
Adonis Lifestyle
PODCAST

Measuring Muscle

Our Quest To Find An Accurate Measurement Of True Muscle Gain

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,

Brad Howard

Adonis Lifestyle Podcast: Measuring Muscle

Brad Howard: All right, guys. Welcome once again to your Adonis Lifestyle podcast. And today's audio training, I've got **John Barban** on the phone, and we've got some interesting stuff that he and Brad have been kind of mulling over and I had kind of jump into as well. And where this is really coming from is, the fact that we're really seeing a lot of crazy claims out there about insane muscle gain and things like that.

And we're trying to come up with a way to actually quantify someone's muscle gain without actually being able to without having a Bod Pod or something like that. Just using regular household-type measurements that are easily accessible to everyone, so I guess, John, let's go ahead and just kind of take this away and talk about that for a little bit, and I don't know, maybe kind of update some people on the progress and kind of just what the overall goal of this is as well.

John Barban: Right, as you said, using body weight is probably the worst way to measure changes in muscle mass because there is so many other factors that influence body weight, and there are other factors that influence body weight to a greater degree and more transiently than any change in muscle mass. So if you gain 2 or 3 pounds of true muscle in a year or even in 2 years, throughout that time, your body weight itself can fluctuate wildly just from either fat mass, water content and food content. On a daily basis it can go up anywhere between 5 to 10 pounds just based on how much you've eaten and how much fluids you've taken in. So how do you, over the course of a year, measure a change as small as 2 or 3 pounds when your daily fluctuations can be as high as 7 or 8 pounds?

So like the signal is way smaller than the noise, so you never really can tell what has changed. So there has got to be something else, but I'll guess I'll put it a disclaimer, anyone who thinks they can actually gain 20 or 30 pounds in a year, you're just delusional regardless. So like when we're talking about actual muscle mass changes, we're talking about smaller things than that. So speaking to real people who actually have their feet on the ground and get this, you know, to start off with, the amount of muscle on your body isn't as much as people think.

When we talk about the lean body mass, that's everything that's not fat, so that's including bones, blood vessels, the actual blood in the vessels, the food in your stomach depending on how you measure it and actually gets recorded as lean mass, intracellular water, extracellular water, everything, everything that's not fat. Some studies or lots of studies just measure changes in lean body mass, they're not necessarily representing changes in muscle mass, because your muscle mass is a percentage of your lean body mass, so there is a big difference there, right?

If you have a change in lean body mass, that doesn't necessarily mean it's your muscle mass changing. And from everything that we've ever seen, muscle grows pretty slowly, so changes in muscle mass take a long to see. You're trying to measure a small percentage of your body weight changing or of your body compartment is changing over a long period of time, and the change you're looking at is relatively small compared to how much you can change on a day-to-day basis. It's very difficult to measure that.

So what are the better ways with measuring it than body weight because body weight is just all over the place. You can't really use it, but maybe over time, you can body weight. But even then, I just don't think it's that useful of a measurement, unless you're using steroids, and you actually have a 30-pound gain in 3 months and then it's sort of obvious what's going on. But other than that for everybody else who is not using drugs, there has got to be something that's more accurate and more robust.

Brad Howard: Yeah, it's interesting because as you were saying it now, I was just thinking about it. From my perspective, most of the things that guys can use to actually measure body fat percentage or lean mass percentage or things like that, things with calipers or even some of these electronic ones you hold in your hand that kind of measures through. And I'm not sure if the equations that you use on that take into account the actual fat in other places other than in your skin, because... I don't know, I'm kind of asking you that, I don't know.

John Barban: Well, it's not that it doesn't take it into account. What it doesn't take into account is the compartments of lean mass, in other words; you can have an increase in lean mass without it being muscle.

Brad Howard: That's right.

John Barban: But who cares? Everyone is just after muscle, nobody wants to be heavier just because of the sake of being heavier. They just think being heavier correlates to looking better, which correlates to having bigger muscles.

Brad Howard: Well, I guess when I went and I got my "body fat" tested with those calipers, it was something like going through a little formula. It was like 16% or something, right? This is a couple of months ago, and you know, you just kind of subtract me out. That basically said that my lean mass was about something like 165 pounds roughly. That is just what I remember. But now I weigh 176.5 pounds, right? And my strength levels really haven't changed that much. But all the other stuff is relatively about the same. But you know, I've still got a couple of pounds to lose where I will probably end up being 170 or 173 pounds...

