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ABOUT THE AUTHOR

Hey, my name is Travis Stoetzel and I’m guessing that if you’re reading this document, it’s safe to assume you know who I am. However, I don’t want to assume that you already know who I am so I will go into some further details about myself.

As a trainer and strength coach, I’ve spent the better part of my years after college and playing sports utilizing some of the most effective strategies and methods in the world to help my clients get the best results possible. I’ve spent more money than I would like to openly admit traveling, attending seminars and renewing certifications, but it’s been worth it. Along my journey I’ve forged some very strong bonds with other coaches like myself plus hundreds of solid relationships with my athletes and clients. My hard work has paid off in more ways than I could’ve imagined. Professionally, I’ve worked with everyone from professional athletes who sought me out to improve their performance to regular Joe’s wanting to improve their overall quality of life. When it all comes down to it, the people I work with have made the commitment to following the programs I design for them and thankfully, I’ve delivered.

In addition to working with such a varied group of clientele, I’ve also been featured on a number of websites and blogs. One of my other big passions is my on-line coaching program from my blog and website, www.TravisStoetzel.com. Training clients on-line is awesome. The fact that I get to help people all over the world get into shape or to improve their performance is pretty amazing instead of limiting it to just to Omaha.

So I guess I kind of know what I’m talking about.

Most importantly though, despite my background and what I do now, I wasn’t always in the best condition, and I’ve always had to struggle to get lean.

When I used to play sports, I used to train totally wrong. I wanted to get stronger and bigger while getting leaner all at once, but I never really knew what type of system to follow. Since being done with sports, I let myself explore a bit more with my training and I was able to discover a system, a very FAST system I might add, that was able to help me get stronger, leaner, and add muscle to my body all at the same time. What was so cool about this was I didn’t need anything else other than some dumbbells, a barbell and weight, plus my own bodyweight. And it worked—pretty well, actually. That was over 2 years ago I did this program. Well before I started the gym I have today! Since then, I’ve spent that time improving the program, making it as effective as possible.

The very words you are now reading represent the culmination of all of the thought, sweat, and dedication I’ve put into the program you will now use. My journey is now your journey. And at the end of that journey, you’re going to be a whole lot stronger, leaner, and meaner.

Yeah. It’s time to make it happen!

-Travis

www.TravisStoetzel.com
ABOUT THE PROGRAM

So, if you didn’t know what this program is intended to do, it was created to help you get some amazing results in just 4 weeks time. Think of this as a solid guide to get you to the point you want to be. It will take commitment and dedication. Achieving great results never came easy. Those that are willing to put in the time and effort that is needed will reap the benefits of what this program has to offer.

Now, if you know me well, you would know I like to train with a multitude of different training tools including kettlebells, sandbags, sleds, ropes, tires, etc. If it’s unconventional and hardcore, you know I’m using it! But, for the sake of this program and a ton of people out there, having access to all of those tools is few and far between.

This is exactly why The 28 Day Athletic Muscle Formula is so valuable! This program can be done by anyone with minimal equipment. I had the conventional gym set up in mind when I created this some time ago because well, that’s all I had access to! At the time I didn’t know how to train with kettlebells, sandbags, and all the other crazy tools out there. All I had were dumbbells, a barbell with a bunch of Olympic weights and my own bodyweight.

What makes this program so powerful is when you combine the workouts with the nutrition. The workouts will kick total ace (as you’ll see), but the most crucial factor of all is the meal plan. I strategically tweaked and modified the meal plan up to the point that if you were to follow that alone, you would see results! Combine it with the training program I have laid out for you in this 28 Day Athlete Muscle Experiment and you have a powerful combination!

So, whether it’s about you losing pounds and getting into some new clothes, or getting to 5% body fat so you can look and feel totally ripped and athletic, The 28 Day Athletic Muscle Formula is the training program that’s going to get you to where you need to go. This is the program that will help you lose the stubborn bodyfat from your frame while helping you retain muscle mass at the same time.

I won’t lie and say it’s going to be easy. In fact, it’ll be just the opposite. The 28 Day Athletic Muscle Formula is one of the hardest training programs I’ve ever written. And to be honest, it’s one of the hardest I’ve ever done. However, it’s also the most effective. If you’re afraid of what to come, you can also tone the workouts down a bit, but not much ;)

As the author, I want to be completely blunt about the fact that if you’re willing to put in the work, you’ll see results you never thought possible.

So get ready.

