

Adonis Lifestyle



AI Contest 3, Thanksgiving Eating, and Health Club Conversations

And Determining Life After AI...

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(In other words, spread the wealth, just don't change the message)

From The Desk of **Brad Howard**



Dear Friend,

Welcome to the [Adonis Lifestyle Podcast!](#)

Inside this transcript, you'll find a lot of actionable information that you'll be able to put to use **TODAY** to help develop your body for maximum visual impact. With that said, here are a few things to remember as you're reading through this document.

1. Our trainings and opinions are based solely on the end goal of creating a body based on proportions and social influence. Just as baseball players, powerlifters, and MMA fighters train for a specific purpose, the techniques, tactics, and strategies we talk about revolve around "looks based" training and not "performance based" training. (although your average performance across most all regimes will, in fact, increase as a whole with our advice)
2. "Health" based training takes a backseat as the recommendations we give create bodies that fall within all of the generally accepted "parameters" for good health (blood pressure, heart health, etc) by default. And, although we do talk about health and aging from time to time, realize that "health" comes with the package, without having to **FOCUS** on it.
3. Our opinions are strictly our own and sometimes are about as un-PC as you can get, but we'll never hide from the truth or try to sugar coat reality. Our job is to help you get in the exact shape you want, with all the BS aside. So, if you think we're a little harsh sometimes... just know we've got your best interest at heart.

So, with all of that said, dive in and enjoy. If you'd like more information on our workout systems, just [click this link](#). We guarantee you'll save a bunch of time and energy in the process.

Your friend,

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Brad Howard: All right guys, welcome once again to your Adonis Lifestyle podcast. I'm Brad Howard and I got John on the phone once again. And today we are going to cover two really important topics. Number one, we are going to cover how to submit your entries to the third Adonis Index Transformation Contest, and then we are going to cover some holiday eating tips. We will give you some good guidelines and some good strategies in order to go through the holiday season without gaining any weight.

John Barban: Okay, so the final day of the contest is the 24th, that was by design, so it ended before Thanksgiving. So to officially enter, you put your before pictures that you took earlier when you started the contest along with the after pictures which we talked about last week which is your front, side and back shot. In that group of shots, you have to have one with the current days' newspaper visible and it doesn't need to be anyone of the actual shots were evaluating, it just needs to be taken in that round of pictures, and obviously the same setting with the same shorts on etc, so we know it's part of that grouping. Then from there, you do the 250-word essay and submit that as well, which are just your experiences going through this process, both of what it felt like to do it, your perception of how things change, how people have changed around you, how they react different to you and how you react different to people, so just the experience of it all. Obviously the pictures are digitals. All of it, you just email it to me at john@adoniseffect.com. You're emailing them directly to me, and that's officially your submission, and then from there it would probably take us a week or two to evaluate everything and then that's when we will be announcing the winners. And then also with your essay in that document, we need all of yours statistics from before and after, so the measurements of your shoulders, your waist, your weight. You can calculate out your AI if you want or we can calculate it, but I would rather if you just calculate it.

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Brad Howard: It's a simple process. Like I say it's not a big deal as far as what we require, but a part of the actual process is actually understanding and acknowledging the things that actually have happened, and things that have changed.

John Barban: Well, that's the point of all of this, right?

Brad Howard: It really is. I think that lot of people are kind of scared, I guess you could say, and don't like to talk about it, but we do. We want to know how your life has changed based on this because we know it changes. Let's talk about this, somewhere around 1.5 is where the magic happens.

John Barban: The Adonis Index ratio of 1.5

Brad Howard: Yeah. We didn't make this up. This isn't in the research. This isn't anywhere, but literally with just feedback we are getting out of the forum, things start to change at 1.5. There is something that happens.

John Barban: Yeah, that's a consistent theme in the forums and on email feedbacks we are getting. When guys are paying attention to it, we tend to get feedback where guys are saying, "Yeah, you know what? It's somewhere around when I crossed 1.5 when I started getting comments from people." Because on the way, with your own perception of yourself, you are noticing the change, like a guy who goes from 1.2 to 1.3 to 1.4 all the way to 1.6, all of it is impressive because you are just happy that you are changing. But it's somewhere around 1.5 is when other peoples reaction to them really started to change.

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Brad Howard: Right.

John Barban: So if you are at 1.1 and then you go to 1.3, you're going to be happy as well, but other people may still see you the same, like they don't see what's really changing under your clothes. But at 1.5, I'm guessing it starts to show right through your clothes. You can't hide it anymore, I guess you could say.

Brad Howard: Right, but one of the things we have determined is that most programs and philosophies really only try to take people that are kind of below average and get them back to average.

John Barban: Yeah, what we're saying is if you are overweight, with a lot of programs, the goal is just to get back to "normal" weight.

Brad Howard: Yes, so like if you're overweight, the goal is try to get you back to normal weight or the best weight that you've ever been in, which is probably within the "normal" range. It's the same thing if you're kind of a slender guy and you are trying to build muscle, what most of them are trying to do is to put enough muscle on you, so that you feel "normal," and that's where they kind of stop. But with us it goes a little bit further because that's where the goal is, and so it goes from maybe being underweight or under-muscled to normal to what would you consider special or exceptional, and I think what we're seeing is that the threshold for that special or exceptional seems to be at that 1.5 mark.