John Barban: Which makes you like 2% body fat, which is not right.

Brad Howard: Right, that's what I'm saying. So what that's telling is that the equation that was used to determine the body fat has to have some type of flaw in it somewhere.

John Barban: Well, they all have an error.

Brad Howard: Sure.

John Barban: And that most of those ones at the gym are messed up, but you see, and that's the problem when people make percentage claims, like who cares? It doesn't matter what the claim is, it matters what you look like.

Brad Howard: Right.

John Barban: If that thing claims that you're less body fat than you actually are, well, it's not the claim that matters, it matters what you look like with your shirt off, do you look good or not? And who cares what the stupid device says. People get caught up on those numbers, even if they're fantastically too low or too high, there is no way that thing is accurate if it's saying you're barely 10 pounds heavier total that what it says you're lean mass is, so that's basically impossible.

Brad Howard: Right.

John Barban: Obviously there is something wrong with it. Getting caught up on the numbers, like the smarter way of looking at it is saying, "Oh, obviously, that measurement device is flawed. Ditch the measurement device and just work with something that's more realistic." So that's what we're trying to get to.

Brad Howard: Right, I guess what I was trying to ask you is could it have been possible that I was holding a pretty significant amount of fat in between my organs and all that type of stuff at that time?

John Barban: Oh, no, it should measure that.

Brad Howard: Okay.

John Barban: Well, but it depends. You see, that's the thing. Those devices aren't that useful because their formula should be calibrated for that, too.

John Barban: There is an entire textbook critiquing these things, right? I don't think people realize that this stuff isn't cut and dried.

Brad Howard: Right.

John Barban: I was reading a textbook by Heymsfield and a group of researchers on body composition measurement, and it's like a 400-page book critiquing all of these styles of measurement and all the inherent flaws. So it's not like this stuff is set in stone and then once you have it measured, that's it. There could be a month-long debate whether or not that measurement tells you anything.

Brad Howard: Right, so basically what we are talking about is for a lot of these measurements tools, they're not really good for absolutes, but they are pretty good for judging maybe overall bulk change, I guess, you could say. Because you can tell a direction, for the most part, like, let's say, with calipers you go and get tested and they do it the right way, and then a month later, you come back and get tested and those numbers have decreased. That would show that inherently everything you've got is working, even though that number may not be accurate to what you're real situation is.

John Barban: Yeah, relative change is more important than absolute.

Brad Howard: Right.

John Barban: It doesn't matter what the absolute number is because they're normally flawed anyway, but if you use the same device over and over again, and that same device itself has some precision, so it's the same. Even though it's measuring you within an error, the error is always the same.

Brad Howard: Right.

John Barban: Then at least you're getting a relative number.

Brad Howard: Right.

John Barban: That's fine. That's all anyone is really interested in is relative change anyway. In this case, we're trying to come up with a way of measuring muscle mass and changes in muscle mass without being confounded by fat mass or other lean mass that's not your muscle.

Brad Howard: Right.

John Barban: So we have a new assessment tool. We've been compiling some data right now, and we think we've got the tool right where it needs to be as far as being able to measure changes in muscle mass, and we're correcting out for fat mass, there is two parts to the tool, and they basically correct for lean mass and fat mass. So by the end of it, we should be able to show true changes in muscle mass.

Brad Howard: Right, from what I've seen of this and what we've kind of discussed over the last couple of days it's going to tell you whether what you're doing has increased your muscle mass or not ultimately.

John Barban: Yeah, it's useful. Well it does tell you how much muscle mass you have in a relative sense. So in other words, it will never say how many pounds of muscle around your body because it's a unitless number.

Brad Howard: Sure.

John Barban: But the number itself will be kind of like an arbitrary index that once you can correlate a look to a number. I'm not sure what we'll call it. But if my muscle index number comes out at 14, and then you see what I look like, you know that's a muscle index of 14. And then if you see whatever yours is and then whatever Pilon is and then once we start compiling more and more people, you'll get an idea of what a muscle index number for your body is because you can just run your own numbers and compare it to me, and maybe you're way more muscular than me and your muscle index comes out at a 17 or something.