**TIME TO DO WORK and SEE RESULTS!**

www.TravisStoetzel.com
THE 28 day MINDSET

For the next 28 days you will be challenged. You’ll be put to the test both mentally and physically.

The physical part of the challenge shouldn’t be a problem as where most people tend to fail is with the mental aspect of training.

Don’t let yourself be “most people”.

From day one you need to have a personal commitment to sticking 110% to the The 28 Day Athletic Muscle Formula as I have it laid out for you. If you happen to slip up, shake it off and get yourself back on track immediately. Once slip up can often lead to another one quickly if you allow it to do so, so don’t go down that road! Instead, focus on your main goals and keep a positive mindset.

The 28 Day Athletic Muscle Formula is 4 weeks, which isn’t that long of a time frame so I’m telling you that it is 110% doable! You must believe in yourself before you even start!

What I want you to do that will be critical for you success is the following:

1. Pick a definite START DATE – You need to know exactly when you’re ready to fully commit to The 28 Day Athletic Muscle Formula as I have it laid out for you. Plan ahead to make sure you don’t have any major conflicts that will throw you off course. This is why most people fail – they don’t plan ahead. Once you start The 28 Day Athletic Muscle Formula, you’ll not want to stop.

2. Pick your DEADLINE – After you have decided on a start date, it’s time to pick a solid deadline. Vision what you’ll look and feel like after you complete The 28 Day Athletic Muscle Formula. Know this date! Write it down and do everything in your power to get to your overall goal within that time. After all, it’s just 28 short days total from your start date so make it happen! As I mentioned above, once you get started on The 28 Day Athletic Muscle Formula, you’ll not want to stop as you’ll be seeing a ton of progress and feeling the changes take place.

3. Write Down Your 28 Day Goal – In order to achieve your overall goal, you must first write it down. Have it on paper where you can read it each and every day for the whole 28 days. You need to have it written down so it’s not just a thought, but more of a written agreement you have with yourself.

Believe you can achieve and you will! The next 28 Days are yours to conquer and yours alone!

www.TravisStoetzl.com
28 Day EXPECTATIONS

An important thing I need to go over with you before you begin The 28 Day Athletic Muscle Formula are the firm EXPECTATIONS I have for you. I expect for you to see the results you want, but just because you’ve purchased this manual doesn’t mean you’ll magically see them. It will take work!

If you have looked through all the guides you have received, you’ll notice that you have a 28 Day Checklist. This is crucial to go through before we begin your journey.

The checklist calls for some very important tasks to be completed:

- Before Picture Taken (to see where you’re starting from physically)
- All the Food and Supplements and been stocked up
- The Terms and Agreement have been sent in
- Your 28 Day Goal has been written down on paper where you can read it to yourself everyday
- All the equipment needed for the workouts are readily available
- Your schedule is FREE of conflict for the next 28 Days

Make sure you have these tasks completed and ready to do!

The sad truth is about 80% of all people that invest into programs, manuals, DVD’s, and even coaching programs never reach their ultimate goal. Why, because of sheer laziness and low accountability.

Out of the 20% of people left that invest into programs, the numbers actually break down to be like this:

12% will try and eventually quit, ultimately failing... 5% will finish the program but, see subpar results due to not fully engaging into the program, and finally there will be the top 3%. The top 3% will SUCCEED well beyond the program. Why, because they fully COMMIT to the program and apply themselves 110%.

If I was able to be there over your shoulder for the whole program, I would be but, the simple truth of that not being able to happen (Unless you’re one of my ELITE coaching clients) I still want you to imagine that I’m going to be at your door every day to check in with you. I want you to succeed and be that 3%!

I don’t want you to be like the 80% of people that invest into other programs who fail. I want and EXPECT you to be like the 3% of people that invest into a program who are the high achievers. Fully engage yourself into this program and you’ll be a success! I expect this out of you!

EXPECT NOTHING LESS FROM YOURSELF THEN THE ABSOLUTE BEST! THE TIME IS NOW TO SUCCEED.
The 28 Day Athletic Muscle Experiment WORKOUTs

4 Weeks to More Muscle and A Shredded Physique

The 28 Day Athletic Muscle Formula has the following workout plan below. There are two weeks – Week A and Week B. You’ll simply do Week A the first week, Week B the second, then go back to Week A for the third week, and then end your 28 Day training cycle with Week B.

You’ll notice in the manual below, the days are labeled, “Day 1A” or “Day 1B”…. The letter associates the day with the week. They’re already all in order for you to follow so just read and execute!