John Barban: Yeah. This is more at the true 1.5 we are talking about, not like a skinny 1.5.

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Brad Howard: Yeah.

John Barban: I don't even know if it's possible to have really big waist and really big shoulders like we are talking about actually getting and zeroing in on the number as we have calculated them.

Brad Howard: Right, and let's say your waist is within an inch or an inch and a half, probably what I would think is that your waist would be an inch or an inch and a half away from the actual shoulder-to-waist.

John Barban: But if you're inches and inches away from it, that may not quite be the aesthetic we are talking about.

Brad Howard: Yeah, you need a 1.5 within that range, so plus or minus an inch and a half off of your waist and then 1.5 is where it seems to be. And granted this is really coming across from a lot of the guys who are losing weight because obviously it takes a little more time to build muscle, so let's qualify that a little bit.

John Barban: Sure. Well, any of the guys that are skinny, I guess you could say, and trying to build muscle, they are just in a slower process. There is no other way of saying that. You can't change as quickly if that's the change you're trying to make.

Brad Howard: Yeah. I mean, obviously, you can fool yourself into thinking you are having bigger muscles, but getting fatter.

John Barban: Right, yeah.

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Brad Howard: Yeah, For example my brother is 250, he is a big-looking dude, right? But I guarantee you I'm stronger than he is. I'm about 177 right now. He is 6'2 and I am 5'11.

John Barban: The rules of 7s don't dictate he should be 250.

Brad Howard: Yeah, I know. He is pushing 50 pounds more fat than he should have on him.

John Barban: And that's the seduction of being big, like you walk into room and being 250 and having an XL tee shirt and stretching the sleeves, some guys are seduced by that. They just think that's what they want, and then they take their shirt off, and you are like, "Oh yeah, you're just kind of squishy."

Brad Howard: So let's talk about some holiday eating strategies really quickly.

John Barban: Right, so obviously the contest ends the day before Thanksgiving and we're assuming anybody who is dieting for the contest is going to just enjoy themselves on Thanksgiving. And then right after that, that's not too long until Christmas comes around, and whether or not you actually celebrate those, this is just the time of year where lots of people get together and eat. People just eat a lot around this time of the year, and this comes back to the social conventions of eating and celebrating with food. There's nothing wrong with that, and it's kind of abnormal to be the person sitting at the table abstaining from the celebration, so to speak. It doesn't mean you need to have triple servings of everything, but it is a bit weird and you do have some obligation to partake and it is a bit weird to be the one who is not partaking. So I think the line is drawn, you either show up or you don't.

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So if you show up, just be there. Be with everybody and just do what everyone is doing, be mindful of it. Have dessert, but maybe not three helpings of dessert. Have everything on the table but maybe not doubles or triples of everything. So you can be there, you can be part of it all. It doesn't have to destroy the look of your body. It's much more difficult to show up and say, "Oh, I'm not going to have the mashed potatoes. I'm not going to have dessert. I'll just pick some salads and I'll just overload on vegetables and really go low on everything else." That's sort of not being in there at all, and that's not going to feel good.

Even if you do keep your calories low right through the dinner, it won't feel right. Like are you really even going to enjoy being there, that's not the point. So I think the best way to deal with it is to prepare for the week for those types of events, like preempt it with a few low-calorie days on the way into Thanksgiving. And I mean anyone on the contest, that's going to be taken care of for you because it ends literally hours before Thanksgiving. And then for Christmas too, the next Big Eat day or whatever else is happening, take a few days before and go low calorie on those days, and I would say literally do a calculation, maybe just take a guess at how many calories you think you are going to put back on Thanksgiving or on Christmas and try to create that deficit over the two or three days that lead into that day.

So for instance if I'm going to be going to an event on Thanksgiving and I really think I'll eat 1,500 calories above maintenance, (that means I'm going to eat 3,500 calories at dinner). That means I know I have to create a 1,500-calorie deficit the days before that dinner just so I can kind of come out of that weekend even. And that's not hard, that's just three days of being under by 500, and if I really want to simplify that, I could knock a couple of hundred out of that with a workout and 300 just with an eating deficit, so that's

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actually not that hard when you think about it that way. But if I wait until that weekend and I am just eating at maintenance right up to that weekend, and then I crushed it on that weekend, now I have created sort of the emotional stress of having to deal with it afterwards. So it would be like, “Oh, now I’ve got to catch up to what just happened.” So even though it sounds like it should be the same, the difference is psychologically it seems more difficult to try to fix it afterwards then preempt it on the way in, and then it takes the stress away from eating that day.

Brad Howard: Yeah.

John Barban: So it’s just a matter of planning, and then also book-ending it to, so try to create the full deficit on the way in, and still go low calorie the day after or two, and then that way most of the work, if not all the work, is done ahead of time, and then if you have another lower calorie day right afterwards, you may even end up back in a loss state, if losing is your goal.