So the muscle index is a unitless number and that's the point. Body weight is incorporated into the measurement, but the actual amount you weigh is sort of irrelevant to your muscle index. It doesn't actually matter if you're 30 pounds heavier than the next guy, or if your body weight fluctuates based on fat mass, it will be able to account for that in your muscle index.

Brad Howard: Yeah, essentially the way it looks right now is if whatever you're doing, if your fat mass increases, then your muscle index, is going to be reflected pretty significantly. And the other way around, if it is that your muscle has indeed increased, then it's going to be pretty significant in this index.

John Barban: Yeah, because we account for aggregate strength, so I guess we'll just walk through all the parts of it. We're counting all of your circumferences, so circumferences meaning the circumference of your arm like a flexed bicep, the circumference of your quad at its biggest spot, the circumference of your shoulders, so thats the shoulder measurement of the Adonis Index ratio. So once we've got all those circumferences, we have a good indication of the muscle mass in that area. And now we're going to take that circumference and divide it by your waist to account for your fat mass. So even though those circumferences can increase just simply by putting on fat, all of those circumferences will go up, but we know for sure that your waist measurement will go up faster than those circumferences and to a greater percentage.

So if I put an inch on my arms and that represents anywhere between a 6- and 8% increase in my arm circumference and it's all due to fat mass, my waist is going to go up by a much bigger percentage, like more on the lines of a 20% increase. My actual muscle index will drop because my waist is so much bigger.

Brad Howard: Right.

John Barban: I mean, that's the way we account for fat being deposited in all areas of your body. And the same thing with just gaining water bloat, so to speak, because water also diffuses just by osmosis throughout your whole body, and if you have an increase of other lean mass that's not muscle mass, that's also going to reflect in your waist measurement because the bulk of your intestines will be there too. So if you've got heavier and you've got a bunch of food in your stomach that will also reflect. That's the way we account for fat mass and other lean mass to at least some degree with the circumferences.

And then the other half of the equation is your total strength. We know that cross-sectional area of your muscles is directly related to the strength of that muscle. It's pretty hard to measure strength and this is where it gets a little trickier, strength itself is exercise specific, rep range specific, and specific to muscle groups.

So we're doing an aggregate of a bunch of different strength measurements to get a more robust look at how strong you are overall. We're going to be incorporating a bunch of push measurements like shoulder pressing, some kind of chest press with each bench press or flat dumbbell press, pulls for your back, some kind of pull-down or chin up as well as some kind of row, and then lower body strengths, so some form of squatting or leg pressing as well as some form of deadlifting. And then also another measurement for arms specifically is basically is just a standard barbell curl or some kind of tricep bench press, and then all of those put together is the aggregate strength measurement. And then once we have that, we've got a pretty good idea of how strong all the muscles in your body are.

Because any one person might just be really good at one particular exercise, but when we add them all together, we've got a better snapshot of how strong you are overall, which is a good indication of your

cross-sectional muscle area. And then we normalize them through a formula, so it doesn't matter if you're good at 8 reps or you're good at 5 reps a week, we're going to normalize it all through a predictive formula, which has been showing in the literature to be pretty good. And then by the end of that, we know how strong you are versus how big each area is with the circumferences. That's your muscle index and we'll be able to tell how much of those measurements are accounted for by muscle mass versus other lean masses or fatness.

Brad Howard: It kind of makes sense to me what you're talking about. Essentially what you're measuring is the force potential of the total body. It kind of comes into that because it takes all of them to account, but it's almost like a total potential for your body to be able to do some type of work, which is really interesting instead of just doing maybe 3. Because like you were saying, if you're only training 3 exercises, then you're going to be strong in those 3.

John Barban: Yeah, for example a powerlifter would just kill it in the deadlift squat and bench press because that's just what they train, but if their total muscle index kind of sucks when you add in all of the different lifts, that's going to change things? Having this kind of robust measurement helps for people who don't do those lifts and don't have impressive numbers in those lifts.

Brad Howard: If you only progress on 3 lifts, your total circumferences are going to be less than somebody else. Let's take a steroided-up bodybuilder versus steroided-up powerlifter. Overall a bodybuilder, steroided up, has significantly more muscle mass than a powerlifter, at least, from a visual standpoint from what I can tell, right? Just all over.

John Barban: Yeah their goal is for that, too, right? They're trying to build more muscle volume anyways.