Length of Sessions: Try your hardest to get your session done in under an hour. More time spent training in the gym means more time we take away from letting our bodies heal. The goal of The 28 Day Athletic Muscle Formula is to get in and get out! Set a timer and get moving! Always push the pace!

Explanation of Workouts: Each of your workouts for the The 28 Day Athletic Muscle Formula are outlined below. You’ll see a 1A), 2A) ect before each movement. When you see 2 or more of the same NUMBERS (1A), 1B), 1C)) this means that these movements are joined together in either a superset OR circuit meaning you would perform 1A first followed by 1B) second, 1C next, and so on and so forth. You are allowed to take a break when you have completed ALL of the movements under that letter. Supersets and circuits are meant to have NO rest between movements. When there is just 1 number and 1 letter for a movement, that movement is done on its own, and you are allowed to rest between sets. Don’t worry as you progress, you’ll start to train with heavier weights while starting to feel even more explosive and in condition!

Rest periods: I’m a firm believer that “set” rest periods are a waste of time. Within The 28 Day Athletic Muscle Formula there’s no need to keep checking a clock unless you are doing a timed workout or circuit interval. The main thing you should focus on is to ATTACK THE TIME! Push yourself through the workouts each and every time. Rest as need be, but the truth is, you’ll be getting into such great shape, and it will be hard for you to slow you down!
General rules of thumb when it comes to rest periods:

- When we train HEAVY – rest a little bit more
- When we train LIGHT – take little to NO rest

**The only exception is when we train for total EXPLOSION and SPEED. This is where we want to train at 100%.** These sets are usually at the beginning of your workout (sprints, starts, jumps, ect) Rest as much as you need to for these sets and try to perform each round at 100%. You **DO NOT** want to train slowly when training for POWER and SPEED.

**Submax** – When you see “*submax*” listed next to an exercise, this simply means to avoid going to failure. The best way to keep your progress going further while avoiding plateaus or step back is to keep your reps under you maximum limit or avoiding failure.

If you’re new to this concept, you probably do not understand but trust me, leave a few reps left in your bank when doing different movements such as pushups, pull ups, rows, ect, when you get close to failure, cut the set off.

It’s better to stay fresh and keep the movements fast and explosive. When you start to really grind reps out slow, just stop your set there. In time, you’ll feel and see the difference in what *submax* training will do for you.

The **ONLY** time you should really go to failure with different submax movements is when it’s your last week on that particular workout.

You main goal should be to break your own records each and every session! The best way we can make sure we do that is with the next ESSENTIAL note...

**E.M.O.T.M:** This stands for *Every Minute on The Minute* and it’s an interval you will be using to build up some serious strength and endurance all at once!

Basically, you’ll hit your movements for the allotted amount of reps and whatever time you have left at the end of your sets will serve as your rest period.

**Recording Your Workouts:** Make sure you are **writing down each and every workout** so you can see the weights you used, the reps you did, and the sets you completed.

It would be wise for you to get a notebook and make it your new HARDCORE training workbook OR use the *specialized printout work sheets* you received with this program!

If you’re not writing anything down, then you are wondering around blind!
We must be able to measure your progress and the BEST way to do this is by writing and recording every training session we do down in a workbook.

I would record the following:

- total time workout took to complete
- reps completed on each movement
- sets completed
- and exercises completed

Simply copy down the workouts listed below and record as you go! You’ll be amazed at the progress you make overtime! Writing the workouts down and keeping track will serve as a great source of motivation so make sure you do it!

Make NO EXCUSES here! This needs to be done for you to be most successful!

**THE WARM UP IS CRITICAL**

Warming your body up is one of the most important things you can do.

First, it’s essential to warm the muscle up, stretch the tendons and ligaments of the body as well as increase the core temperature. There’s a ton of different ways you can warm up but the warm up for the **The 28 Day Athletic Muscle Formula** is specifically designed to do a lot of different things for you in a very short amount of time.

The 28 Day Athletic Muscle Formula warm up is designed to:

- Improve conditioning
- Increase hip and low back mobility
- Improve overall athleticism
- Prevent injury
- SAVE YOU TIME!

The 28 Day Athletic Muscle Formula is 5 mins from start to finish. It was specifically designed for busy people but, also created to be very efficient at getting people ready to train all while improving their general athletic abilities.

The 28 Day Athletic Muscle Formula warm up is designed to be a go-go-go warm up with no breaks. Each movement will be performed for 30 secs then you switch to the next movement. T first, you may feel as if the warm up itself is too hard but, overtime you’ll grow accustomed to the warm up.
The secret is hiding specific skill building drills and movements into the warm up so everytime you train; you work on them without even knowing it!

