**28 DAY “PRIMER” PROGRAM**

**[COVER]**

Enhance your life with the 3 CORE PRINCIPLES

> MOTIVATION

> EDUCATION  
> HABIT

Create a dominant MINDSET

Maximize your TRAINING

Understand the world of NUTRITION

Life’s too short to be ‘AVERAGE’. It’s time to be the ‘BEST’!

12 WEEK SHRED

MOTIVATION | EDUCATION | DOMINATION

www.12weekshred.com

**PUBLISHER:**

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**28 DAY “PRIMER” PROGRAM**

WELCOME

**Congratulations on making the conscious decision to enhance your life. We know how hard it can be to take this initial step and invest in time & money into something that we all believe we all should have – A great physique. You’ve stepped up to the plate for the challenge and that’s one of the biggest battles. So congratulations, you’ve made a very wise decision and one that will change your life forever!**

The following **28 DAY ‘PRIMER’ PROGRAM** has been created to kick-start you on achieving your dream physique and building a lifestyle that will have you burning more fat, building more muscle and living large. Within your program you’ll be provided with:

**MOTIVATION** – Providing you with the necessary thoughts to help shift your mindset that will help you tackle the challenges of life that lay ahead.  
  
**EDUCATION** – A guide on how to set up and execute your training properly and a great introductory training program and nutrition guidelines.  
 **HABITS** – We’re going to help you enhance your life for the ‘longterm’ and to ensure you get the most out of your time investment and beyond we’re sharing key habits that will help you on this journey.

***THE 12 WEEK SHRED PROJECT:***  
Countless hours of research, testing and learning (we’ve made all the mistakes so you don’t) are now being revealed in this unique training protocol; providing YOU a no-nonsense, no BS guide that will help YOU ignite your ***INNER BEAST*** and unleash that driving force that will take you from ‘**AVERAGE**’ to the ‘**BEST**’.

Both Mick and I have been able to enhance our lives during some very busy and challenging times. Through this experience we realized that enhancing your physique (and life) is not just a matter of going to gym, but is a ‘PROCESS’ made up of the 3 CORE PRINCIPLES we outlined above – MOTIVATION, EDUCATION, HABIT.

We’ve also worked out that these **3 CORE PRINCIPLES** need to be presented in a specific **‘GOLDEN SEQUENCE’** that allows you to have a successful and long term transformation.

We’ve been dialing this process in with our 1 on 1 clients with huge success and we’re now sharing it with the world. It’s our goal to help hundreds of thousands of MEN across the globe

**BEFORE YOU START:**  
We want you to take a moment and make a commitment to yourself right now; The commitment that *you will give this program the attention it deserves*; That you’ll put these strategies and tactics to proper use, that you’ll train each and every day like it’s your last, and you’ll pay attention to your nutrition.

**MAKE THIS PROMISE TO YOURSELF RIGHT NOW AND WRITE IT DOWN BEFORE YOU GO ON…**(This step alone (writing it down) will give you a giant advantage of completing a successful transformation than those that don’t.)

Look, we’re not here to sell you words or to flog off an old exercise program for a few extra bucks. We’re committed to helping guys like you and I enhance their lives, to re-energise the world with strong, aesthetic men and re-evolve us into what we were created to be.

The **28 DAY “*PRIMER”*** will provide you with the information you need in order to create a SOLID mental and physical foundation. The main focus being on technique, execution and nutrition, to ensure you’re maximizing your fat burning and muscle enhancing efforts in and out of the gym 24 hours a day, 7 days a week. We want you to take your time to get to know your body, know your muscles, create a strong mind/muscle connection and start to think about using the intended muscles to move the weight.

We encourage you to start maximizing your cardio/fitness sessions, utilizing HiiT training and getting outside (Get some fresh air, break away from the pack and don’t get stuck on a treadmill or elliptical machine like the masses) for these sessions as often as possible. Keep them short, but keep them intense. Never overlook the fitness component of a training system as it’s essential in terms of keeping you healthy, minimizing injury and prolonging life.

Before we let you get stuck in, remember that this **PRIMER PROGRAM** has been created with the **3 CORE PRINCIPLES** that are delivered in the **GOLDEN SEQUENCE** to ensure you have a successful transformation. Make sure you follow these guidelines from start to finish.