Brad Howard: Yeah, but the thing is, all and all, just realize that you are a person and you are human, you’re built to have fun and be social and stuff like that, and even if you screw it and monkey it up, no big deal. Here’s the thing that I don’t like people saying, “Well, I went crazy, or I fell off the horse.” No, you didn’t. None of that stuff happened. I mean, worst-case scenario, you might have ate 7,000 calories or whatever over of what you’ve normally ate over that time period. Yeah. Big deal, this is a reversal process, so as long as you know what to do to solve the problem, then that’s not a problem.

John Barban: Yeah, and it’s not a statement about who you are as a person or any kind of stuff either.

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Brad Howard: Yeah, of course not. It's like your problems are only problems when you don't have the solution to the problem, if that makes sense. It's kind of like if you got \$10,000 in the bank and somebody comes along and said, "You owe me \$100." Well, that's not a problem.

John Barban: Yeah, but if it's the reverse, you've got a problem.

Brad Howard: So the level of problem is basically in conjunction to how high up the chain you are. A perfect example, I've heard people say something about the levels of problems, so let's say you have a level one problem, level two, level three or whatever. So if you are level four person but you have a level six problem, then you're in big trouble.

John Barban: Oh, I see what you're saying.

Brad Howard: But if you are level nine person and you have level six problem, it's no big deal.

John Barban: Yeah, it's within your capability to fix it, and then you just get about the business of fixing it.

Brad Howard: So it's well within your capability of solving or fixing the issue. It's not even a problem; it's just an issue at that point. To me a problem is something you don't have a solution for. If you have a solution for it, it is just an issue that you have to resolve.

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John Barban: Right, and this time of year is also probably a good time to take a break from training.

Brad Howard: Yeah.

John Barban: It just sort of happens because gyms go on crappy hours over Christmas, so it almost always seems that towards the end of the year, there's a week where, just because of travel and the schedules get messy, it's almost the best time of the year to actually take a good week off.

Brad Howard: Yeah.

John Barban: And then an interesting point, that doesn't mean you go crazy with your diet just because you're not training, which some people do.

Brad Howard: Yeah. Just look at it like you look at your checking account. That's my best analogy. People tell me, "You know, I hate counting calories." I'm like, "Do you like counting money?" If they say no, I know they are broke.

John Barban: Right, well, yeah, exactly. Well, you have to know. If you want to affect its change like in a predetermined direction, you have to know; otherwise, it's just going to happen whichever direction. As far as calories go, if you don't really know how many you're taking in and burning, a year later you'll look back and say, "Oh, how did I end up here?" But if you want to end up somewhere specifically, then you have to know. You can't just guess.

Brad Howard: Did we talk about how easy it is to gain 50 pounds in a year?

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John Barban: Oh, I don't know.

Brad Howard: Let's just touch on that here.

John Barban: Okay, I think we have talked about my theory about how I think most people gain weight just purely based on the holidays. Okay, so our bodies are basically designed to eat to energy balance, so however much energy we burn in a day where the way our hormones and our satiety cycle works, our hunger and satiety, are more or less designed to want to eat the amount of energy we burned. That is why all dieting feels like an effort, because we're always below, or at least, we are always trying to go below that feeling. Let's assume our BMR is around 2,000 and we work out to burn another 400, so we burn off about 2,400 calories on a workout day, were going to feel like eating about 2,400 calories, give or take. But basically that's how we are going to feel, and more or less we will always do that because people don't just gain weight every single day.

What happen is we tend to become addicted to certain foods, so we can over-eat them when they're present which has nothing to do with hunger and satiety, but we also celebrate with food and tend to over consume it at any of these events like Thanksgiving, Christmas, going out, birthdays, weddings and all that kind of stuff.

If you just overeat, and it's really easy with calorically-dense foods, especially when you are eating socially. If you overeat just 500 calories a day, which is literally an extra muffin with a bit of butter on it, or a couple bites at each meal...If you actually just did that, you would gain 50 pounds a year...but clearly most people aren't gaining 50 pounds a year, so most people are eating to maintenance almost every day. I think it's just these special occasions. This is where we overdo it, but since there's nothing built

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into us to under do it on another day, like what we are saying is if you're going to overdo it on Thanksgiving, you have to under do it a couple of days to offset that. Since we don't have it built within us to ever have an "under" day, like a day where it just feels okay to go under, most people just eat either at maintenance or above maintenance but never below it. So if once or twice a month you go out and crush it just for whatever reason, by the end of the year that's how you gain 10 or 15 pounds. By the end of 5 or 6 years, it's how you will gain 60 pounds...and it's not that there's anything wrong with your metabolism or anything, it's just there is no mechanism built in to offset those higher eat days, and that's it.

Brad Howard: Yeah.

John Barban: And it is way easier to over eat more calories than it ever is to try to burn them off or under do it. So trying to under do it by a 1,000 in a day, that's serious effort, that's quite a bit of work. Either work in the gym combined with a caloric deficit or a big caloric deficit that just is all day long dealing with that feeling of wanting to eat, so either way, it's work.

Brad Howard: With stimulants too.