Make sure you always start your workout with the 5 min warm up

**THE 5 MINUTE AMF WARM UP**

***Use this quick 5 mins warm up before your workouts:

Perform each movement x 30 secs then immediately go to the next movement in the circuit

SEE Warm Up Video HERE

1A) Full Jumping Jack
1B) Drop Squats
1C) Groiner to Push Up
1D) Wide Step Mountain Climber
1E) Fast Mountain Climber
1F) Super Man Reaches
1G) Hip Extensions
1H) Seal Jacks
1I) Front Leg Swing L/R
1J) Front Leg Swing L/R

**Foam Roll**

**ALWAYS Foam Roll After Workout no matter what**
The COOL DOWN, MORE IMPORTANT THAN YOU KNOW

Similar to the warm up, it’s absolutely essential you take the time needed after you train to properly cool the body down.

This does not mean take a 2 lap jog around the block and you’re done. You need to take the cool down seriously as its still part of your workout.

Too many people neglect the cool down in though that it doesn’t apply to them. Don’t be one of these people. If mobility is an issue for you, the cool down will be one of the most important sections for you.

When you stay consistent with this cool down within The 28 Day Athletic Muscle Formula, you’ll see gains in mobility, flexibility, and over recoverability. The cool down focuses on hitting key “super stretches” plus hammering the self myofascial release (foam rolling) heavily once again.

Another reason it’s so important to get your cool down in is because after you train intensely, your muscle are already warmed up and primed to be stretches and loosened up. This is the absolute best opportunity to work on overall mobility and flexibility. Do not miss your chance!

The cool down officially starts the recovery process. Without it, you’ll be more stiff, sore, and broken then ever!

COOL DOWN – Perform this after EVERY training session

1) Super Stretches – Perform sets of 30 secs to 1 minute per side building up to 3 sets of 1 mins each side overtime. SEE MOVEMENTS IN COOL DOWN SECTION HERE

   a) Hip Flexor Stretch on Wall
   b) Cross Body Hip Stretch on Floor
   c) Sumo Stretch with Reach
   d) Chest Stretch

2) Foam Rolling – hips, low back, quads, hamstrings, calves, upper back, lats

***See detailed pictures and descriptions of foam rolling and super stretches HERE

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Week A – To Be Followed on Weeks #1 and #3

Day 1A – HEAVY / INTENSE DAY

1A) Barbell Deadlift 4 x 8 (week 1), 6 x 4 (week 3)

1B) Standing DB Overhead Press 4 x 8 (week 1) 6 x 4 (week 3)

2A) Push Ups off DB’s 3 x submax reps

2B) Pull Ups OR Recline Rows 3 x submax reps

3A) E.M.O.T.M - Every Min On The Min x 6 mins (week 1), 8 mins (week 2), 10 mins (week 3), 12 mins (week 4)

***Goal is to Get 5 reps of Each Movements Within the Min. Choose 5 reps remaining amount of min left is your rest.

  a) DB Squat Clean Press x 5
  b) Burpee x 5

***Need an Interval Timer?? Check out The Gym Boss.

Day 2A - High Intensity Interval Day

1A) Find a field of at least 60 yards long

You will sprint @ 80% speed x 40 yards; use the walk back as rest.

Repeat for 16 total rounds (week 2 x 18 reps, week 3 x 16 reps x 90% speed, week 4 x 20 reps x 90%)

2A) Core Circuit – Perform the prescribed amount of reps of each without any rest in between movements - Rest 60secs between rounds

  a) Plank Knee Tucks x 15 / side
  b) Side Plank w/ Knee Tuck x 12 / side
  c) Full V-Seat x 15
Day 3A – POWER / Muscle Day

1A) Barbell Power Clean 5 x 5
1B) Hanging Leg Raises 5 x 8 – 15 (build up to 15 w/ straight legs if possible)
2A) Barbell Close Grip Bench 4 x 10 (week 1),  6 x 4 (week 3)
2B) 1A Bent DB Row 4 x 8/arm (week 1), 6 x 5/arm (week 3)
3A) Barbell Sumo Deadlift High Pulls 4 x 12 (WATCH VIDEO)
3B) Full Burpee 4 x 10
3C) Feet Elevated Plank Hold x 30 - 60 sec

***Should be able to work up to 60 secs
***Rest 60-90 secs between sets

Day 4A - Active Recovery Day

With an UNLOADED Barbell go through the following Complex x 3-5 total rounds resting 90 secs between rounds