We look forward to working with you on your quest in breaking away from the ‘AVERAGE’ and becoming the ‘BEST’ you can be. Let’s go get the physique and life of your dreams!

**Ben**

**MOTIVATION**

As pointed out in the introduction, MOTIVATION is the first CORE PRINCIPLE that you want to lock in. MOTIVATION provides us with the ignition we need to kick-start our transformation. MOTIVATION is a powerful tool and what you can harness the power of your own internal MOTIVATION nothing will stop you from achieving greatness.

**5 WORLD CLASS MOTIVATION QOUTES TO BUILD A DOMINANT MINDSET**

**“Whether you think you can or think you can’t, you’re right.” - Henry Ford**

Probably the most powerful quote you’ll ever read. It’s imperative to keep a positive mindset and attitude, there’s no reason to think otherwise. Studies have shown that it actually takes less energy to keep a positive mindset than to limit yourself to negative thoughts.

***ACTION STEP:-*** *WHAT CAN YOU ACHIEVE? WHAT DO YOU WANT TO ACHIEVE? Set a goal for yourself, make it BIG, make it EXCITING, write it down and then remind yourself everyday that you’re going to achieve that goal. Then all you need to do is focus and GO GET IT!*

**“To change your body you must first change your mind.” – unknown**

If you’ve attempted the transformation game before then you’ll know this to be true. Most of us fail at getting the physique of our dreams or the life that we want not because of our training and learning limitations, but because our mind fails us. We simply don’t believe we can achieve what it is we’re after and we quickly fall back into old patterns and habits. You need to control your mind and then everything else will fall into place.

***ACTION STEP:-*** *Your mind is the visionary, and your body is the vehicle that will help you achieve your vision. Ensure they’re working together and you’ll be way ahead of the AVERAGE! Create strong mind habits, look after your headspace regularly and the body will deliver on what you ask of it.*

**“If you can’t fly then run, if you can’t run then walk, if you can’t walk then crawl, but whatever you do you have to keep moving forward.” - Martin Luther King, Jr.**

Yes there are and will be days when getting out of bed seems like a challenge. You might tell yourself you deserve a rest and that there’s nothing more important now than sleeping. We all have those days, even the best of the best, but this is what separates the top 10% from the rest. Remind yourself of your goal, remind yourself why you’re doing what you’re doing. Get out of bed and put one foot in front of the other and keep moving even when you ‘feel’ you can’t. I get it, you can’t be expected to give 110% everyday, but you should give everyday SOMETHING that will help you move in the right direction.

***ACTION STEP:-*** *Every moment in life presents you with the opportunity to create an ‘EXCUSE’ or a ‘REASON’, (An ‘EXCUSE’ not to do something, a ‘REASON’ to do something) it’s up to you which one you believe is more important. DROP the EXCUSES and ALWAYS have a REASON! (That’s why a goal is so important to have)*

**“The brick walls are there for a reason. The brick walls are not there to keep us out. The brick walls are there to give us a chance to show how badly we want something. Because the brick walls are there to stop the people who don’t want it badly enough. They’re there to stop the other people.” - Randy Pausch**

No one said it would be easy but most will tell you it’s impossible. Don’t sit at the wall waiting for someone to knock it down for you. You need to shape up and start pushing through some of life’s challenges and prove to yourself that YOU have what it takes to be in control. Once you knock down one wall you’ll be surprised at how easy it is to hit the second, the third and many more. Knock down the barriers and start being the person you always dreamed of being.

***ACTION STEP:-*** *Be allergic to AVERAGE, settle for nothing less than being the BEST and use this opportunity right now to kick-start something you’ve always wanted.*

**“Strive for progress, not perfection.” – BKS Iyengar**

Like any great achievement it starts with a single step. Don’t make excuses while waiting for the ‘perfect opportunity’ because it may never present itself. By putting one foot in front of the other, repeating the steps over and over again you head towards achieving your goals. This is progress and this is what creates success.

***ACTION STEP:-*** *The aim of this game right now is progress; ensure that each day you’re making some form of progress starting from now. Minute by minute, hour by hour, day by day, week by week. It’s not easy, but it’s possible!*

**“I've missed more than 9,000 shots in my career. I've lost almost 300 games. 26 times, I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed.” *- Michael Jordan***

Just like the previous quote, even the best have been through the game of progress. It’s easy to look at those around us who have achieved great success and only see their end game and forgetting about what they went through to get there. It’s very important to know they too had to start from the bottom and that along the way they made mistakes, they had challenges just like you and I but they kept at it.