John Barban: Oh yeah, stimulants, coffee or whatever. But to over eat 1,000 calories, I could do that in probably 20 seconds like two extra slices of pizza, no problem or three extra slices, it's just so easy to overeat that, but it's so hard to take it off. And so if we were going to say realistically, and I'm sure all the guys who did a cut-down can say a legitimate 500-calorie deficit, (meaning a true 500 calories less than you burn in a day deficit) that's a fair bit of work but manageable. Let's say you did it partly with exercise, partly with a caloric reduction, and you are really paying attention to your calories and

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you give yourself some wiggle room...like we said our principle of calorie guessing and not exactly counting, so you are around 500 calories. You and I can eat 1,500 calories with no problem. We will just go out and have a little bit of extra food and we've done it. It probably takes three solid days of the 500-calorie deficit to take that back. Now that just puts you back to where you were before that day. It takes a 4th day to actually start losing again.

So now, let's look at the actual practical numbers. If you overeat, let's say, by 1,500 calories on average, (so some days are higher some days are lower), on the holidays, weddings, and of these sorts of events, let's say, it's between 1,000 and 1,500 calorie overeat, and you do that 20-25 times in a year, (which is completely realistic...that's just one or two weekends a month throughout the year), there is your potential 10 pounds of weight gain. If you overdo it by 20-25 days, it's going to take you triple that amount of time to take that weight back off, like we said, because it's so much easier to overeat a 1,000 calories, it probably takes two or three days to take a 1,000 calories off. Now think of what I just said, that's triple the amount of time it takes just to get back to where you were, if you actually want to lose and actually see a reduction in bodyweight, well, that's how you end up dieting for half the year.

Brad Howard: Yeah.

John Barban: Do you see what I am saying? Like it's really just is a numbers game and also on those under-eat days, you're going to have days where you slip up, like some days I'm on track and know I'm going to stop at 1,500 calories, and then somebody comes along inviting me out for a bite, just something comes up and I am like, "Oh, that day is gone." And it just happens, so to actually lose, I mean, put it this way, 30 days of overeating will probably takes 120 days to take that off.

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Brad Howard: Yeah, if you are crushing it.

John Barban: Let's say 30 scattered days throughout the year of overeating, and let's say you are over by a 1,000 to 1,500, and that's completely realistic, like that would happen at the Super Bowl party or at a wedding, at any of those sorts of days. On Thanksgiving, that's conservative for what's going to happen on Thanksgiving and Christmas, right?

Brad Howard: One day out of ten.

John Barban: Yeah, one day out of ten you go over by a 1,000-1,500, it's going to take you 120 days to probably get all that back by producing somewhere around a 400- or 500-calorie deficit on those other days.

Brad Howard: Yeah. I mean just think about sport seasons.

John Barban: Yeah. That's the other half. That's a 120 days out of the year to take back 30. And that's still just to get back to where you were before the 30.

Brad Howard: Yeah.

John Barban: But those are hard, man. Those are hard.

Brad Howard: Oh yeah, but the best thing is that you plan for even that, like a lot of people look at my little planner that I kind of set-up for myself, and there are couple of

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days in there, like two days out of the week, I'll have 500 calories and the rest are 1,000 and stuff.

John Barban: Yeah. But then you can reach up to something higher than 500.

Brad Howard: Right, but the thing about it is even those 500s, I mean, that's just a beacon, that's what I'm shooting for.

John Barban: Oh, it's a ballpark. You may end up with 700 sometimes.

Brad Howard: Exactly, yeah. And so I bid low.

John Barban: Oh, yeah.

Brad Howard: I bid low to keep myself where I need to be just to offset any error knowing it's there.

John Barban: Yeah.

Brad Howard: Yeah, it's crazy. I mean, think about it. Let's say on the average for every day out of the year other than 30 days, you overeat by 100 calories, so we can do this.

John Barban: So that's 330 days of the year.

Brad Howard: Yeah. So it's 335 times 100, and that's 9-1/2 to 10 pounds. It's pretty easy math, but that's just by overeating by a 100 calories.

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John Barban: But the point is that rarely happens.

Brad Howard: Right. But that's just what we are trying illustrate, so that's 30 days. But then if we tack on the one bad month you have...

John Barban: Yeah, we call it a month, but it's really just scattered days of overeating via holidays and stuff like that.

Brad Howard: Right, where you eat, let's say, a 1,000 calories a day over.

John Barban: So another 30,000calories. It is 10 more pounds.

Brad Howard: Yeah, so there is your 20 pounds gained in a year right there. That's why everybody feels like their metabolism is crashing.

John Barban: And that's an example of one year, if that can happen three or four years in a row, that's how people look back 65 pounds later, and they're thinking to themselves, "What just happened?"

Brad Howard: Think about this. That can be the difference in whether a year ago, you used to walk a lot more just naturally with your job or not.

John Barban: Yeah, and all of this shows how fine of a line it is.

Brad Howard: Yeah, and that's why we kind of go on a weekly basis and try to get everybody thinking on a weekly basis instead of daily.

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John Barban: Oh, it's crazy, because then where does it end? Then people start worrying about within the day, like how many hours between meals, then the composition of the meal. Like this is just further subdividing it and subdividing it. You can't do that.

