

Take Responsibility Starter Kit

for Men

*Special Report: The Active Man's Guide
to Getting in Shape*

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“Brose, remember how we use to work out...?”

By Ambrose WB

That’s what my closest friends call me, “Brose.” That’s also what I hear on more than one regular occasion from my high school and college friends.

With kids, careers and all the other stuff that can be summed up as “life”, they feel like they don’t have any time to get in same. At this point, confusion has set in.

According to a 2005 study published in the "Annals of Internal Medicine," people with a normal body weight at age 30 have a 50 percent chance of becoming overweight and a 25 percent chance of becoming obese by age 60.

I can see the weight gain and muscle lost. In mostly text and facebook messenger conversations, my friends are telling me they have high cholesterol and blood pressure in the early 30s. I’ve begun to hear more stories of laziness and what sounds like depression.

I sit there and listen. I really feel for people. It’s why I’m a coach.

My friends are telling me they want to change their life because they want to feel good again, but they don’t know how to do it like we use to.

These are good men. They have great wives, beautiful children, growing businesses and parents they love.

I hate seeing them struggle.

But I know something: they don’t have to feel trapped.

There are active men who maintain a good level of health and fitness along with their busy lives.

I know because I do.



I have a serious girlfriend for three years (who I live with), another dog, managing a growing company, and a ton of other service for the community that pulls at my attention everyday.

I am still able to prioritize my health and fitness.

Here's the thing: I want to help thousands of active men in high-stress work/life situations get back in shape and be able to manage their health for life.

If you want to look and feel good again, I can help you.

Guys need to change their mindsets about this stuff.

The number one piece of advice I give to my friends is: stop thinking you have to do what we did back school to get back in shape.

Honestly, our high school workouts were okay at best. Before that, the barbell workouts in my buddies room or in their parent garage were pretty dumb. Once we got to college it got a little better. But who has time or energy to weight train for two hours six days a week?

Back then, we have all the time in the world and the energy to keep up. Times have changed.

Our coaching got better as we got older. Competition also got better, so I continued with less of my grade school friend once we go to high school and relatively no high school friends once we left for college. I can only imagine they never quite got their shit together without proper coaching.

My early days of strength training was spent doing everything wrong. And I was still in shape. I was young. My metabolism roared and I succeeded. It did not matter what program I used.

I'm thankful that I got better coaching, because of varsity sports in high school and playing Division 1 football in college.



I don't have the same sore knees, gnarly shoulders, or bagged up elbows my friends do that are most likely from stupid stuff from high school.

My next piece of advice is: you should not train like we used to. I know will work better while taking less time. And it will fit into your lifestyle now, as busy person.

First: Decide to use a simple, more efficient workout plan

Maybe you should ripping out the 6-day strength training plan from Men's Fitness.

There's another way to approach your workout.

When I work with busy men, I start them off with something like this:

- 2 x 30 minute resistance training - mostly body weight exercises
- 2 x 15 minutes conditioning training - cardiovascular exercise outdoors or at home
- 1 x 60 minute walk - outdoors with family

I cut down the 9 hour a week exercise plan - not including travel to and from the gym - down to less than 3 hours a week. The option whether to train at home or at a gym is completely up to my clients.

At this point, he can schedule this sessions in a way that works with his calendar. The workouts are adjustable to the demands of his work and life.

Don't believe me? It's true.

After 10 years in the fitness industry, it's advice I have taken myself. It's easy to be a "fitness junkie" when you basically live in the gym. But as my business grew, I yearned for deeper relationships, and I wanted to enjoy myself, I knew I had to come up with a less-time consuming health and fitness plan.

I call it my "MEDs", or minimally effective dosage. When designed by a knowledgeable coach, exercise minimalism works extremely well. It's the basis for my [coaching for guys program](#). That's why I know I can help busy guys get results. It's what I have done for myself and others.



Next: Go get better nutrition advice

I understand, you want to exercise. It is important. But, if you want to drop pounds or get fit, nutrition is the way to go. Especially for guys with a lot of stress.

Remember, you are not “back in the day” anymore. When you are young you can skate by on milk, chicken breasts, broccoli and protein shakes. Different goals call for specific nutrition.

And now you may be eating with a family or at least a partner. Try to get your wife or girlfriend to choke down “bulking food”, or make your meals specially for you, won't end up pleasant for you.

That's why I give a few nutrition habits to friends, just like I do with MISPIBO Fitness clients.

Two examples are:

When you start your new program (above), add one gram of fish oil per percent body fat and a multivitamin. That's it. Do this for two weeks.

After that, I introduce a new nutrition habit every two weeks. The focus changes between how, what, how much and when you eat.

All the habits are created progressively so the next one builds on the last one.

The secret: do not change too much at the same time.

When you think big, but change small, you will feel like things are going too slow. Yet, when my clients look at where they are one year later, they have completely need eating lifestyles.



Finally: Don't get stuck, go do stuff.

This works for guys with a lot of responsibility in high stress lifestyles. When you are a teenager, all you have to do is read, do homework and come up with crazy ideas of how you are going to put on muscle by experimenting with exercise and nutrition plans.

Wake up. When you are in your thirties, forties or fifties, you have new responsibilities like being a good role-model to children, being a better partner, hustling on the job, and keeping the lights on and water running.

Do you really want more shit on your plate? I thought so.

That's why when it's more effective, when it comes to fitness, to find a coach who take shit off your plate. I can do the thinking and planning for you. I set it up so you have one job: do it.

According to my successful clients, this is what makes the difference when they work with me.

They show me they trust my process by doing what I advise and I show them the process works by getting them in the best shape of their lives. And it's done by reducing stress, not increasing it.

Fellas, you can still do this

At the end of the day, here's what I want to say to all my friends and men out there struggling to be the best version of themselves:

“It does not matter how crazy and hectic your life is, if you want to lose fat, get healthy and get in the best shape of your life. You can. What you need is an efficient exercise plan, progressive nutrition habits, and skilled coach to guide you to success.”

If you are as busy as my guy friends are and this has led you to become unhealthy and out of shape, I'm here dude.



I can help you prioritize your health and fitness again in my [coaching program](#).

Even you don't choose to work with me, I encourage you to listen to this:

“To learn something new, do something different.”

Whatever you do, do it now.

If you wait, that extra 25 pounds becomes an extra 50 pounds. Your chance of type 2 diabetes increases with high blood sugar. When you have high cholesterol, cardiovascular disease is easy to get.

What is it going to be?

You have the time to get in shape.

My question: do you have the time to not get in shape?

Take the next step: Get started

If you'd like to stop worrying about the details and actually take control over your health and your habits, I am happy to work with you. In fact, I'll soon be taking a group of new clients looking for the same thing, all as part of our [MISPIBO Nutrition Coaching for Men](#).

Check it out and let me know. I can help.