***ACTION STEP:-*** *Don’t stall because you’ve had challenges in the past or that your goal seems too far away. This is a journey and by taking that first single step towards it today, you’ll be much closer than you were yesterday.*

**“Motivation is what gets you started. Habit is what keeps you going.” - Jim Ryan**

Motivation is the spark that ignites the fire, but habit is the fuel that will keep it alight. In order to ensure that you achieve greatness you need to develop the ***right*** habits that will become second nature and continue to drive you on your journey to the top. These habits will help you break through the brick walls, the hard days and will put you on the path to success.

***ACTION STEP:-*** *Start turning your life into a steady stream of ‘good’ habits. Start by making a conscious effort to drop habits that aren’t helping you achieve success and replace them with life ‘enriching’ habits. Remember to form a habit you need to do it day-in-day-out, no exceptions. They need to become second nature to the point that you don’t even realize you’re doing it. It will take time, it will be difficult, but in the long run it will be the best move you ever made!*

**TRAINING**

We’re now moving into the second CORE PRINCIPLE – EDUCATION. When you understand how your body works and how the muscles integrate with one-another you’ll have the ability to train ‘smarter’ and accomplish your specific goals. The sad fact is, 90% of guys who go the gym to train are simply ‘showing up’; they spend hours and hours a week pushing heavy things around, feeling like they’re doing ‘work’ but in reality they’re simply spinning the wheel. Just like work, you need to work on the RIGHT things in order to get the BEST results.

It’s important that you understand and implement these basic fundamentals if you’re serious about changing your physique. It’s not rocket science, but there is a level of education and willingness to learn here. So please, take your time, be interested and share this newly found knowledge with your friends and family – It’s the best way to learn.

**AGONIST:** This is the working muscle.  
**ANTAGONIST:** This is its opposing muscle.   
**ROM:** Range Of Motion.  
  
**EXAMPLES OF AGONIST/ANTAGONIST PAIRINGS:**

Biceps/Triceps

Quads/Hamstrings

Chest/Back

Calves/Tibialis Anterior (Muscle on your shin)

Delts/Lats

**HOW TO PERFORM THE ‘PERFECT’ REP:**

1. **CONTRACT THE ANTAGONIST:** I want you using the full ROM in order to ensure you’re getting maximum muscle use. You will consciously want to start the move by contracting the antagonist of the working muscle.

**EXAMPLE:** When performing a bicep curl, you want to think about contracting (flexing) your tricep when your bicep is fully lengthened. That is your starting position.

1. **QUICK PAUSE:** While you’re in this contracted position, pause for a 1 second count and really feel the antagonist muscle contracting. This will ensure your working muscle is fully lengthened.
2. **PRIME THE WORKING MUSCLE:** Before the weight has moved at all engage and squeeze the working muscle (‘switch the muscle on’).

**EXAMPLE:** When performing a lying leg curl (Hamstring exercise), you will start by flexing your quads. You then want to engage your hamstrings by squeezing your butt cheeks and engage your hamstrings. Stay here for a split second before you start your controlled movement into the squeeze.

1. **SQUEEZE:** Using the ‘switched on/engaged muscle’ feeling, use the working muscle to move the weight and keep this contraction feeling throughout the movement. This will ensure you’re using the ‘right’ muscle to move the weight. Contract as hard as you can through to the top of the range of motion as you move to the final contraction point.
2. **CONTRACT:** At the very peak of the movement, contract the working muscle hard, really hard, giving it a really good squeeze. The best way to think about this is FLEX the working muscle.

**EXAMPLE:** When performing a bicep curl, when you get to the top of the movement, flex your bicep as hard as you can. Hold this for a 1-2 second count before you start the controlled eccentric movement. (Lowering the weight).

1. **KEEP MOVING:** You want to FLEX your working muscle as hard as you can for a 1-2 second count and then start the controlled eccentric phase. Ensure you slowly move into the eccentric range of the motion, moving the weight back down to the fully lengthened starting position. Keep the working muscle contracted the entire time. REPEAT!