Brad Howard: Yeah, you are just going to drive yourself nuts.

John Barban: And on the muscle building side, the same thing happens. You can't think of it by the day, by the hour, like post-workout nutrition is not going to change muscle build, please, come on, do you really think that if you don't have a shake within half an hour after your workout that workout is lost? No matter how long it is after your workout, that's technically your post-workout meal, and we have reviewed the research over and over again, and just because it's been measured at that point, it doesn't mean that's the only point that matters, it's just when they bothered to measure.

Brad Howard: That's just where they quit measuring.

John Barban: That's where they stopped measuring, and further along, there could be, and I think some data shows, for whatever endpoints, they measured the surrogate endpoints of proteins, glycogen retention and all those sorts of things, there is a compensatory dip further along. It's just how long you measure it for. On both sides, thinking too acutely just gets you obsessed about it. You just got to think bigger picture. Like I always wondered if guys ever thought: "how many reps have I done for chest this year versus last year"...have I done more reps on that muscle this year than last year. If I haven't, why do I think it would be bigger?

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Brad Howard: Well, not even necessary with more reps, but...

John Barban: But how much more total work. Did I do more reps' with more weight? Was there more work done on that muscle group this year than last? Was there more work done on the whole body this year than last? Like those are ways of thinking of it. You can't think so acutely of each with single exercise, you have to think more of a big picture.

Brad Howard: Yeah. I mean a muscle that can lift 50 pounds more is going to look like a muscle that can lift 50 pounds more given your specific body structure.

John Barban: But if you have spent the entire year doing exactly what you did last year and nothing has changed, you haven't gone up in weight, you haven't gone up and nothing has changed, then nothing is going to change, you are not going to look any different.

Brad Howard: Yeah, where you are right now is based on the cumulative decisions that you have made.

John Barban: Up till now, yeah.

Brad Howard: Up until now or across the board. Yeah, even with things that will happen to you that technically aren't your fault. I mean, you still have to make decisions around it, so with the way you look right now is based on the decisions you have made. It's a cumulative effect, and you have to think about it that way. It's not acute, it's cumulative, everything adds up. That's why we kind of talked about focusing on the big picture things or the big driver things, because those are the things nobody pays

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attention to. They always try to pay attention to the meal timing, or should I workout in the morning or night. But listen to this, if there is a specific time that you should be able to workout, personal trainers would be out of business, because you would only be able to workout between 7 and 8 AM, and they wouldn't have any other clients to fill slots.

John Barban: Yeah, I mean the result couldn't possibly that much different.

Brad Howard: Yeah. I mean literally, like your personal training session will cost you \$2,000 an hour. It would have to.

John Barban: If the results were that good.

Brad Howard: If it matter that much, it would have to. Like you would never go to gyms, it would only be open between 7 and 8.

John Barban: Yeah, if fat burning was that much better and all that kind of stuff.

Brad Howard: Yeah. But then it would make the odd hours not match. I mean there's no way it could work financially, like there would be no such things as gyms, there be no such things as personal trainers because no one would be able to afford it, and no gym would be able to stay open. I mean, if you only open one hour a day, it means your capacity would drop by probably 1,000%.

John Barban: Yeah. No one thinks of it in those terms.

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Brad Howard: Think about how much gym membership would cost. Your gym membership would cost you \$1,000 a month because that's will it cost just to make the numbers work. Pay the rent, like the biggest overheads are rent and equipment.

John Barban: I think this is really abstract line of thought. I totally get what you're saying. Like if that was the only time you could possibly get results or results are that much better by working out in the morning, then everyone would want to workout just then, but clearly people get results anytime of day.

Brad Howard: Yeah, it's true. People work out at gyms 24 hours. I have seen guys so huge working out at 3 o'clock in the morning.

John Barban: The answer is the time you actually can get it done is the right time.

Brad Howard: Yeah, the most efficient is different depending on who it is.

John Barban: Yeah.

Brad Howard: The most efficient and most effective is depending on what the situation is.

John Barban: Yeah, people always ask me when the right time to workout is. I don't know, man. The right time is when you go. And everyone has their strong time of day. They just have that time that feels good, like I have an issue when the sun is up or down. When the sun is down, I have to be in the mindset for an evening workout. But when the sun is up, I think to myself, "Okay, this is a day to work out." And nothing is different besides my disposition going into the gym. I just feel differently on the way

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there, and I literally have to get into the mindset, once the sun is down that, “Okay, this is an evening workout.” I don’t know if it makes sense to anybody. I don’t know if it makes sense to you, but it really changes the way I feel. And if I’m just in the mood that day that isn’t conducive to what an evening workout means to me, I’m beat if I don’t get in there before the sun goes down, and I know that sounds stupid but there is just something going on there emotionally in my mood state. Maybe I’m just moody or something, but if I’m not ready for an evening workout, I really have to make sure I get there before the sun goes down; otherwise, I just don’t feel like being there.

