“In every block of marble I see a statue as plain as though it stood before me, shaped and perfect in attitude and action. I have only to hew away the rough walls that imprison the lovely apparition to reveal it to the other eyes as mine see it.”

-Michelangelo

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A Lean Body is Within Your Reach

You are about to be empowered with information that will change how you think about fitness and nutrition for the rest of your life. The $22.5 billion supplement industry, sellers of useless fitness products, and tons of other special interests don't want you to know about the information in this report.

What you are about to read reflects 15 years of my experience working out, countless hours training and coaching people of various ages and exercise levels, and a substantial amount of research. After leaving the corporate world behind me over three years ago, I don't have to hold anything back. I take pride that this report is brutally honest and I think you'll agree.

The photo on the previous page is of me shortly after leaving my finance job. I was able to achieve less than 6% body fat exercising only 3x per week for 45 minutes. While I've attained the build that I always wanted, much more importantly, I've helped people just like you dramatically change their bodies as well.

There is not a shadow of doubt in my mind you can have a lean, strong, healthy body, even if you work long hours, or sometimes lack motivation. With the right mindset and approach, you cannot fail.

Here's to your health,

Marc Perry
Creator, BuiltLean
"When I first started the BuiltLean Program, I was completely out of shape and didn't know the first thing about the gym. Now I'm down to 14% body fat and I'm in the best shape of my life.

I'm a busy guy and my work schedule is hectic, so the short, efficient workouts work perfectly. BuiltLean also taught me a tremendous amount about nutrition, so I now know what to eat and how to eat on a daily basis.

Marc does a great job at really putting the whole package together: from stretching, to my diet, to getting better sleep, to going to the gym, my whole lifestyle has changed."

-Danny, Sales Trader

"What the BuiltLean Program did for me more than anything else was educate and inform me in a way that I hadn't been before. This knowledge really focused my efforts (both in the gym and nutrition-wise). It empowered me. I realized that being in good shape wasn't about luck, or putting a lot of wasted energy into something and hoping for the best. It was about knowing for a fact that I'd get the results I wanted if I just put in the required effort. It served as a way to hold me more accountable for decisions regarding my health and well being."

-Patrick, Designer

*Results may vary. Proper exercise and diet are necessary to achieve and maintain muscle definition.
"Like many busy people in the work force, my job was getting the best of me. I got fed up and decided to find someone who could give me a jumpstart to get my workouts going again.

When I met Marc, I wanted to gain some muscle and improve my overall health. I was skeptical I could get results with only a couple 45 minute workouts per week.

Fast forward 3 months later and I built up 14lbs of muscle, which was much more than I ever anticipated! I felt compelled to write about Marc because I know firsthand the results he can help you achieve."

-Bjorn, Sales Trader

"Marc's System produces amazing, mind-blowing results! Within 8 weeks, I lost a ton of body fat and gained solid muscle. A few months later, I got washboard six pack abs! Overall, I dropped down from 23% body fat to 6% body fat. I'm in my 30's and I'm in the best shape of my life.

Marc provides tremendous insight into what works and what doesn't, from both an exercise and a nutrition perspective. Moreover, his BuiltLean Program is easy to understand and easy to follow. I highly recommend BuiltLean to men and women who want to see serious results in a short amount of time."

-Nick, VP, Investment Bank

*Results may vary. Proper exercise and diet are necessary to achieve and maintain muscle definition.*
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1) Never Try to Build Muscle and Lose Fat at the Same Time

I have to admit I spun my wheels for years because I didn't understand that muscle gain and fat loss require completely different approaches. Losing fat is a catabolic process (breaking down) while muscle building is an anabolic process (building).

The following is an oversimplification, but building muscle requires eating more calories than you burn while lifting heavier and heavier weights. Fat loss requires you eat less calories than you burn and does not necessarily require you to lift heavier and heavier. Not one respectable natural bodybuilder, or fitness model attempts to build muscle and lose fat at the same time (i.e. over a short time period). Instead, these people go on a muscle gain cycle of around 3-6 months, then go on a fat loss cycle of 2-3 months.