We can assure you, if you follow these guidelines on ALL of your exercises until it becomes a natural thought pattern, you will grow some serious muscle. Again, let me stress, this is NOT about pushing heavy weights! Check your ego at the door, drop your working loads down to around the 60% of your 1RM and take your time working through the above triggers until you have it down pat. This is what is known as ‘correct technique’ or ‘good form’. If you can nail this now you set yourself up with a serious advantage in the physique game.

**28 DAY “PRIMER”   
TRAINING PROGRAM**

|  |  |  |  |
| --- | --- | --- | --- |
| **DAY 1: CHEST & BACK** | | | |
|
| **EXERCISE** | **SETS** | **REPS** | **REST (seconds)** |
| A: Barbell bench press | 3 | 8-10 | 60 |
| B: Seated cable row | 3 | 10-12 | 60 |
| C: Incline dumbbell press | 3 | 8-10 | 60 |
| D: One arm dumbbell row | 3 | 10-12 | 60 |
| E: Decline dumbbell press | 3 | 15 | 60 |
| F: Barbell deadlift | 3 | 15 | 60 |

|  |  |  |  |
| --- | --- | --- | --- |
| **DAY 2: ARMS** | | | |
|
| **EXERCISE** | **SETS** | **REPS** | **REST (seconds)** |
| BICEPS |  |  |  |
| A: Single arm cable curls | 3 | 15 | 0 (alt each arm) |
| B: Standing single arm Hammer curls | 3 | 8-10 | 60 |
| C: Seated double arm incline DB curls | 3 | 10-12 | 60 |
|  |  |  |  |
| TRICEPS |  |  |  |
| A: Straight bar tricep pushdown | 3 | 15 | 60 |
| B: Close grip benchpress | 3 | 8-10 | 60 |
| C: Dips | 3 | Failure | 45 |

**DAY 3: HiiT & ABS**

|  |  |  |  |
| --- | --- | --- | --- |
| **EXERCISE** | **SETS** | **REPS** | **REST (seconds)** |
| ABS |  |  |  |
| A: Plank | 2 | 1min | 45 |
| B: Weighted crunches | 2 | 10 | 45 |
| C: Mountain climbers | 2 | 15 | 45 |
| D: Bicycle crunch | 2 | 15 | 45 |
| E: Plank | 1 | Failure | - |
| Perform a minimum of 25min HiiT or intense training activity. (See our HiiT guide) We recommend starting with: - 5 min W/UP - 30sec high intensity followed by 45sec low intensity (recovery) - Repeat for 15min - 5min C/DOWN | | | |

|  |  |  |  |
| --- | --- | --- | --- |
| **DAY 4: LEGS** | | | |
|
| **EXERCISE** | **SETS** | **REPS** | **REST (seconds)** |
| LEGS |  |  |  |
| A: Squat | 4 | 10-12 | 60 |
| B: Leg extension | 4 | 12-15 | 60 |
| C: Leg curls | 4 | 8-10 | 60 |
| D: Stiff legged deadlift | 4 | 12-15 | 60 |
| E: Calf raises (Seated or standing) | 4 | 15-20 | 45 |

**DAY 5: HiiT & ABS**

|  |  |  |  |
| --- | --- | --- | --- |
| **EXERCISE** | **SETS** | **REPS** | **REST (seconds)** |
| ABS |  |  |  |
| A: Plank | 2 | 1min | 45 |
| B: Weighted crunches | 2 | 10 | 45 |
| D: Mountain climbers | 2 | 15 | 45 |
| D: Bicycle crunch | 2 | 15 | 45 |
| F: Plank | 1 | Failure | - |
| Perform a minimum of 25min HiiT or intense training activity.  We recommend starting with: - 5 min W/UP - 30sec high intensity followed by 45sec low intensity (recovery) - Repeat for 15min - 5min C/DOWN | | | |

|  |  |  |  |
| --- | --- | --- | --- |
| **DAY 6: SHOULDERS & LATS** | | | |
|
| **EXERCISE** | **SETS** | **REPS** | **REST (seconds)** |
| SHOULDERS |  |  |  |
| A: Seated dumbbell shoulder press | 3 | 12-15 | 60 |
| B: Rear delt pulls (Using rope on cable machine) | 3 | 10-12 | 60 |
| C: Side lateral raises | 3 | 10-12 | 60 |
|  |  |  |  |
| LATS |  |  |  |
| A: Wide grip lat pulldown | 3 | 8-10 | 60 |
| B: V-bar pull-up (concentrate on lats not arms!) | 3 | Failure | 60 |
| C: Standing late rope cable pull down | 3 | 12-15 | 45 |