See a video of this barbell complex HERE

a) Barbell deadlift x 5
b) Barbell snatch x 5
c) Barbell military press x 5
d) Barbell back squat x 5
e) Barbell drop lunge x 5
f) Barbell bent row x 5

Go through your warm up one more time then STRETCH and FOAM ROLL as need be

***Goal for this workout is to get a great sweat in, loosen up, and feel recharged!

***base the number of rounds you complete on HOW YOUR FEEL. If you feel pretty beat up, only do 3 – DO NOT push it too far. Listen to your body and go from there.
Day 5A – Heavy / Intense Day

1A) Box Jump OR Vertical Jump 4 x 8 (week 1) 6 x 4 (week 3)

***Going for MAX power here NOT fatigue

1B) Front Squat 4 x 8 (week 1), 6 x 4 (week 3)

2A) Barbell Push Press 4 x 5-8 (EXPLOSIVE)

2B) Weighted Pull Ups OR Feet Elevated Recline Rows 4 x 5-8 OR submax for recline rows

***For Push Presses - First sets should be lighter x 8 reps, push it on the last 2 sets with 5-6 HEAVIER reps

3A) DB Drop Lunges 4 x 10/leg

3B) DB Cheat Curls 4 x 15

4A) DB Farmer Walks 3 x max distance

4B) Pike Press or Handstand Push Ups 3 x submax

5A) Burpee Tabata

***Perform a tabata doing burpees – go for max amount of reps in each 20 second rounds – try not to drop in total reps!

Do 8 rounds of 20 secs of ALL OUT WORK with 10 secs rest in between.
Day 6A - High Intensity Interval

Option A) This is your BEST CHOICE - Find a Hill with at least a 30-45 degree incline that stretches at least 30 yards

- you'll sprint at max speed up the hill
- use the walk down as rest

Week 1 – 10 sprints
Week 2 – 12 sprints
Week 3 – 10 sprints
Week 4 – 16 sprints

Option B) If NO Hill, this is your 2nd Choice - Go to a track and perform sprints

- time yourself the first sprint so you know how fast each round should be
- rest 60-120 secs between sets
- Repeat for 10 total rounds

Week 1 – 100m sprints x 80%
Week 2 – 100m sprints x 90%
Week 3 – 200m sprints x 80%
Week 4 – 200m sprints x 90%

Day 7 OFF – Stretch and Foam Roll
Week B – To Be Followed on Weeks #2 and #4

Day 1B – HEAVY / INTENSE DAY

1A) Snatch Grip Barbell Deadlift 5 x 5 (week 2) 4 x 8 (week 4)

1B) 1A DB Snatch 5 x 5/ Arm (week 2), 4 x 4/ Arm – GET HEAVY (week 4)

2A) DB Bench Press - Neutral Grip (Palms In) 3 x 12 (week 2), 4 x 8 (week 4)

2B) Feet Elevated Recline Rows 3 x submax reps (Week 2) , 4 x submax reps (week 4)

3A) E.M.O.T.M – Every Minute On the Minute x 8 mins (week 2), 12 mins (week 4)

***Goal is to Get 5 reps of Each Movement Within the Min. The remain amount of the min left is your rest.

   a) DB Squat Clean Press x 5
   b) Burpee x 5

Day 2B - High Intensity Interval Day

1A) Find a field of at least 60 yards long

You will sprint @ 80% speed x 40 yards, use the walk back as rest.

Repeat for 16 total rounds (week 2  x 18 reps, week 3 x 16 reps, week 4 x 20 reps)

2A) Core Circuit – Perform the prescribed amount of reps of each without any rest in between movements - Rest 60secs between rounds

   d) Cross Body Knee Tucks x 15 / side
   e) Side Plank w/ Knee Tuck x 12 / side
   f) Full V-Seat x 15
Day 3B – POWER / Muscle Day

1A) Barbell Snatch 5 x 5

1B) Hanging Leg Raises 5 x 8 – 15 (build up to 15 w/ straight legs if possible)

2A) Barbell Floor Press 5 x 5 (week 2), 4 x 12 (week 4)

2B) DB Renegade Rows 5 x 6/arm (week 2), 4 x 10/arm (week 4)

3A) Barbell Sumo Deadlift High Pulls 4 x 12

3B) Full Burpee 4 x 10

3C) Feet Elevated Plank Hold x 30 - 60 sec

***Should be able to work up to 60 secs

Day 4B - Active Recovery Day

With an UNLOADED Barbell go through the following Complex x 3-5 total rounds resting 90 secs between rounds

