. Seeing as my left shoulder has been badly injured for a good period of time I was wondering what exactly this exercise was? I find it quite difficult to wake up my external rotators and even external rotation with a band doesn't always do the trick (i usually get referral pain in the bicep tendon). Hopefully your strategy works better. Thanks again. –Sean

The exercise you refer to is part of my control drill concept to be done before training sessions. Of course that has been adopted universally and few realize the origin. The specific exercise you refer to is probably the 'flutters', a name I gave this exercise back around the early 1990s. I spoke about this exercise and demonstrated it for the first time ever in my 1998 Australian seminar tour that can be found in the 'Strength Specialization Series' DVD.

As you may have picked up my belief is that these exercises can only truly be taught in person e.g. in seminars and training sessions, and DVDs are the next best thing. The written word is much lower in it's ability to transfer the message adequately and accurately.

While many have copied and implement my control drill concept it would be rare if ever you would see them done in the manner I intended, such is the dilution of the message.

A quick unsolicited heads-up – I don't use or recommend bands, and the use of bands for control drills is an example of the message being really lost!

Hope this helps, and remember – the information is there, it comes down to how hard and where you look. As you indicated I have spend a lot of time and effort over the last 30+ years arriving to this point, and each day I extend further through the pursuit of excellence in service of the athlete, and teach it to the coach.--Ian King

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

3. Your Say

Your Legacy book is a very provocative read

Hey Ian, I wanted to thank you again for sending across your Legacy book. I just finished it up, and found it a very provocative read. I almost would have enjoyed it more had it directly summarized all of your programming recommendations, but i understand that that would have been a very different type of book.

Legacy offered me some good perspective as a young buck in this strange fitness industry we are both a part of. It helped me look at things from the angle of time and work. I need to put in more of both, and it's obvious that you have worked tirelessly over a great period of time to have developed the knowledge that you have.--Sean

Sean – thanks for your positive feedback! The the Legacy book has only so many pages! If you ever do the L1 course, which is 1,500 pages long, you will get a lot more. However even then there is more than does not fit into a L1 course, hence higher level courses and other books etc.--Ian King

I just started your old program 12 weeks to super strength program

I just started your old program 12 weeks to super strength today. It's great! Really different approach to what I'm used to, I'm looking forward to trying it out over the next 12 weeks. Thanks again for your hard work.--Nick

It is the journey-man that floats between both extremes of that continuum that illuminates the world with truth, knowledge and education

Hi Ian - I'm engaged in a bit of a battle at the momentwith the xxxx and xxxx system in regards to the xxxx in fitness credentials that they laughably pass off as the chosen and preferred instruction for fitness professionals.

I have a Masters in Ex Phys and biomechanics a Bachelor's in Phys Ed, A CSCS from the NSCA and a Corrective Exercise Specialist credential from NASM and I have been working in the fitness industry since 1972 as well as lecturing at Uni in the USA. I came back and I would like to increase the standards here in Australia and as you and I both know all too well the science anywhere in the world is not the total answer to exercise performance but it is a part.....

You have my deepest admiration at your resilience to deliver such high quality a product in a country that has ignored the talent it has had for so long. These people cannot see the wood for the trees and are so arrogant as to ignore what other countries in the world have worked hard in and indeed what many very talented Australians have achievedalbeit "Somewhere Else."

I work unofficially with quite a few trainers and a few select clients to expose the truth behind human performance and not unusually your name comes up quite often.

I eventually would like to be a moving force in professionalising the strength and conditioning specialist in this part of the world....it's a fascinating and fulfilling endeavour and deserves the recognition it is not getting right now.....It is not the practitioner that makes all the difference and it is not the academic that identifies the truth it is the journey-man that floats between both extremes of that continuum that illuminates the world with truth,

knowledge and education.

--XXXX

xxxx – I agree completely with you re the low standards of the Australian certificate courses in the fitness industry. In addition, it would be great if they referenced and credited my material!

I am impressed you have the motivation to drive this cause, and fully understand the frustration of being ‘assessed’ by those lacking in experience and competency. The aspect of sport I really enjoy is the scoreboard because it is irrefutable and there are no correlations between science, trend conformity, political correctness etc. and the results. The frustrations are typically in clearing the path through the sport groupies and others that should not be in this space but have found a way to be so, to then get down the real work of preparing to dominate and win in competition.

Keep me informed of your crusade and if I can be of any assistance let me know. I support anyone seeking to raise the standards of excellence in any endeavour for reason beyond financial, commercial, political and professional gain.