**DAY 7: SSC & ABS**

|  |  |  |  |
| --- | --- | --- | --- |
| **EXERCISE** | **SETS** | **REPS** | **REST (seconds)** |
| ABS |  |  |  |
| A: Plank | 2 | 1min | 45 |
| B: Weighted crunches | 2 | 10 | 45 |
| D: Mountain climbers | 2 | 15 | 45 |
| D: Bicycle crunch | 2 | 15 | 45 |
| F: Plank | 1 | Failure | - |
| This is your active recovery day that has been created to motivate you and help your body recover from the previous week. Use it to your advantage! SSC – Steady State Cardio (recovery)   * A minimum of 45min of a fast paced walk/jog/bike ride * Preferable first thing in the morning on an empty stomach if possible * Reflect on the week that was, think over what worked and what didn’t * Prepare your mind and body for the week ahead and how you will improve * Stay positive, focused & most of all, make sure you’re enjoying it! | | | |

**NOTE:**

This **28 DAY PRIMER** program is intended for use as a lead-in program for our full **12 WEEK SHRED PROGRAM**.

If you’d like access to the full **12 WEEK SHRED PROGRAM** then head to [www.12weekshred.com](http://www.12weekshred.com) for details.

If at anytime you have questions or concerns, please contact us:  
[12weekshred@gmail.com](mailto:12weekshred@gmail.com)

**A GUIDE TO HiiT**

**HiiT** stands for - **H**igh **I**ntensity **I**nterval **T**raining  
  
The concept is simple - you perform an exercise (jumping, skipping, sprinting whatever) at very high intensity (all out effort) for a small period of time (15-60sec), you then spend anywhere from 15-60sec performing low intensity activity such as walking or resting. You cycle this for up to 20-45min, obviously making sure you warm-up and cool down appropriately. You can also set up HiiT circuits, where you have say 10 exercises, complete a circuit (45sec on 15sec rest per exercise) in around 10min, take a 2min break and go again.  
  
For those that have been involved in sport & fitness over the years, you’ll recall this as the age old ‘fartlek’ training principle. HiiT is pretty much the same principle.  
  
“Researchers from the University of Western Ontario had male and female subjects follow one of two cardio programs for six weeks. **One group of subjects ran slow and steady for 30-60 minutes three times per week. The other group did four to six 30-second sprints with a 4-minute rest period between sprints three times per week.**  
  
They reported in a 2011 issue of the journal Medicine and Science in Sports and Exercise that **the group doing the sprint intervals lost more than twice as much body fat as the slow and steady group despite the fact that they only did 2-3 minutes of total cardio exercise per day and just 6-9 minutes per week!** The sprint interval group also **gained over one pound of muscle**.”

So with all that in mind, here’s a great way to kick-start your HiiT training. No need for anything fancy and you can perform just about anywhere. My recommendation is starting with sprints. That way you’re not stalling while trying to find or buy equipment and you can be on your way to getting seriously SHREDDED!

**INTRODUCTORY SPRINT SESSION**  
**W/UP**  
50m @ 50% effort (walk back to start)  
50m @ 80% effort (walk back to start)  
  
**MAIN**  
50m @ 110% effort (walk back to start) x (5-10)   
  
Over time start adding some more distance to the sprints until you get up to 100m x 10.

Once you’re on top of your sprints and you’re looking for a new challenge, then it’s time to start adding in some other exercises. Here is an example that doesn’t require any equipment.

|  |  |  |
| --- | --- | --- |
| **HiiT EXAMPLE** | | |
|
| **EXERCISE** | **HIGH** | **LOW** |
| W/UP - 5min |  |  |
| Burpees | 30sec | 30sec |
| Squat jumps | 30sec | 30sec |
| Push-ups | 30sec | 30sec |
| Lunges | 30sec | 30sec |
| Bench dips | 30sec | 30sec |
| Right side plank | 30sec | 30sec |
| Left side plank | 30sec | 30sec |
| Normal plank | 30sec | 30sec |
| - Rest 2 min after 1 full round and repeat. - If this is easy, up your Hight Interval to 45sec. - If you have access to weights (keep them light!) you can incorporate those into your exercises. | | |
|
|
|

If you own equipment or you want to step up your HiiT training then make sure to check out [youtube.com/beachbodbenny](http://www.youtube.com/beachbodbenny) where I’ll share some great HiiT programs with you.