See a video of this barbell complex HERE

  g) Barbell deadlift x 5
  h) Barbell snatch x 5
  i) Barbell military press x 5
  j) Barbell back squat x 5
  k) Barbell drop lunge x 5
  l) Barbell bent row x 5

Go through your warm up one more time then STRETCH and FOAM ROLL as need be

***Goal for this workout is to get a great sweat in, loosen up, and feel recharged!

***base the number of rounds you complete on HOW YOUR FEEL. If you feel pretty beat up, only do 3 – DO NOT push it too far. Listen to your body and go from there.
**Day 5B – Heavy / Intense Day**

1A) Broad Jumps 5 x 5 (week 2), 4 x 10 (week 4)

***Going for MAX power and distance here NOT fatigue***

1B) Front Squat 5 x 5 (week 2), 4 x 10 (week 4)

2A) Bodyweight Dips OR Weighted Dips*** 4 x Submax

***If you can get 15+ dips on a consistent basis, add weight for these***

2B) Weighted Pull Ups 4 x 5-8 OR Submax for recline rows

3A) DB Walking Lunges 4 x 10/leg

3B) DB Cheat Curls 4 x 15

4A) DB Overhead Carry 3 x max distance

4B) DB Farmer Walks 3 x max distance

5A) Burpee Tabata

***Perform a tabata doing burpees – go for max amount of reps in each 20 second rounds – try not to drop in total reps!***

Do 8 rounds of 20 secs of ALL OUT WORK with 10 secs rest in between.
Day 6 - High Intensity Interval

Option A) This is your BEST CHOICE - Find a Hill with at least a 30-45 degree incline that stretches at least 30 yards

-you’ll sprint at max speed up the hill

-use the walk down as rest

Week 1 – 10 sprints
Week 2 – 12 sprints
Week 3 – 10 sprints
Week 4 – 16 sprints

Option B) If NO Hill, this is your 2nd Choice - Go to a track and perform sprints

-time yourself the first sprint so you know how fast each round should be

-rest 60-120 secs between sets

- Repeat for 10 total rounds

Week 1 – 100m sprints x 80%
Week 2 – 100m sprints x 90%
Week 3 – 200m sprints x 80%
Week 4 – 200m sprints x 90%

Day 7 OFF – Stretch and Foam Roll
**COOL DOWN SECTION**

**Foam Rolling** is used as a self massage method to help break up scar tissue that is built up over time while training. To help break up the scar tissue so blood can freely flow better to your muscles and help transport out toxins and acid build up, we roll over our muscle using a foam roller.

This will help improve mobility and recovery a ton!

This may be painful at the start but it is ESSENTIAL for improved performance and results!

Focus on rolling over the tenderest areas on your body. A good rule of thumb is to do at least 10 passes over each of the areas described and pictured below.

**Hips / Glutes** – get the side and back of your hips better by crossing over a leg and rolling over the small part of your glutes and hips. Crossing the leg over will help expose the area better.

Lay on your side and cross your top leg over for support

You can also have both legs stacked to increase the amount of pressure on your hips.
**Hamstrings** – start right under your glute and continue to roll all the way down to just above the back of your knee. Rotate your leg side to side to expose more tender areas.

**Calves** – start under your knee and continue to roll all the way down to your Achilles tendon. Cross one leg over the top of the other to increase amount of pressure. Rotate legs side to side to expose more tender areas.

**Quads** – lay off to the side of the roller and start right at your hip flexor and roll all the way down to the top of your knee. Rotate side to side to expose more tender areas.
IT Bands – This is one of the biggest problem areas for most people – It will be painful! Pay extra attention to this area.

Roll on your side starting just above your knee and roll all the way up to your hip. Roll side to side to expose more tender areas.

Hip Flexors – Stat off to the side of the roller at an angle. Roll over your hip flexors. Rotate side to side to expose more tender areas.

Low Back – Start by sitting on your butt then roll back onto the roller either rolled over to the left or right side. DO NOT roll directly over your spine. Roll over your low back from the top of your glute up to your lats.
**Upper Back / Traps** – starting on your upper back, raise your arms and point them to the ceiling to spread out your scapula to expose tender spots. Roll side to side to hit other areas. Roll up to your traps down to the bottom of your lats.

You can also cross one arm over your chest to expose even more tender spots.

**Armpits / Lats** – This will be a highly painful area that will need attention. Start on your side with the roller in your arm pit. Roll side to side to expose more tender spots. You can also raise up your hips to apply more pressure to the area.