And in the gyms, it’s social, it’s busy. I can’t just show up and make a work out happen. I’m actually relatively picky which I think many people are. If you have the ability to be picky, it really affects me if I’m not there when I feel like being there. Some people’s schedules are so fixed they don’t really have the choice. But if you have the choice, you already know. You already know when your best times are, there is partly a physiological explanation for it. Some people are morning people, some people are evening people, some people like to blow off steam afterwards, some people would rather eat first, but whatever it is, you’ll know the time that’s best and there is no one who can tell you that it’s the wrong time.

Brad Howard: Yeah I don’t like working-out at night either because I feel like the only reason I’m there is because I’m just going through motions. At night I don’t want be there because it’s the time I’m supposed to be chilling out and hanging out, that type of thing. I’d much rather to do it early on to get the day started off right. I’ve kind of got that ass-kicking mentality at the time.

John Barban: So you have the same thing then, right? If things happen that force you to go at night that you have to stop and think, “Okay, this is a night workout.”

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Brad Howard: I just don't even go.

John Barban: Oh, so for you, it's just off the table. It's not happening.

Brad Howard: Yeah, generally. Like today, I have just been busy all day, and as soon as I woke up, stuff has been going on, so today I was just going to do some cardio work, and that's okay. To me, that's kind of mindless.

John Barban: Yeah. I saw a guy at the gym on Sunday night. I was there just killing some time and watching football on the treadmill, and he was grinding out really heavy sets of squats, and I'm thinking, "I could never do that on a Sunday night." Good for him because there is no way I can do it. I don't think I could do it on a Sunday at all. For some reason Sunday just doesn't feel like the right day to do that.

Brad Howard: Yeah, it has to be during the day.

John Barban: Yeah, early like before noon. I'm just not going to be doing squats late afternoon on a Sunday.

Brad Howard: Yeah.

John Barban: That's weird. I don't think there's any reason, it's just how you grew up and how does each day feel to you, but there is going to be days where it feels right, and he is there every Sunday night, so that's his leg day. I think he likes it because it's dead and he has the whole place to himself in that area.

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Brad Howard: Yeah. I do leg stuff on Saturday.

John Barban: Yeah. I'll do it on Saturday, but on Sunday I can't. I don't know. I just wouldn't.

Brad Howard: For me, typically Mondays and Thursdays are two of my busiest days, and so these are the days I normally plan to eat less anyway to give me some room. But these are also going to be the days I'm trying this new protocol I'm working with, and shoulder days, chest days and stuff like that. These are all days that are like off peak hours at the gym, so I get to do whatever I want to do. Like if you workout on Monday, Monday is the worst day to do chest.

John Barban: Because everyone's doing it, yeah.

Brad Howard: Everybody is doing chest. I mean, if you're in there on Monday, that would be my leg day.

John Barban: Yeah, yeah. Try to make Monday you're leg day if possible.

Brad Howard: Yean.

John Barban: Or try to make it your day off. It is such a disaster of a day in most gyms.

Brad Howard: Yeah, exactly. It can't be chest. I mean, you will never get it done. If you work typical hours, it's just not going to happen.

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John Barban: Yeah, Monday at 5 o'clock at any gym just don't even bother.

Brad Howard: So that kind of goes back to when you were saying to take the holidays off. I used to advise people to take January off.

John Barban: Because all the New Year's resolutions are in there.

Brad Howard: It's not as bad as it used to be though, I remember.

John Barban: It used to be brutal.

Brad Howard: Yeah, I remember back about six years ago, maybe even seven, where in January in the health club industry you can do 40% of your business in January.

John Barban: Yeah, so sales go up. So tell me about that, so sales are just going nuts in January?

Brad Howard: Not anymore, not like they used to.

John Barban: Right.

Brad Howard: So let's say, a normal club that might do anywhere from 180 to 200 memberships a month. In January they might do, let's say, maybe 300 now whereas before that same club could do 400 or maybe 450 and just shoot up some crazy numbers. But then what you would see during summer time, the numbers would really skew downward, and so basically it's kind of like you wouldn't have that type of input or people coming in and purchasing and setting up plans for themselves during the

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summer. You just wouldn't see it, and it will pick back up in September. September always seems to be the next biggest month after January, those two months. But nowadays, because it's a little more in vogue and the thing to do is to workout and stuff like that, it just kind of evened out.

John Barban: It's not an artifact of less people in January so much as a lot more of them stay.

Brad Howard: Well, no, not necessarily they stay it's just that they do it sooner. They don't wait until January, so that person that has been thinking about working out, they start thinking about it in May and June is coming around, they just go ahead and join in June.

John Barban: Ok, so the novelty of the January thing isn't as big a deal.

Brad Howard: Yeah. What we have found of that time period was that it used to be the week after January 1st would be just insane. It would be insane, and then that week moved back a week, and it started to be mid-January, and then it moved back another week, and then it got to the point where you just really didn't see that big spike. I remember one year, it's about four years ago, we were just waiting and expecting for the boom, and it never happened.

John Barban: Right, so it was an evening out, almost a redistribution of when it all happens.

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Brad Howard: Yeah, that's exactly what it was, and now typically the good thing about it is that people are staying longer. So you don't have to really crush, like before, oh man, you had to crush people.