**NUTRITION 101**

Nutrition is a key element to getting shredded, however there’s no magic diet or ‘one size fits all’ when it comes to nutrition. There are however a set of GUIDELINES that will assist you during your quest to get shredded, and then it’s up to you to monitor and track whether you feel you’re on the right path to losing body fat or not.

Unlike a lot of the advice out there that you might read up on, we’re not here to shrink you! You might read or hear that in order for men to get shredded they just need to cut their food intake down to 1800 - 2000 calories a day. While this is a ‘true’ statement (especially if you’re setting out to be skinny and look like an ultra marathon runner), if you want to look like a performance sport athlete (like a sprinter) then starving yourself isn’t the way to go. It’s not very pleasant either.

Over the years Mick and I have tried a combination of intermittent fasting, no carb diets and paleo (to name a few). Each of these nutrition systems have advantages and disadvantages that may or may not work for others. So while we appreciate that each of these concepts are effective in their own way, we found that they were hard to maintain ‘for life’ and even harder when you struggle to change habits.

Our advice is that you need to look at the bigger picture, the long-term game, where you set yourself up now for future years, not just a crash fad for the next few months. Over time you will have the opportunity to experiment with these fads, but as we keep outlining here you need a solid foundation in place FIRST!

So without getting caught up in the debate around which diet is best for whom, let’s start with the basics. We want you to use the following as a BASE/STARTING point so that you can start your journey correctly and build from there.

First things first - You need to understand your start point by knowing how many calories you’re consuming currently, what the macro-nutritional breakdown is and then tying it back in with how often you’re training.

**WHERE TO START:**

Before you start your **DAY 1** of the training program:

1. Start a food diary (use myfitnesspal app on your mobile is a great option)
2. Track your daily food intake over the next 7 days
3. Write down each of the days on a sheet of paper along with the number of calories for that day broken into (Fat, Carb & Protein)

This will show you what you’re consuming now.

The next thing you need to do is: Evaluate out your base calorie needs.

In keeping things simple; If you’re following our PRIMER training program (4 days resistance training, 2 days cardio) then use the following formula:

***[LBM in pounds] x [14] = Total daily calories   
(Main focus is fat loss)***

**LBM** = **L**ean **B**ody **M**ass   
(To work this out, take your current weight and your approx. BF%

**[WEIGHT] x [1-BF%] = LBM**

***EXAMPLE:*** *If you were 85kg and 15%BF your LBM would be (85 x (1-0.15)) = 72.25kg (Multiply by 2.2 to get this in pounds)*

*Using this same example: Your starting point for calorie intake would be (72.25 x 14 x 2.2) = 2,225 calories*

*\*This is your* ***starting point****. From here you will start to determine if you need to increase or decrease your calories in order to see results. So if you’re feel you’re not losing fat after 2 weeks using these numbers then you either increase your calorie output (throw in an extra 2 cardio sessions) or decrease your daily calorie intake by 250-500 calories.*

**PRO TIP:** A big issue guys have here is they back themselves into a “calorie corner” where they keep cutting calories until they’re pretty much starved and they lose a lot of muscle mass in the process. An alternative idea is to INCREASE your calorie output through your workouts. How? Refer to my ‘***7 KILLER FAT TORCHING SECRETS’*** document that I sent you earlier! Implement these strategies and start burning more calories without starving yourself!

Refer to our ‘**7 KILLER FAT TORCHING TRICKS USED BY THE PRO’S**’ book we sent you earlier.

**THE MACRO BREAKDOWN:**

Now you have your overall calorie baseline, you now need to look at your macro-nutritional breakdown. Again there is no ‘one size fits all’ I’m afraid, as a lot of this is based around your metabolism. HOWEVER, there are ways to manage this and the trick is to create a starting point and then adjust every few weeks.