Brad Howard: Right, so that's kind of the difference where they might weigh the same and even the force, the actual force strengths or the potential might not change that much, but because some of the things are a little bit lower like barbell stuff, but where it's really going to come in to effect is where the circumferences are going to jump across.

John Barban: Right.

Brad Howard: So it's controlled all the way around.

John Barban: Yeah, we're trying to control for any of those confounding variables like someone who is really powerful with one exercise, but crappy with another, or somebody who has really good leverage but their arms are kind of skinny, all of that stuff. So nobody should really be able to cheat the thing because of how many different measurements that is in there. And I also liked the idea that it's a unitless measurement. It's not like pounds per foot or pounds per inches, because that's the problem you run into when you try to measure your change with your body weight or trying to measure your change with percent body fat. Now you've added units to it that don't actually make any sense because your body weight can change without your muscle changing. And percent body fat can change without your muscle changing.

Brad Howard: Right.

John Barban: So like Brad's little experiment where he just drank a bunch of water, and his body weight goes up and his lean body mass goes up and his body fat percentage drops, but nothing happened to his muscles.

Brad Howard: Yeah, his body fat dropped, but technically his body fat...

John Barban: Oh, I'm sorry, his measurable body fat percentage dropped.

Brad Howard: Right, but the actual amount of body fat on his body stayed the same.

John Barban: Yeah, it's just a bunch of water that was gone by the next day. That was just a drastic example of it changing like on purpose for a demonstration. But that is what you're going through every day depending on how much you eat. Like if you and I go out for something to eat and drink, we're probably 2-3 pounds heavier, so for the 2 or 3 hours after that meal, we go and use one of those bioelectrical impedance scales or body fat count. We're going to record differently based on those measurements and how heavy we are. Things will look different. So we're trying to account for those kinds of changes, and that's why the strength measurements are in there. The strength measurement won't change based on what you just ate. Whichever deficiency that the circumferences have, the strength accounts for, and whatever deficiency the strength measurements have, the circumferences account for.

Brad Howard: Right.

John Barban: So that's kind of where we are at with it, this way people aren't caught up worrying about how much they weigh or worrying about percentages based on different measurement techniques that aren't necessarily a hundred percent. Like absolute value doesn't really work, so that's why we have a virtual scale here that is just a unitless scale. So it means you're going to have a number and how you look at that number.

Brad Howard: The error percentage of measuring an inch is virtually nil. Pretty much everybody can nail that down within the 16th of an inch or a 10th of a centimeter for the most part, or even half of a centimeter, Your percent error is going to drop. It's the same thing with pounds. So it just makes it easy on everybody, so you'll know by using this kind of index. Even if you're using AI, it's going to be irrelevant anyway. You know where you're end goal is.

John Barban: Well, it's going to turn out that your muscle is going to be pretty sensitive. Actually, it will be very sensitive. Like this measurement will be very sensitive to changes in strength and in fat mass.

Brad Howard: Yeah, both ways.

John Barban: So you can't really cheat it. If you get stronger but fatter, your muscle index isn't going to get too much better.

Brad Howard: Right.

John Barban: And if you get fatter and not stronger at all, it's going to plummet. But if you are truly gaining strength and lean mass and no fat mass, your muscle index will shoot up, so it will show it. We're actually trying to see whether or not your muscles are changing.

Brad Howard: Right.

John Barban: It kind of throws out worry about "how much do I weigh"? I know we've had people in the transformation contest who are getting really lean and looking really good and still have that psychological block of weighing less. And I'm trying to find a way around that problem that so many guys have. You and I both went through it where we just worried about how much we weighed.

Brad Howard: Yeah.

John Barban: But we had no other way of measuring, we didn't believe that there is another way of measuring, so that is what this is for. It's to give guys a new way of measuring.

Brad Howard: Yeah we talked about cognitive dissonance and if you don't know what cognitive dissonance is, just Google it.

John Barban: I read a book about cognitive dissonance.

Brad Howard: Yeah, I mean, it's probably one of the number one things we're going to talk about in Adonis 3.0 because we're definitely going to include a different bonus on a lot of the road blocks. I don't want to say mental beliefs and road blocks, but talking about the road blocks that people are running into based on what they think is common knowledge. You know, based on goals, based on facing the fact that they personally could be wrong.