John Barban: Do you mean they really pushed you for sales?

Brad Howard: Oh, yeah, I mean it was mandatory...some of the stuff I saw was ridiculous...what the people were doing to get them to buy. People would never make decisions because it was something that was so foreign too, and this is their first experience at it that literally it was one of those things that people were using every trick in the book.

John Barban: All right, okay, so now that we are on this topic, give us some.

Brad Howard: Okay, a perfect example, it depends on where you came in. I mean if you came in from some type of marketing source, like sourcing where you knew this person was just responding to an ad and this is their first time and this is their first experience. Whoever is first to that person as a company is the person that gets them. It's not a matter of where they're going to workout, it's a matter if they're going to do it or not.

John Barban: So it's not like their shopping around to other gyms, but rather it's your gym or nothing.

Brad Howard: Yes, it's all or none. In that instance, the idea of actually doing it and actually becoming in better shape is the sales process.

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John Barban: Right.

Brad Howard: So basically at that particular moment, you really are digging into the person's history. I mean, have they been to the doctor? Here's an example. I was in Springfield, Illinois and we ran a promotion out there, and I had a woman come in and the whole sales presentations went like this, "Where are you from? How close do you live?" That type of jazz. Well, okay and she just blurts out, "I went to my doctor the other day and he said I am having some problems and I need to go on a medication for diabetes." I was like, "Oh wow! Really?" And my next question was, "Did he say that with some exercise, you could get off that medication?", and she's like, "Yeah. That's kind of what I was hoping for and that's why I'm here." And I was like, "All right, great, sign here."

John Barban: That's it?

Brad Howard: Literally, that was it. I mean, there was no basic price stuff, but it wasn't like a big laborious process of explaining everything. The doctor did all the work. So that was the process whereas people that move into town or they've been working out or they're looking for a new place and are kind of familiar with the process is different. It's more or less who is this place for, so what you do with that particular person is you basically qualify people out to let them know if this place is for them or not. Typically what you'll see is if it's a woman that comes in, you want to qualify out the people that are powerlifters and make a lot of noise and people that are intimidating, and just basically say, "You know this place isn't for them." You don't come out and say it's for her, but by disqualifying everybody else, she knows that it's for her.

John Barban: Right, got you.

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Brad Howard: It makes her feel special, and then the other thing is you do is go over and describe why it's different than any of other places she has ever seen. So there are kind of two different sales processes. The only thing you have there is deals and price.

John Barban: Yeah.

Brad Howard: And typically the only thing you could say is that we've only got a certain number of deals left, and this could be true or false.

John Barban: Yeah.

Brad Howard: Say something like, "Technically we only have a certain number of this left, if you come back tomorrow, they will likely be gone". That's all I can do. Or this discount is only valid on your initial visit. If you leave you don't get it, which the savvy consumer would call you out on and show up the next day, and you give him the same deal, which makes you look like an asshole. That's why I hated that type of sales environment. But the other person, you can use a lot of the same things because they really want to think about it, but what they think about wasn't necessarily, if your place is the place for them or if there is going to be all these bodybuilders and people that were going to intimidate them, what they're trying to wrap around their head was, "Am I going to work out or not? Is this something I'm going to stick with? How do I do that?" Sometimes you have to find the money for them, so if they're smokers or eat a lot of fast food.

John Barban: Oh, you've got to relate to them where there are going to save money?

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Brad Howard: Yeah, they have already budgeted that money. They are already spending that money. What you do is just re-budget it for them, so you're like, "Well, you know, if you're going to quit smoking. That's going to save you \$150 a month. And you are going to stop eating as much fast food, that's going to save you another \$100 a month. We are only asking 29.95, 39.95 or 49.95. I mean, you're actually coming away a winner in this one."

John Barban: Yeah, I guess it's such a great subject for people because like you said that they really don't know what they're getting into.

Brad Howard: Yeah, I mean, the typical thing as somebody will call the health club is the first thing they always ask is how much does it cost. But the reason they ask how much it cost is because they didn't know anything else to ask.

John Barban: Oh, yeah.

Brad Howard: That's the only thing they know how to ask, how much is it, because they don't understand what it can do for them, and so literally, they'll call and ask, "Yeah. I just want to know how much it cost?" And I'll say, "Great, how did you hear about us?" It totally changes the subject.

John Barban: Yeah.

Brad Howard: Get them talking about how they heard about us, "Did they get it through a friend?" "Oh okay, cool. Yeah, I know Bobby. He's a great guy. So what did you want to do with your body today?"

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John Barban: Yeah, yeah, and then the cost thing is out the window.

Brad Howard: Exactly. It doesn't come back into play, and I know it's kind of funny and I guess this is one of the reason why I'm really interested in a lot of influence, techniques and stuff like this, because I've seen it. I've seen it firsthand with probably 10,000 people with phone calls and sitting in front of people, I've seen exactly the things that you can say directly and do things and it matters. It matters a lot, so I've literally seen a person go from not being able to get a word out of their mouth to being able to close people with consistency at a high level within a week just by following a certain process. I've also seen people be able to close better when they get in better shape. I've just seen it. It's the weirdest things. You wouldn't think it would matter, but it does. Yeah, I know we have skewed off, but it's kind of interesting stuff.