***KNOW THE BASICS:***

PROTEIN: 1gram = 4 calories  
CARBS: 1gram = 4 calories

FAT: 1gram = 9 calories

**CREATING YOUR STARTING POINT:**

***PROTEIN:*** Make this your first point of action. Start with 2-3g protein per KG of LBM (ensure you’re eating a lot of fibre everyday as well to help your body break the protein down.)

***CARBS:*** This is a little tricky as we all have different levels of carb sensitivity.

However, as a general rule of thumb:  
If your BF (Body Fat) is 18% or more then you should look at ditching the carbs. Not a pleasant thought we know, but if you’re serious about change then make it happen. At this stage you will look at keeping your daily intake of around 50g of impact carbs per day as a starting point. You can adjust this as your body fat decreases.

If you’re under 18% then you can start with 1.5 - 2g carbs per KG of bodyweight on training days. On NON-TRAINING days (HiiT, cardio, rest) drop your carbs right down to around 50g. (This is effectively known as a form of carb cycling and is a great way to start to understand how your body reacts to carb intake.)

*\*NOTE: You can eat as many green fibrous vegetables as you like. These don’t count towards your ‘impact carbs’. Impact carbs are things like fruit, sweet potato, brown rice etc.*

***FAT:*** Whatever is left in your calorie allowance is filled by ‘good’ fats. Fats are inversely proportional to your carb intake meaning that the days you have a lot of carbs are the days you have little fat and vice versa.

***TIP:*** *Once you have your BASE calorie intake in place run it for the next 2-4 weeks. Keep a track of your BF% on a weekly basis (same time and day of the week. Use a photo diary to help with this) and keep a track of how you feel during your training.*

*After the 2-4 weeks, if you feel you have enough energy during your workouts, but you’re not dropping as much BF as you’d like then you can reduce your overall calories by 250cal/day and run that for another 4 weeks. Start by reducing this from your carb intake to help with the fat burning process.*

**Example:**   
A 100kg guy who has BF% of around 20% is following the program and DOING the prescribed training. Using the base set-up he will start with a daily calorie intake of approximately 2,500 calories, made up as follows:

**240g protein (960 cal) | 50g carbs (200 cal) | 140g fat (1,260 cal)**

Now let’s say after 2 weeks he feels he’s not really seeing a shift in BF, but feels good during his training sessions. He can then reduce his overall calorie intake to 2,250 calories made up of:

**240g protein (960 cal) | 50g carbs (200 cal) | 120g fat (1,080 cal)**

**NOTE:** This is a guide only & is devised to increase fat loss without any impulse ‘starving’ scenarios. Please seek professional advice from a dietician if you want a highly tailored nutrition program to follow to enhance your physique.

**NUTRITION TIMING:**

Try and break your meals up into 5-6 small meals spread throughout the day. This will help you stay anabolic and minimize your body breaking down muscle tissue to use as an energy source.

Another little tip – if you can have carbs, then try and get the bulk of these in your post workout shake/meal. The rest of your meals should be low to no carbs.

**FINALLY:**  
If nothing else, then start your journey by eating clean natural foods 5-6 times a day. Stay away from the junk food, (Do yourself a favour and get the JUNK FOOD out of your house immediately. You don’t want any temptation lying around) minimize sugary carbs and train your ass off. Start here and we’re confident you’ll get the results you’re after!

TIP: Sugar is as addictive as an expensive drug and cleaning that out of your diet is very difficult. A little trick we use with our 1 on 1 clients is to make the commitment to cut out the sugary foods from your diet by reducing a little each week. It’s not easy and will take time, but you need to chip away at it until your body no longer craves them.

**WHAT FOODS TO EAT**

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**3 KEY HABITS FOR SUCCESS**

The final CORE PRINCIPLE is HABIT. HABITS are an essential ingredient when it comes to changing your physique and your life for the long term. We could list hundreds of habits right now that have been essential in creating our lives and have helped us get to where we are today, BUT it’s not about us. Doing this will only overwhelm you and form the dreaded ‘analysis paralysis’ - A point where there’s so much to change that nothing gets changed at all. HABITS will change all the time, as it’s a continual journey to find and implement ‘healthy’ and ‘rewarding’ habits that will help you achieve your specific goals.

