



**The Between Sets Newsletter**  
**The KSI Newsletter**  
No. 140, Mar 2015

In this issue

1. The education of the physical preparation coach
2. Ask the Master Q & A
3. Your say
4. Athlete preparation
5. Coach Education
6. Get Buffed!™ Q & A
7. Book of Muscle Q & A
8. 2015 KSI Seminars
9. Latest e-videos available for athlete and coach education
10. KSI Huddles
11. KSI Global Network
12. Global Nutritional Supplement Network

**What's happening?**

Heaps happening! We've given seminars in Melbourne AUS and Auckland NZ in the last few weeks (if you are in the KSI Coaching Program you can check the videos of the presentations!) and are off to Singapore next week to share the KSI way with those committed and open to learning in Singapore. And in May we'll be doing the same in Perth AUS.

And we trust you are making plans and booking to be at the 12<sup>th</sup> Annual KSI Athlete and Coach Camp in Park City UT USA in August 2015!

You can also access the latest KSI Huddle #18 – Questions about flexibility. Here's the link for this and previous Huddles. <https://www.facebook.com/ksihuddle>

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 finished reading 'Winning and Losing' - this might be the most "practical" book you have!

*Hi Coach King, I finished reading 'Winning and Losing' this morning. To be honest, when I started it I wasn't too motivated to read it. Typically, I like to read practically based material.*

*By the end, I realized this might be the most "practical" book you have because it shows who you are and what you've done, and what we can learn from that.*

*Having completed the Legacy course, I do believe this book should be required reading for it because it humanizes you (showing strengths, weaknesses, struggles, successes) and sets the context of the Legacy course. The course presents Ian King "the physical prep coach"; the book presents Ian King "the life" or part of the life at least. One of those is necessarily part of the other, but not vice versa.*

*I was touched by the parallel between you and Charlie Francis and it reminded of Socrates in the Apology; a good man cannot be harmed in life or death. Regardless of what others think and say, the truth is out there for those who seek it, else be led astray by rumor and innuendo.  
Best--Scott*

*I found your presentation to be extremely enlightening and I could have listened to what you had to say for hours*

*Hi Ian, I found your presentation to be extremely enlightening and I could have listened to what you had to say for hours. I am 4 months away from completing my Bachelors Degree in Exercise and Sport Science and the information that you presented has shed a new light on all that I have learnt over the past 4 years.*

*I have been training on and off (injury interrupted) for the past 8 years and have been working in a gym for the past 5 years. I would like to think that I don't necessarily follow everything that other people tell me, rather I try to form my own opinions about various training protocols etc. through first hand experience and whether they provide a benefit in any way to me or my training.*

*Listening to what you had to say about stretching and preventative measures for injuries, i found extremely interesting. I will be the first person to admit that I don't do enough stretching, but I didn't realize how much more I really should be doing.*

*I have begun looking through the information that you have on your website and have noticed that you offer courses in coaching and muscle gaining etc. My plan for the future is to get into the Strength and Conditioning industry as I am extremely passionate about helping people achieve their goals. I love working with my current clients, but being an avid sportsman who had his potential sporting career ruined by injury at a young age, I really want to work with athletes of all ages to prepare them for their respective sports and help them to remain injury free and perform at the highest level.*

*I will be applying online very soon to undergo your courses, as I want to learn from the best. I will also be looking at attending the next seminar that you run in Melbourne and I hope to get the opportunity to meet you in person.*

*I was also curious to know whether you did one on one consultations, so that I may get the opportunity to talk to you one day in person about training, the industry and how to get a foot in it and also to assess my posture and imbalances etc. like you did on stage on thursday night as I missed the opportunity to volunteer myself.*

*I totally understand that you are an extremely busy man and I would greatly appreciate your time, however, if you don't have the time to reply please don't stress about it. My message*

*was more for me to thank you for accepting my friend request and the information you presented, as well as opening up my eyes to things I had not really contemplated. Kind regards,--Sebastien*

---

## **2. Ask the Master**

Is there any way to work on chest size AND shoulder strength, WHILE still prioritizing arms?