John Barban: Well, that's okay. It's just a two-part podcast then.

Brad Howard: Yeah, so that's part of a history. That's why I know a lot about this stuff.

John Barban: Oh, yeah, the entire fitness industry, yeah, for sure.

Brad Howard: Yeah.

John Barban: I mean, we've got it covered. We've got it covered from nutrition, to supplements, to health clubs, to the workout itself.

Brad Howard: Marketing, yeah.

John Barban: It's all of it.

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Brad Howard: With all of it, and this is funny, the marketing end of it, it's all BS.

John Barban: With health clubs?

Brad Howard: No, I mean, for everything. For the most part, what you see for most programs, most health clubs, I mean, even what you're saying about supplements...

John Barban: Oh, there are so many layers. There are so many ways to interpret what you've been exposed to, and almost nothing is face value. Yeah.

Brad Howard: Yeah, I mean, not even close.

John Barban: Yeah.

Brad Howard: If you are first starting out, join a club because it gives you somewhere to go. It gives you destination to kind of get out of your own life and go somewhere. Then you don't have your wife coming in to tell you to take out the trash while you are down on the basement trying to pump out some reps, and then you don't have the phone ring and something come up etc, literally the act of showing up helps.

John Barban: It's almost like you need to go to a gym to show up to build the habit to show up, you can't do it at home and avoid distractions.

Brad Howard: Yeah. And for most people it ends up being cheaper in the long run. I mean in the long run, if you want to buy a treadmill, like my dad went out and bought a treadmill, and I was like, "Dad, what are you doing?" I said, "Dad, there is a gym down

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the road, just go join the gym and it's going to save you some money." "I'll just do it in the house. It's convenient. That way I'll do it." I was like, "I know how it works." But I couldn't tell him.

John Barban: So does he do it?

Brad Howard: Every once in a while. He started out good, but every once in a while.

John Barban: Can you actually work out at home without a whole new feeling like it is work, and it's supposed to be home.

Brad Howard: Going to work and actually having an office is something that's going to have to happen. I don't know why. I don't know, but it's just the way it is. And ultimately, let's go on back to the kind of health club thing really quickly, it actually helps keep you focused and on task unless you prepay it up front, it's something that reminds you every single month.

John Barban: Oh, yeah.

Brad Howard: This is another reason I really never recommend people paying the low-ball numbers, so like if you are going to go to a club, like go to a good one that charges \$40 or more a month. Don't go low-ball one because if you don't use it for that month, it doesn't hurt and they know that, and that's why they bill the way they bill because they know you're not going to use it. They just got access to your checking account for \$19 a month.

John Barban: Oh, you mean you almost want the pay to remind you to go?

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Brad Howard: Yes.

John Barban: Yeah, well, I guess we are either moving towards pleasure or away from pain.

Brad Howard: Yeah, because nobody ever cancels out of the \$19 membership or the \$10 membership. I mean, who would? Why would you ever do that? Think about the psychological things that you could go through if you go and cancel that out. You walk up and say, "Yeah. I need to cancel out this \$10 a month membership." And all this guy would look at you and say, "Oh, is it just something that is not fitting in your budget anymore? Come on." I mean, literally, how would you feel at that point?

John Barban: Yeah, I understand.

Brad Howard: So that's why I don't really like those clubs that much, plus the equipments.

John Barban: Yeah, then you just kind of don't feel like being there.

Brad Howard: So if you are going to pick up a place, I always say this, either pick a place with the most hardcore guys or pick a place with the hottest chicks.

John Barban: That's easy because most of the time, that'll be the same place.

Brad Howard: Yeah, exactly because the chicks that really look the best are also kind of hard core as well.

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John Barban: Yeah, totally. That's how it is in all the gyms that I've ever trained in.

Brad Howard: Yeah, and you know what? You might pay a little bit more, but you know that it is freaking worth it because at least you will go.

John Barban: Yeah.

Brad Howard: I hang a lot there. There had been times in my life where I went to the gym at 5 o'clock in the morning just to check out women that are there. I guess it kept me consistent. That's not how it is now obviously, but hey, you've got to use everything you can.

John Barban: Yeah, it's another tool in the chest.

Brad Howard: Yeah, well, we're giving you a big damn tool belt.

John Barban: Yeah.

Brad Howard: That's what we are giving you.

John Barban: Oh man, we have ended up on a couple of points here, so how do we wrap this one up?

Brad Howard: Well, this is the holiday one, so basically if you need to know how to submit your pictures, just listen to the beginning again. If you need to know how to eat,

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just listen to the middle where we talked about that, and if you're in the market for health club...

John Barban: Listen to the end.

Brad Howard: When the New Years comes around, listen to the end.

John Barban: Fair enough. And they will all be in the transcript too.

Brad Howard: So, have you got anything you want to add?

John Barban: No, that's it.

Brad Howard: All right, cool. So for John Barban, I'm Brad Howard, and that's your Adonis Lifestyle podcast.

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