It's like I said earlier, I had the privilege of talking to a gentleman who used to run up very high, a really big person with training companies this guy ran. They were in probably 150 locations in different clubs and we get to talking and I asked him what his secret was to get clients. And he said, "The first thing we do is we don't disagree with the client. We basically agree with him at the very beginning just to get them to like us and be like, 'yeah, this person thinks like I do.' And then once they've become a client, we slowly change their beliefs as they move along. We don't attack head on or attack everything the person was doing. It's almost like, 'yeah, it sounds like you're on the right track. But with a few tweaks from us, we're going to be able to help you take that even farther, so come on and jump up with us.'

So basically the person at the very beginning, this is really screwed up. But at the very beginning for the first month or two, what the person is really being charged for is what personal training companies do to change their beliefs, which is really really strange because they start working with what the person believes and just slowly and surely start introducing new stuff.

John Barban: So if that person believes they need to do HIIT training with personal trainers they just let the person guide it first?

Brad Howard: Yeah, they start there.

John Barban: To make the person believe like they're on the right track and in control, and then the trainer slowly has them doing new things.

Brad Howard: Weans them off of it.

John Barban: Right, to the point where, the client thinks it was what they believed in.

Brad Howard: Right, but if on the other hand, it didn't work like that and the trainer was just able to matter of factly come in, just kind of smacks him on the head and say, "And because it never works like this, unless..." The only way it ever works like this is if the trainer is in such a high demand and the person is paying so much money that the trainer just goes, "Look, this is what you needed to do. If you don't do it my way, I'm kicking you out because I got somebody else doing it."

John Barban: Like the people on TV, right? Like in those television shows where the trainer just belittles them.

Brad Howard: Well, yeah, on that show, if you don't do what the trainer says, then you get kicked off the show. So it's kind of the same thing. So there is this big fear of loss for not doing what they say.

John Barban: Okay.

Brad Howard: In real life, that doesn't happen very much.

John Barban: So it’s almost covert but sort of sneaky.

Brad Howard: Yeah, what's happening nowadays is that it's costing you a lot of money for your beliefs to change.

John Barban: Oh, that's just a really interesting way of looking at it. I didn't think about that.

Brad Howard: Yeah, because think about it, what's some of our biggest challenges? Our biggest things, the reason we get the most refunds, and it would probably account for 90% of our refunds, is the fact that people look at it, they read it, and some of the things that they're kind of used to seeing in popular fitness media aren't there, and then some of the other things like nutritional strategies are so simple that they just can't believe it. They can't wrap their hands around the fact that it can be this way and so instead of trying it, they basically have this cognitive dissonance with this whole belief structure. Even though we've proven that it can work for people just like them because it's so strong, they ask for a refund without even trying it.

John Barban: Yeah that is messed up. Why do people buy a workout or a fitness product, and then look at it and decide that it's not useful. If they knew how to build one, why the hell are they buying somebody else's? It's almost like they already have an idea of exactly what should be in it. If you already have an predetermined idea of what should be in it, then doesn't that mean you should just be doing whatever it is you expected to see in that book.

Brad Howard: Yeah.

John Barban: If you open up our program, and were like, "Well, I don't like the sets and rep schemes there and I think the nutrition should go this way, well, then just do what you think. Maybe I'm stupid or naive or something. I don't see why you would buy a diet and then return it because it wasn't the diet you wanted it to be. Then if that's the case, just write your own.

Brad Howard: But that's why most of the diet and fitness information that's out there are just essentially regurgitated because that's what everybody else is saying. So it's basically this parrot mentality is that I know what works. I know what people are buying, so I'm just going to do and say the same things regardless if it's true or not, because there is money changing hands. That is what it's really about.

John Barban: Yeah, and I think some people want to buy a diet and want to see how complicated it is to prove themselves of how hard it is. Like I think people want to buy diet books, open them up, and see how complicated they are and just say, "You see, look. See how hard this is. That's why I can never lose weight." It's almost like each diet book is another excuse why they're the one that can never lose weight.

Brad Howard: Sure, with some people…

John Barban: So instead of a solution like "Hey, how about you stop eating?" Like instead of the simplest most implementable, easiest, flexible solution possible, they would rather see a 150 rule list of impossibilities to prove, "Look, that's why it's so hard."

Brad Howard: Yeah.