**Shins / Anterior Tibs** - bend one leg and roll starting at the top of your ankle going all the way up to the bottom of your knee. Get the inside and outside of your leg.
**Lacrosse Ball – Trigger Point** – another way we can help speed up recovery for other areas of our bodies, is by using a “trigger point” method by using a lacrosse ball on areas we can hit well with a foam roller. Use the small technique from above by passing over the different areas listed below 10 times. Focus more time on tender areas.

**Chest / Pecs** - use the lacrosse ball to dig into tender tissue. Simply dig the ball into your chest. You can also have your arm stretched out to the side to help expose more tender areas.

**Inside Knee** – use the lacrosse ball around your knee on the inside and outside to get areas you couldn’t reach with the roller.

**Achilles** – roll over your Achilles. Make sure to go side to side to expose more tender areas.
Calves – roll over your calves starting from your Achilles going all the way up to the back of your knee. Roll side to side to expose more tender areas.

Shins / Anterior Tibs – dig the lacrosse ball into your muscles right along your tibialis on the inside and outside. This is great to hit the areas that aren’t quite reached from your regular foam rolling.
Super Stretches

Hit each of these AFTER your workouts. Try to get 3 sets of each for 1 min holds.

**Hip Flexor Stretch on Wall** - set yourself up against a wall with one leg back against the wall with your toe pointed. Sit up tall with your chest out and up while keeping you core tight. You can reach your arm up on the side that your knee is down on to up to open your hip flexor even more. Hold for time.

**Piriformis Stretch** – cross one leg in front of your body on the floor. Lean your chest over the top of your front leg while you sit back on your hips. Straighten out your back leg and bring it across your body to increase the stretch.
**Sumo Stretch Plus Reach** - squat down as low as possible in a sumo squat position making sure to be on your heels. If you need to, spread your feet apart to get both heels on the floor. From here, push your knees out with your elbows. Hold for time. Then with your right arm, reach to the sky while pushing your left knee out with you left arm. Hold for time and repeat on the other side.

**Chest Stretch** – reach your arm back behind your body against a wall. Simply rotate away from the arm you are stretching against the wall. Repeat the same while bending your elbow on the arm you’re stretching. You can also switch up the angle at which you reach your arm back with to hit other areas. Hold for time and switch sides
EXERCISE and VIDEO RESOURCES

DB SQUAT CLEAN PRESS
BARBELL DEADLIFTS
BARBELL POWER CLEANS
BARBELL PUSH PRESS
BARBELL SUMO DEADLIFT HIGH PULLS
DB 1 ARM BENT ROWS
DB CHEAT CURLS
DB DROP LUNGES
DB MILITARY PRESS
DB PUSH UP VARIATIONS
DB 1 ARM CLEAN AND PRESS
DB 1 ARM SNATCH
DB RENEGADE ROWS
HANGING LEG RAISES / PROGRESSIONS
DB OVERHEAD CARRY + DB FARMERS WALK

QUESTIONS??? YOU HAVE TOTAL ACCESS TO ME:

Email me at Travis@28DayMuscle.com – I’ll answer you within a few hours or at least the same day!

NO EXCUSES!!! Go H.A.M.
The Aggressive Strength Training Guide:

Travis Stoetzel is a hardcore and aggressive strength coach located in Omaha, NE where he owns and operates The Forged Athlete Gym, which caters to highly dedicated athletes and serious lifters. Below you can gain knowledge insight on the various tools and resources he uses to help turn his clients and athletes into strong, jacked, and athletic soldiers. The section below showcases the other various strength and conditioning programs and products he has created and uses to help people all across the world get results

www.TravisStoetzel.com
The Bags, Bells, and Bodyweight Training System – The “System” Travis created built upon years of in-the-trenches work with his clients and himself. This is for SERIOUS trainees that combine the use of kettlebells, bodyweight, and sandbags to help construct serious gains in muscle, strength, power, and athleticism. If you love to train hard and want a serious challenge, this is it!