*Since I no longer train for sporting prowess/performance (basketball and track), but simply for health/fitness (and to keep up with my kids' play) yet, feeling like a "somewhat" concrete goal might be fun, I've been looking at various "symmetry" scales and formulae (McCallum's, as well as Willoughby's in your GBIV), which has quickly made me become aware of a few things:*

*My training/sporting background gave me a solid lower-body foundation (hips/glutes being 3" above "ideal", thighs 2½" above "ideal", and calves 1"), but to the "detriment" of upper body symmetry.*

*For example, according to various scales (and, of course, I realize fully this is just for "fun" and to give a general perspective on things), chest size is below by 2", arms by 1 to 1½ inches, forearms 1 inch, and neck, 1¼ inch!!!!*

*In terms of strength, and as one would expect, lower body strength is well above average, and upper body is just around average, except for one glaring exception: shoulder pressing strength is well below (in spite of having reasonable shoulder development?!?). So, this leads me to the following (and was hoping to get your feedback)...*

*I was considering giving your Great Guns program a go (which I thought would be a great way of emphasizing arm/forearm development), but was wondering how to prioritize (or deprioritize the lower body, as the case may be) other lagging parts (neck, chest, and, then, shoulder pressing strength)?*

*Should I postpone those other areas to future cycles/phases? Is there any way to work on chest size AND shoulder strength, WHILE still prioritizing arms? Or is this overkill? Your comments, as always, are appreciated.--Éric*

Eric- a specialization program is just that – specializing in one area. What I taught in my 1998 'How to Write', in my 1999 book 'Get Buffed!' and throughout my articles in various magazines (hard copy and online), every single program creates a priority – by virtue of the sequence, relative volumes and relative load potential of the exercises provided.

You are leaning towards doing the arm specialization program, which is great, but at the same time are wishing you could specialize in a number of other muscle groups. When you specialize by sequence - which is inherent in all program by default – assuming volume to each muscle group or line of movement is equal, you still have prioritization or specialization.

However when you add prioritization or specialization by volume also, which occurs in

specialization programs such as the 'Great Guns' program – you are forced then to reduce volume in other muscle groups or lines of movement. What you are being tempted to do is overload your program, which in turn will overload your body. This is common in strength training, and the most common outcome is the conclusion that growth without drugs is impossible.

This is not correct.

The best way to answer your own question – and that is the purpose and intent of my educational material, to help you make your own decisions – is to determine the amount of volume (lets use the simple method of number of sets to measure that) to your number one specialization. In this case, you have nominated your arms.

Lets take my general recommended volume range of 8-15 sets per workout (not including abdominal, control or warm up sets) and use the average number of 12. Now lets use my maximum number of workouts per 7 day cycle that I believe suits most and that is four workouts a week. We are left with 60 work sets in total for the week.

Once you have worked out how many sets you want to allocate from these 60 sets to your number one specialization priority (in this case your arms), then allocate volume (total number of sets) to your remaining body.

You can show a secondary priority and a third priority – in fact this will happen by default – and so to some extent you can sequence your priorities, but no other muscle group other than your arms is going to get real prioritization.

On the flip side the only way you can do a specialization program and get away with it is to put other muscle groups / lines of movement on hold, or in maintenance. This applies to training outside of strength training also, which has direct application for all athletes.

So I know, I have not answered your question in the way you may have been hoping – in the old world 'I am the guru and the only way you will get anywhere is through me' approach – but I believe I have answered your question from the 'you are your own guru' perspective, or at least nudged you to realize your own ability to answer your questions.—Ian King

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

---

### **3. Your Say**

Book of Muscle – Awesome book!