--Ian King

4. Athlete Preparation

The results have been excellent and even surprising

I can report that for the last month or so I have focused more on stretching after neglecting it for a while. My weight training has been low volume and short in duration so I have been able to reach the 2 to 1 stretching to weight training ratio you recommend for people over 35. The results have been excellent and even surprising. Last week I helped my parents move some things to their apartment that is on the third floor. I have helped them many times before and usually my grip strength is the limiting factor when carrying heavy things like a sofa upstairs. This time I had no grip issues even though I have not done any training that even remotely challenges my grip in the gym. The only thing I can think of is that all the forearm and finger stretching I have done has increased the muscles range of motion so that they could operate further away from their end range.

I thought I would let you know that I just ordered the Speed Specialization DVD, and would really appreciate if you sent me the DVD of the Flex training series.

Also, Thank you for all the great information and see you at L3 this year!

--xxxx

5. Coach education – The KSI Way

Reading through the recommended Theory and Methodology of Training by Tudor Bompa

I've been reading through the recommended Theory and Methodology of Training by Tudor Bompa. Wow....that book is quite the juggernaut.. I appreciate pointing out this resource, it is one I didn't have and is a wealth of knowledge. Chs. 3 and 4 are pure gold! Thanks!-- Scott

The 12th Annual International KSI Athlete & Coach Camp will be held between Thursday 13th to Tuesday 18th 2015, Park City Utah – put it in your diary NOWs!

Start your KSI coach education journey here
<http://www.kingsports.net/Coach/courses/menu.htm>

6. Get Buffed!™ Q&A

Everyone is squatting like a powerlifter

Everyone I encounter trainees (and a lot of new coaches too), especially beginners, I am encountering more and more this powerlifting technique of squatting. So sad. Especially since I just revisited your technique (in the video Big Lifts), which is making me, once again, acutely aware of how much (well-meaning) misinformation is being propagated. So much "powerlifting" derived knowledge here, that doesn't apply to everyone..."-xxxx

xxxx-Re the squat, you are spot on - there is a growing influence of powerlifting techniques into mainstream and sports training. Basically anyone who endorses this either does not train athletes long term to see the downsides of this or has a different interpretation of optimal sports preparation, which is something that can be expected in our world of diversity of conclusion. We take pride in knowing we are doing the best for the health and performance of those who are attracted to what we teach.--Ian King

[Follow Get Buffed!™ on Face book](#)
[Order your own Get Buffed!™ material](#)

7. Book of Muscle Q&A

Wondering what you mean when you say 10-15 reps of pushup hold with a tempo of 311?

Hey Mr King. I have been following the book of muscle and I love it so far. But on the beginner program I am just wondering what you mean when you say 10-15 reps of pushup hold with a tempo of 311?

--Mike

Mike - great to hear from you. If you can hold the pushup position do isometric holds of say 5 secs or more. if not, use the speed indicated in the book. I trust this helps! Have you seen our FB page dedicated to the BOM? You can post questions here also:

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

--Ian King

[Book of Muscle Face book Page](#)

The 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

8. 2015 KSI Seminars

Lessons for EveryBODY

Melbourne Thursday 19 March 2015 / Auckland Sunday 29 March 2015

A seminar in which I will be taking the lessons relevant to every person that I have learnt during my personal and professional life training and training athletes. You can expect two things – there is going to be massive value for those that have the student mind-set, and it will be very different from what you have heard or are doing!

Be our guest – info@kingsports.net.

Thanks so much for coming back to Toronto Ian. This time I left the seminars with a great feeling of confidence knowing that I am on the right track. You left my colleagues with a lot to think about! Michael was particularly awestruck. Our drive home was fantastic, he had many a kind word to say. You'll be hearing from him again that's for sure. Mark my words he will be progressing through the KSI coaching program! Will see you in Park City next August! Guaranteed! All the best man!!!!--Ry

Date	Event	Location	Times	
25 Jan 2015 Sun	The Primary Lifts	Auckland, NZ	8a-1p	
19 Mar 2015 Thu	Lessons for EveryBODY	Melbourne VIC AUS	7.30-9.00pm	info@kingsports.net
28 Mar 2015 Sat	Small group workshop	Auckland NZ	tbc	info@kingsports.net
29 Mar 2015 Sun	Lessons for EveryBODY	Auckland NZ	2.00-4.00pm	
13-14 Aug 2015 T-F	KSI Level 2 Prac	Park City UT USA	6a-10p	
15-16 Aug 2015 S-S	KSI Level 1 Prac	Park City UT USA	6a-10p	
15-16 Aug 2015 S-S	KSI Level 3 Prac	Park City UT USA	6a-10p	
13-18 Aug 2015	KSI Level 4	Park City UT USA	6a-10p	

S-S				
29-30 Nov 2014 S-S	KSI Level 5	Park City UT USA	6a-10p	

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

9. Latest e-videos available for athlete and coach education

You can find a massive library of unique and original electronically delivered videos at The KSI E-Video Library: <http://subscriptions.viddler.com/kingsports>.