John Barban: Which further supports their dissonance, which if you read up on cognitive dissonance, that's what a lot of people actually are looking for. They want more proof of their position instead of something to show the way out.

Brad Howard: Sure, we've already discussed the fact that a bonding technique that you can use with people is that you absolve people of fault. Because people are always looking to shift blame somewhere else. It's an ego thing. You know, “it's not my fault”. It's something else. “I don't know what it is yet, but there has got to be a reason why I can't get this handled, but it's not my fault”.

Well you'll see it all the time in marketing. They'll say it's not your fault. It's somebody else's fault.

It's this big grass-is-greener-on-the-other-side type of mentality, but everybody has this comfort zone they are in as well. And they've kind of looked to find excuses and reasons to stay within that comfort zone, and to validate why they're still there. So it's like, "Oh, well, you know what man the reason that this isn't working for me is because it's too complicated. But you know what? This is not working for anybody else either."

John Barban: Well, yeah, I'm looking at our little library here of weight loss or nutrition weight loss books. There are entire books written about why you can't lose weight like 'The Obesity Myth' by Paul

Campos. His theory is that well don't even bother trying to lose weight because it's not possible. But the guy himself loses like 50 pounds throughout the story of the book.

Brad Howard: Right.

John Barban: I don't understand that. This is a hypocritical book the whole way through. It's the same with 'Rethinking Thin' by Gina Kolata. She basically gets to the point where it's like just accept how big you are because it's too hard to try losing weight. But it's kind of ridiculous, right? My point is now there are entire books to feed into the dissonance.

Brad Howard: Yeah, to convince you that you're okay.

John Barban: Yeah, don't bother losing weight. Just read this book about why weight loss is impossible anyways.

Brad Howard: Right, yeah, that's the thing. That's happening a lot nowadays, and I was talking with Scot McKay about this in the interview the other day on his podcast. The basic topic of the conversation is why people make things more difficult than they really are. There are a lot of things on the dating side of things and the relationship side that are very simple techniques and just basic premises and principles, just like the same thing with weight loss and muscle building. There are just basic primary drivers that most people need to focus on those.

And you know, we got talking about the fact that nobody really ever solves the problem that they have. Let's say if you think the reason that you're not getting any chicks is because your body is out of whack, and what happens nowadays is that there is a kind of one little side of the story and there is a big side of the story that's coming out. And the big side of the story is that everyone is trying to cloak you in psychology and self-help on how you can convince yourself that that problem isn't really a problem, even though every magazine you see on the rack shows some type of pre-disposition or focus on body shape. I'm not only talking about Lifestyle Magazine, all the rag mags, all the stuff. So you clearly know, it's in your face that body shape matters. Then you've got everybody trying to tell you that it doesn't matter, and here's how you're going to get over this whole situation.

John Barban: So...

Brad Howard: You're going to use this psychological technique to do it.

John Barban: Right, so that whole industry, at least, a chunk of that industry is purely based on feeding the dissonance that, "Well, we know you're not going to get in shape, but that's okay, because if you just have a slick enough tongue and you say the right things it doesn't matter how you present yourself."

Brad Howard: Right.

John Barban: Which is a complete load of BS.

Brad Howard: Sure.

John Barban: My argument for that is, what if a guy who is in better shape than you just read the same book or took the same course? If you're standing next to him at a bar, you're toast, because he's got the same techniques and he looks better than you.

Brad Howard: Right, yeah. All things being equal, that guy kills.

John Barban: Right.

Brad Howard: Okay, so we can wrap this up now. That brings all the way back to the muscle index. The new tool we're building. The goal is to improve the look of your body without using drugs and that improvement of a look is building lean mass and not adding fat mass, and it's really irrelevant how much you weigh. It matters how you look. The muscle index is what I believe based on what we know of physiology to be the best way to measure any increases in muscle mass as they pertain to how much better your body looks.

John Barban: Right. And I'm kind of coming into the conclusion now that basically our whole philosophy is for people that are wanting to make a visual impact, a visual first impression. It has to do with muscle mass. Well, how do we measure that? Well, it's not a matter of being heavy. It's a matter of having more muscle. How do we know that? Well, now we arrive at the Muscle Index.

Brad Howard: Awesome. And, for **John Barban**, I am **Brad Howard**, and that is your Adonis Lifestyle podcast.

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2. Listen to the audio version or comment on “Measuring Muscle”
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