This program spans over 40 total weeks and will put anyone to the test. If you’re serious about getting lean while building strength and power all at the same time, this is the perfect blend of kettlebells, sandbags, and bodyweight training. Exceptionally great for MMA fighters, wrestlers and other combat athletes including fire, military, a law enforcement personnel.
PROJECT: Mobile and Hostile Bodyweight Training System: If you’re low on resources as far as weight training equipment goes, this is your NO EXCUSES problem solver! I originally created this program for a Brazilian Professional Football team and when I went down south to train them, we had ZERO equipment to work with. The results… A Brazilian Football National Championship! Whoever chooses to go through this whole system will become stronger, faster, highly conditioned, and more explosive. This is a great program for people on the go with limited options for equipment. This is ideally made for MMA fighters, wrestlers, football players, and other power / combat athletes. All serious lifters welcome!
The Power Wheel is by far one of the most versatile and complete bodyweight training tools available. You can easily take your ab training movements to the next level with various amounts of different roll outs as well as hand walking variations. You can work on both your lower body and upper body strength virtually anywhere at any time. The Power Wheel is the perfect tool to have for the gym, road, or at home. A must have for all serious trainees.

**CLICK HERE FOR MORE INFO ON THE POWER WHEEL**

PowerWheelStrength.com
The Jungle Gym is your all around NO EXCUSES Bodyweight Strength gym in a bag! Perform 100’s of different variations of lower, upper, and core bodyweight movements. These suspension straps will help increase your bodyweight training results in no time and best of all, can be used pretty much anywhere at any time!

Check Out More Info On The Jungle Gym XT HERE
Sandbags are truly one of my favorite strength and conditioning training tools. There’s really nothing quite like ripping a heavy bag off the floor carrying it around, pressing it, rowing it, squatting it, or even throwing it. I’ve tried many different types of bags over the years and have even made a half dozen of my own. After a long search through trial and error with different bags, I have found the best and highest quality training sandbag there is in Brute Force Sandbags. These are truly made to last and are build just right for the serious strength enthusiast. Just like all the tools I like to use, these are a mobile gym – take them anywhere – the field, playground, your backyard, the gym… anywhere!

CLICK HERE For More Info ON Brute Sandbags
Performax Bands will take your normal bodyweight exercises and turn them into complete full body reactive athletic movements. Bands offer a great way to increase any and all bodyweight exercises, plus you can take them anywhere you go to get strong!

CHECK OUT More Info On Performax Bands HERE!

ForgedBandTraining.com
Kettlebells are by far one of the most effective yet brutal tools available to help increase power, strength, muscle, and fat loss. This ancient tool has been around for years and now has come back into the forefront. Your options are limitless with the amount of variations and movements that can be completed essentially anywhere at any time with Kettlebells. When away from the gym, I have a pair in my Jeep at all times in case I’m ever in need! Another NO EXCUSES tool that will greatly improve your results!

CLICK HERE TO Find Out More About The BEST Kettlebells on The Market!

TheForgedKettlebell.com
Prograde/Protein – For you Hardcore Protein Supplement needs, Pro/Grade is about PURE quality! One of the very best high quality proteins around that is in carbs and sugar while high in quality rich protein.

The Main reasons I recommend Pro/Grade:

- They are a certified GMP “A” rated manufacturer). What’s this mean?? Well, GMP stands for “Good Manufacturing Practices” and with this rating, you know for certain that you’re getting exactly what the label says—and nothing it doesn’t—every single time.
- The products they do create are quality. They’re not out producing all these special concoctions of creatine and protein all blended together, magical berry drinks, or miracle cure pills. They produce the basics needed for great results.
- Both my clients and I have seen the results their products help produce.

CLICK HERE TO FIND OUT MORE ABOUT PRO/GRADE
**Athletic Greens** is your “ultimate vitamin and mineral insurance policy”. Now, I know for a fact not everyone out there gets in enough greens, including myself! That’s why I take Athletic Greens, which is your personal guarantee to help make sure you get in all the vitamins and minerals you would get if you were actually eating all the veggies you’re supposed to. This is a quick drink you can mix and take with you on the go to ensure you get what you need so you can train hard!

Check out [LeanandMeanGreens.com](http://LeanandMeanGreens.com) for more info!
Want To Learn More On How To Have Me As Your Coach?

I have an ELITE Coaching Program where I have the ability to train anyone at anytime, no matter where they live. All you need is access to the internet and a strong work ethic and dedication to get better. No lazy, undedicated people allowed!

This is the next best thing to having me as your personal strength and conditioning coach in person! My ELITE coaching group is usually FULL and has a waiting list but, if you are truly interested and would like to find out more information, click the link below and get in contact with me and I’ll take you through the initial interview process to see if you are a good fit for my program.

[Click Here]

Find Out More About The Elite Hardcore Coaching Program!

It’s Time To Take your RESULTS to the next level! Become one of The ELITE!

EliteHardcoreCoachingProgram.com