Most of this footage cannot be bought – it can only be earned by way of the level in the KSI Coaching Program you are at – and you need to log in using your unique access codes if you have been given access to higher level content, to view your videos.

During the last month we have added the following videos:

Level 1 KSI Coach and above access:

- How to do Control Drills and Abs – Pt 2 of 9, The Big Lifts Workshop NZ Jan 2015
- Coach King on physical training and pregnancy - 23 Feb 2015

Level 2 KSI Coach and above access:

- Chats with KSI Coaches – 26 Feb 2015

Level 3 KSI Coach and above access:

- The Big Lifts Workshop - New Zealand Jan 2015 (9 Part, 5 hr program)
- The role of nutritional supplements in injury prevention & rehab (Pts 1 & 2)
- Ian King on Athletes & Supplements – 1 hr webinar, Mon 9 Feb 2015

Get Buffed! Course access:

- The Big Lifts Workshop - New Zealand Jan 2015 (9 Part, 5 hr program)
- The role of nutritional supplements in injury prevention & rehab (Pts 1 & 2)

This exposure is limited to KSI Coaches involved in the Learning Support (LST) program. If you are not in the KSI Coaching Program, or joined the KSI program before the introduction of the LST program and would like to learn more, email us at question@kingsports.net.

10. Holism

I recently recorded a 20 minute audio presentation titled 'Emotion drives effectiveness of action'. I would be willing to share this audio with any of our KSI clients or coaches upon request.

--Ian King

11. KSI Global Network of Coaches

I just got off the line with a young PT who is in the KSI Level 1 Course. I have been impressed with his work rate through the Level 1 units, and then he showed a positive grateful attitude in his emails, which meant I took even more note of his, as these two qualities are relatively rare in our society. The fact that he is an Australian was another factor that impressed me because Australians don't typically aim too high. The tall poppy syndrome in Australia beats drive out of most!

We had a great chat and there may be value in our chat for you others in the KSI coaching program.

If you are in the KSI Coaching program, and would like to hear this chat, reply below or FB message us or email us at question@kingsports.net and we will send you the link.

I have completed this course and I am very impressed with the contents especially the topics that involved planning 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)

12. Global Nutritional Supplement Team

I recently gave an hour-long informal and candid presentation to our business partners about how I use nutritional supplements with elite athletes. This program is available exclusively to our team, and is one of the many benefits of being part of our global nutritional supplement network. Here is some of the feedback we received:

Thank you so much Ian for the insight into how athletes view the supplement industry, also the tips about how you use them for yourself and your coaches.--Dee

One great message to me...We are here to "help" whether it is for an elite athlete or an ordinary person with no athletic built-ins. I love how Ian & Teresa grew the business by helping others. Thank you for lighting the torch! --Sheila

Thank you Ian & Josie - love the fact that you brought it back down to caring for your athletes - at the end of the day that's all that matters!--Selma

Thank you Josie for organizing the webinar and thank you Ian for sharing, it was great information!--Roy

It was a great talk and I have more of an understanding now of how to help athletes, thank you.-Sue

Thank you Ian, you are unbelievable!--John

Just brilliant Ian! Thank you SO MUCH!! --Vicki

THANK YOU so much Ian and Teresa King for your contribution tonight. We appreciate you for giving us knowledge, and inspiration to be bold and go out there and share these life enhancing products!--Josie

Thank you Ian for your candid sharing! Much appreciated!--Angela

THANK YOU Ian King for sharing the important message of simply wanting to help people with their health.—Michelle

Thank you for all the gems & realistic tips tonight to take to our teams Ian and for allowing us all the benefit from this knowledge & create residual income !—Vicky

Here's what our team say about being part of this team!

I spoke with Jason this morning, he said that we received a package from you both today that include your gift! I wanted to express our gratitude, so far we have been on an exciting whirlwind meeting extraordinarily driven business minds and the support has been amazing!

What a team to be part of!

--Shannon, NSW AUS

Learn more? Email info@kingsports.net.