I'm guessing if you're reading this report, you're body fat is around 15%, or more. If this is the case, I encourage you to focus 100% on losing fat (without losing muscle of course). Once you reveal your build, you can go on a muscle building phase if you so choose. I don't think you'll be disappointed with how you look if you can get your body fat down into the single digits. Your muscles appear larger the more defined you become. Not only will you look awesome, but you will feel even better.

I want to hammer home why it's so important to lose fat WITHOUT losing muscle. Let's take Mike who is 200 pounds with 25% body fat. After a strict diet, he loses 30 pounds, of which 20 pounds is muscle. Mike is excited about his weight loss, but unfortunately, his body fat only decreased to 23.5%. On the other hand, if Mike lost 30 pounds of fat WITHOUT losing muscle, his new body fat percentage would be an impressive 12%. Now that's lean. So in order to get the lean, toned, athletic body you want, you must lose fat WITHOUT losing muscle.
2) Lift With Your Legs

Most guys I see that go to the gym spend most of their time working on their upper bodies, with an emphasis on arms. Unfortunately, it's all backwards. Legs are hands down the most important muscle group to train to help burn fat off your body for a few reasons:

a) Legs are the largest muscle group in our bodies and deserve the most attention

b) Legs burn the most calories during AND after you work them out

c) When completing structural exercises like squats, or lunges that impact your central nervous system, there can be a very powerful hormonal response. Hormones that help your body burn fat and/or build muscle include testosterone and growth hormone, both of which have been proven to increase after doing structural exercises involving your legs.

There is one side effect (health benefit) of lifting legs intensely: an increased sex drive. If that's something that concerns you, then you should take it easy with your legs. I'm guessing you don't mind that side effect!

I know how hard it can be after a long day at work to get mentally ready to complete leg exercises. Your body is stiff, your lower back is sore, you don't really feel like moving at all, so it's a lot easier to do a couple sets of bench, a few biceps curls, and then leave. My suggestion is warm up when you get to the gym so you can get mentally and physically prepared to lift hard.
3) Focus on Strength Training

My definition of strength training is engaging your muscles with weight that you can lift no more than 20 times. Weights include anything from barbells, dumbbells, kettlebells, or bodyweight, to resistance bands. Strength training should be the foundation of your exercise program to maximize fat loss for two major reasons:

1) Strength training helps you maintain your muscle mass
If you eat less than you burn and don't exercise, your metabolism will drop and you will stop losing weight (as you will learn about more in tip #4). If you eat less and just do cardio, 50% or more of the weight you lose will come from muscle. Given that muscle is a metabolically active tissue that helps you maintain your strength and function, losing muscle is very undesirable. Strength training will help you maintain your muscle mass while eating less calories so that you can achieve that lean, toned appearance you want.

2) Strength training burns calories during AND after you exercise
This is really the magic of strength training during a fat loss program, because you can burn calories not only while you exercise, but after you exercise. This concept is called the "afterburn" effect, also known as excess-post exercise oxygen consumption (EPOC). Strength training has been proven to keep your metabolism elevated for up to 48 hours, which is simply magic when you are eating less calories than you are burning.

Please don't be confused by the 10,000 exercise methods and fitness products on the market that claim to be the "best". I do believe, however, as you will learn more about in tip #8 that strength training at a fast pace while focusing on large muscle groups is the most efficient exercise framework to lose fat and forms the foundation of my BuiltLean Program.

NOTE: While I don't specifically mention cardio exercise in this report, I do recommend some cardio in addition to strength training. You may be able to lose fat just by eating correctly and strength training, but incorporating cardio (especially interval training) will help you burn fat at a faster than average pace and is VERY beneficial for your health.
4) Nutrition is King

When it comes to losing fat, or building muscle, nutrition is king. Improper nutrition is by far the #1 reason why most people never see any results. Now don't get me wrong, you can dramatically improve how your body feels and functions with a great training program, despite horrible nutrition. In fact, I've had clients who doubled their strength, substantially increased their aerobic capacity, and lost a whopping 0 pounds of fat thanks to bad nutrition.