With that in mind, we’re keeping it tight during the **28 DAY PRIMER** and providing 3 ESSENTIAL HABITS you need to work on implementing now to enhance your life. These 3 habits alone will change the way you look at life and the way you work towards achieving success.

In order to get the most out of this program, print these out, put a copy up in your bathroom and bedroom and another on your desk at work. Read over them every morning, lunchtime and evening until they’re HABITS.

This alone will set you on the path to success when it comes to achieving the physique you’ve always wanted.

1. **WRITE DOWN YOUR 12 WEEK PHYSIQUE GOAL (Right now!):**  
   Take 5 minutes to think about what it is you want by the end of the next 12 weeks. This will be your motivation every day you wake, before every training session and before every meal. See it, want it, now let’s go get it!

*TIP: This isn’t a one time thing. Your goals need to be updated regularly. Things change and over time you achieve your goals so you always need to have a clear picture of ‘where to next’. Set up the HABIT to look over and tweak your goals at least every 12 weeks.*

1. **TRACK YOUR PROGRESS:**Unfortunately we can’t follow you around every day keeping track of everything you eat and lift, but we’ve supplied you with training logs so that you can see your strength progress. We also suggest you track your calorie intake via the myfitnesspal app on your phone and computer and keep a weekly track of your weight, BF%, energy levels etc. As the saying goes **“If you can’t measure it, you can’t manage it!”**

*TIP: Tracking your progress can be tough as it’s often overwhelming and also it’s a new practice that tends to be forgotten quickly. Mark in your calendar each day that you need to take measurements. Do this for a few weeks and before long it will be your new favorite habit.*

1. **PLAN YOUR DAY:**This is a BIG ONE! We get it, you work a full time job, you have a social life, (or you have kids!) you’ve made a commitment to this program and you feel there’s just not enough time in a day to get everything done. You know what, get over it, suck it up and find that little bit of time to PLAN YOUR DAYS! I don’t mean just write a task list, I mean go into your calendar and block out time for training, nutrition, family, eating, work tasks and whatever else needs to be achieved that day. Spend about 30-45min every evening planning your next day in advance. You’ll be surprised at just how much more focused you become and how much you can actually achieve in a day when you know what you SHOULD be working on. All of a sudden you’ll have more time to enjoy the things you love!

*TIP: If you’re new to this, don’t get caught up in the weeds. Just block out chunks of time for the key areas of life, such as ‘training, work, family etc’. As this becomes a habit you can start to incorporate your tasks lists, specific projects etc.*

**WHAT NEXT?**

If you like what you’ve read here and you want to go to the next step, giving you access to:

* A tried, tested and proven 12 WEEK MUSCLE BUILDING, FAT BURNING PROGRAM for physical success
* Training plans, nutrition and supplement guides
* The opportunity to collaborate with like- minded individuals on a similar journey
* All the guess work taken off the table in terms of training & nutrition
* Access to the 12 WEEK SHRED online community where you can ask questions, share training tips and tricks and connect with like minded individuals
* A new view on life
* And let’s not forget - the best physique you’ve ever had!

…then **MICK PADDON’S** **12 WEEK SHRED PROGRAM** is for you!

I understand this is not for everyone, but essentially you have 2 options:

1. Continue on your journey to your dream physique by yourself, following the latest fad, experimenting with things you read, wasting precious time and struggling before you find what works for you...

OR

1. Join Me and others like you to learn from the best about motivation, nutrition, training, supplementation and successfully kick-start your journey to the physique you’ve always wanted!

Join right now and get the entire **12 WEEK PROGRAM** for less than $1/day! I’ve kept the price super low for launch, as I want to achieve my personal goal of helping 100,000 guys go from ‘AVERAGE’ to the ‘BEST’. BUT - I can’t however hold this price forever! I’ve had guys (my 1 on 1 clients) pay in excess of $300 for this exact program and they won’t be too happy if I leave it super low for too long!

**MAKE SURE YOU ASK YOURSELF THESE 3 QUESTIONS:**   
1. What price would you put on your future health?   
2. What is having a world-class physique worth to you?  
3. Where could you invest that $1/day over the next 90 days that will provide you a better return on investment?

It’s up to you my friend! We look forward to helping you achieve your goals!

- BEN

>>JOIN NOW<<