*I like your coaching style Ian I have always preferred experience over what people have said they have done but never have been able back their own claims up. You are a credit to the industry.*

--Zac

I can't thank you both enough for allowing me to purchase the Speed Specialization DVD

*Hi, I can't thank you both enough for allowing me to purchase the Speed Specialization DVD. I have been a little annoying about it! I was thinking that plagiarism has been an issue for Ian and perhaps you should watermark your video content somehow.*

--Bill

Bill - you are welcome and you have been persistent so you deserve this access! Yes plagiarism is a major issue, you are right on with that. You gave us a great idea. The other challenge is when they transfer the video content to text in books and similar so we do seek to protect/hide our higher level content. In fact we have the last 10 years of new content that has not seen public domain because of this. However those in our coaching programs get progressive exposure to some of it dependant on their level in the program. Thanks bill!

--Ian King

---

#### **4. Athlete Preparation**

To parents and coaches of young athletes who are looking for a better way

As many families prepare to take their kids to their weekend sporting commitments I share these thoughts. Most agree being physical active for life a worthy goal. Most believe that sport is an excellent vehicle to teach these values. Yet in return for encouraging our kids to play sports – the two most likely outcomes are, I suggest, actually counter to the intended goals. The first one is the injuries that accrue from the way our children are trained to play the sport – that's right, not the sport itself, but the way they are trained. I commit considerable time and energy in providing a more appropriate approach through our professional development program (KSI Coaching Program) to avoid this high incidence and severity of injury.

The second is the crushing of the child's spirit, through well meaning but poorly delivered coaching strategies. We send our kids to sport to build their self-esteem, yet they come home with damaged and squashed self-esteem. Some of this scaring affecting them for life, and also discouraging them from playing or being physically activity earlier that we had hoped.

We invest considerable time and energy into teaching coaches from all sports, at all levels, in both genders, in all countries – how to optimize their coaching delivery so that our children can have their self-belief raised through their involvement in sport irrespective of the scoreboard, not crushed. We do this through our 'Coaching Mastery Programs'.

If you are a parent with children who play sport, or if you are a coach who trains young athletes, I am willing to share temporarily the opportunity for you to watch me live in a five minute real-world clip (not a studio or stage managed clip) lay down cultural foundations to young athletes. This is what in essence what I would say to your kids if I had the chance.

If you share my commitment to give every young athlete the opportunity to fulfill their potential (in life and sport) through the pursuit of excellence in sports coaching – I would be very happy to share this short clip with you, at least temporarily.

If you are genuine in your intent, please let me know by responding below to this post and I will send you the clip. Offer open for the next 3 days only, and I will send you the link to the clip.

Remember it is live, it is raw, no lights, no high level camera work – but I trust it will give you renewed hope in the possibilities of sport should your experiences as a parent of young athletes been less than optimal.

---

## 5. Coach education – The KSI Way

### Coaching Mastery gratitude

*Hi Ian, after meeting with several new clients this week, one being a 13 year kid girl with special needs and the other a 17yr old hockey player, I am incredibly thankful and feel so lucky to have my KSI education. Your last visit was especially life changing for me in my coaching journey and my personal development. Your Coaching Mastery course dug deep into my soul, made me even more appreciative and in "Awe" of your expertise in physical preparation. I am communicating more efficiently, listening more intently, setting the right "culture" from the start. Thank you for your wisdom Ian. And thank you for hanging in there with me when I was fresh out of decades in the fitness industry. My KSI journey will continue on. Sincerely,  
--Kristen*

### 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 12<sup>th</sup> Annual International KSI Athlete & Coach Camp will be held between Thursday 13<sup>th</sup> to Tuesday 18<sup>th</sup> 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!<sup>TM</sup> Q&A

### A question about the bulk building workout

*Ian, I am asking a question about the article "King, I., 2002, The bulk-building workout, t-mag.com, 20 Sep 2002".*

*You have the 4 workouts sequenced as follows:*

*Quad Dominant  
Horizontal Push Pull  
Hip Dominant  
Vertical Push Pull*

*Based on training 4 days a week, what's your best recommendation for plugging in the 3 off days?*

*Thank you again for your help. Given your position and level of success, I appreciate your willingness to take the time to answer my question.*

*Please let me know if there's any thing I can do for you. --Kelly*

Kelly - Typically i recommend 2 days on, 1 day off, 2 days on, then 2 days off. That should add up to 7!