So what is proper nutrition? It depends on who you ask and the context. With regards to losing fat without losing muscle, I think proper nutrition comes down to three primary components (a) calorie control, (b) balance of macronutrients (protein, carbs, and fat), and (c) clean foods.

I'm going to quickly cover the most important of the 3 pillars, calorie control.

If you eat more calories than you burn (i.e. calorie surplus), you gain weight, and if you eat less calories than you burn (i.e. calorie deficit), you lose weight. It's really that simple.

Because 1 pound of fat has 3500 calories, you will lose roughly 1 pound of fat per week with a 500 daily calorie deficit. A calorie deficit of 1000 calories per day can lead to 2 pounds of body fat loss per week. Most health organizations recommend that men should not eat less than 1600 calories per day, and women should not eat less than 1200 calories per day.

So that's it, right? Just eat less calories than you burn and you get a lean body? Unfortunately, the rabbit hole goes a lot deeper, but calorie control is paramount.
5) Don't Drink Too Much Alcohol

I had a client who would describe to me what he ate in a given day and his diet was literally perfect. We also had awesome workouts and he did cardio a couple days per week on his own. I couldn't understand why he wasn't losing fat if he was eating so well and exercising effectively. It turns out he was drinking 4-5 nights a week. Alcohol is not a nutrient, so it does not aid in the growth, or repair of the body. If you have a sedentary job and you drink late at night, the fat is almost guaranteed to start accumulating. I don't want to be a fun vacuum and try to suck the fun out of your life, but I can't emphasize enough that drinking excessively will hold you back.
6) Don't Fall for Scams, Change Your Habits

All over the Internet and on TV exist bogus claims like, "Lose 30 pounds in 30 days", "How I got ripped in two weeks," "An Easy and Fast Weight Loss System" with bogus before/after photos. These are called scams and I'm hoping that you never pay attention to them again.

If losing fat and getting lean were easy, then everyone would be lean. Changing our bodies is very difficult for several reasons. Here are three of them:

a) To change our bodies we must change our habits
Our bodies reflect (1) our genes and (2) our habits. I would argue the amount of body fat you have reflects your habits more so than your genetics. By definition, habits are deeply ingrained in our subconscious minds, so it can be very difficult to change them.

b) Our bodies are homeostatic organisms
Our bodies are homeostatic organisms, which means they are resistant to change. This is fantastic from a survival perspective, but not so good in terms of helping you lose your love handles.

c) Society is structured for us to get fat
From the structure of our food system to the convenience technology has brought to our lives, we are like pigs being fattened for slaughter without even realizing the powerful forces at play. Most readily available and inexpensive foods are highly processed and devoid of any nutrient value. Restaurants serve us way more food than we actually need. Technology advancement makes our lives so convenient we barely have to move to live normally. At the same time, we are tied to our jobs 24/7 and our lives are becoming more and more hectic. By 2012, 86% of Americans are expected to be "overfat", which includes people who are not only overweight, but those who have normal body weight but excessive body fat. Simply put, modern society is structured in a way that sentences us to a life of being fat.
7) Track Your Progress

Not tracking your progress is like playing in a basketball game and not knowing what the score is, how many points you scored, or rebounds you have. In other words, you have absolutely no idea how you are playing and if you are even winning.

Tracking your progress will help you identify improvements from consistent exercise and better eating so that you can link your efforts to positive results.