If i have had success it is because I care enough to help people, who have genuine questions and appreciation, and that describes you! trust I have answered your question.

--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**

[Strength and Power Seminar](#)

Sat 11 April 2015, Singapore

<https://www.facebook.com/events/455609401271693/>

[Injury Prevention and Rehab Seminar](#)

Sat 11 April 2015, Singapore

<https://www.facebook.com/events/417232405107382/>

[Lessons for EveryBODY](#)

Sat 9 May 2015, Perth Australia

<https://www.facebook.com/events/1560546664234883/>

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](mailto:info@kingsports.net).

*Hi Ian, I found your presentation to be extremely enlightening and I could have listened to what you had to say for hours!--Sebasiten*

*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	
11 Apr 2015 Sat	Injury Prevention & Rehab Seminar	Singapore	9a-5pm	<a href="mailto:info@kingsports.net">info@kingsports.net</a>
12 Apr 2015 Sun	Strength & Power Seminar	Singapore	9a-5pm	<a href="mailto:info@kingsports.net">info@kingsports.net</a>
9 Apr 2015 Sat	Lessons for EveryBODY	Perth WA AUS	1.30-3.30pm	<a href="mailto:info@kingsports.net">info@kingsports.net</a>
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 S-S	KSI Level 4	Park City UT USA	6a-10p	
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 SOME of the videos we have added include:

### KSI Coaching Program

- Alternatives to the standard bodybuilding supplement strategies
- Money and the physical preparation coach – How Coach Hazard came to make 100k+ last year
- Chat with former Australian Wallaby Garrick Morgan – 13 Mar 2015
- Lessons for EveryBODY from a lifetime of training elite athletes - Thur 19 Mar 2015 Melbourne AUS (2 hrs)
- Reflections on a chosen path in nutritional supplements 23-03-2015 2.57 pm (20 mins)
- New playlist - Chats with KSI Coaches
- Lessons for Everybody - Auckland NZ Sat 28 Mar 2015 (1 1/2 hrs)
- Training Teenage athletes playlist - Establishing culture with teenage athletes; Cultural intervention

Get Buffed! Course access:

- Alternatives to the standard bodybuilding supplement strategies
- Lessons for EveryBODY from a lifetime of training elite athletes - Thur 19 Mar 2015 Melbourne AUS (2 hrs)
- Reflections on a chosen path in nutritional supplements 23-03-2015 2.57 pm (20 mins)

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](mailto:question@kingsports.net).

---

## 10. KSI Huddles

Since our last KSI newsletter we have released the following ‘Huddles’, 20-40 min audio or video files where KSI’s top coaches discuss various topics.

KSI Huddle #16 - Flexibility, Posture and real estate!

Sun 25 Aug 2014 Park City UT USA

KSI Huddle #17 – So you want to get lean?

KSI Huddle #18 – Questions about flexibility

You can view/listen to all the Huddles here:

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

---

## 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](mailto: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>

---

## 12. Global Nutritional Supplement Team

We only recommend what we do and that's the same with product recommendations. Here's a recent message we received from a new product user with us:

*I received the supplement order yesterday taking them for the first time. I was amazed at how I felt this morning and I hate the word amazing finding it to be overused. Used for everything these days. The clarity that I felt this morning seemed unreal to me.*

*Question - to help promote sleep at night should I be taking the second dose of the Essentials Minerals or the Calcium/Magnesium tablets or both?*

*Your friend --Big Jim*

What others have said who we have educated and supplied with our nutritional supplement products:

*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 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*

*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 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*

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

Want to learn more? Email [info@kingsports.net](mailto:info@kingsports.net).