Here are a handful of metrics you may consider tracking:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Body Weight</strong></td>
<td>Weigh yourself on the same day and at the same time (i.e. every Monday morning at 8am). Your weight can fluctuate during the day based on what you've eaten and your level of hydration.</td>
</tr>
<tr>
<td><strong>Body Fat %</strong></td>
<td>If you do not have a personal trainer to calculate your body fat using the 3-site Jackson Pollack method, use the one-site Accu-Measure body fat caliper. It retails for only $10 and will give you a decent estimate of your body fat.</td>
</tr>
<tr>
<td><strong>Body Measurements</strong></td>
<td>You can measure your waist, hips, shoulders, chest, arms, thighs, and calves using a cloth measuring tape. Measurements should be taken at the largest cross sectional area of each body part.</td>
</tr>
<tr>
<td><strong>Energy Levels</strong></td>
<td>You may notice that you have more energy in the morning and don't need that morning coffee, or maybe you don't get tired anymore after lunch.</td>
</tr>
<tr>
<td><strong>Strength Levels</strong></td>
<td>You can keep track of any strength increases such as how many pushups, pull-ups, or crunches you can do over time.</td>
</tr>
</tbody>
</table>
8) Rest Less Between Sets

I see guys all the time in the gym trying to lift weights that are far too heavy with improper form, then rest for 5 minutes between sets. At the end of the workout, these guys have completed 3 sets of 3 exercises in 60 minutes, focusing on one body part. Talk about an ineffective use of time!

There are few HUGE benefits to resting less between sets of each exercise:

a) Much more efficient
You can get far more accomplished in much less time if you rest less between sets. So instead of only doing 9 sets in 60 minutes like that dude who thinks he's Hercules, you can complete 20 sets in 30 minutes and hit multiple muscle groups. How do you accomplish this? By going back and forth between opposing muscle groups (i.e. pushing/pulling muscles like chest/back) upper body/lower body exercises, or incorporating various plyometric, core, or cardio exercises.

b) Favorable hormonal response
Research has proven less rest between sets is associated with an increase in testosterone and growth hormone. This is a big reason why bodybuilders and fitness models use short rest periods, usually 60 seconds, or less between sets.

c) Cardio benefits
While lifting weights at a fast pace may not be equivalent to sprinting on a treadmill, it actually comes pretty close. Try wearing a heart rate monitor and see how high you can keep your heart rate if you rest less between sets. I think you'll be amazed at how high your heart rate can be maintained (basically equivalent to a light to moderate jog) throughout the entire lifting session. If your heart rate starts to come down, you know you're ready for another set. So not only can you get the strength training benefits of lifting weights, but you also get substantial cardio benefits as well. Now that's really a great use of your time!
9) Set SMART Goals

Because changing our bodies is such a challenging effort, we must create the right goals to help us stay motivated. In the long run, the "M" word is the most important determinant of your success. If you could bottle and sell motivation, you would easily be the richest person in the world. So while I can't give you a magic potion, SMART goal setting is a big step in the right direction.

SMART goals means your goals pass the following pneumonic:

Specific

Measurable

Attainable

Realistic

Time Bound (deadline associated with goal)

There are two types of goals you can create (1) Outcome Goals (i.e. losing 10 pounds of fat, achieving a 32 inch waist etc.) and (2) Process Goals (i.e. eating 5x per day, strength training 3x per week etc.).

Lastly, you want to find a very compelling reason why changing your body is important to you.
10) Progress Your Workouts Over Time

As you know, our bodies are homeostatic organisms that are resistant to change. So what do you think happens if we use the same exercise routine with the same intensity over and over again? Yes, you are right: our bodies adapt and cease to change.

Several variables can be altered in your fitness program to make it more challenging over time:

- Frequency (# of workouts per week)
- Duration (length of workout)
- Body Part Split
- Sets per Exercise
- Reps per Set
- Rest between Sets
- Resistance/Weight
- Type of exercises
- Order of exercises
- Tempo (how fast each rep is completed)
- How these variables change over time

Designing a safe, effective fitness program that is appropriate for your specific fitness level and goals can be a complex task. It took me 3 years to design and develop my BuiltLean Program, which is an 8-week fitness program for busy men and women who want to maximize fat loss with only 3 workouts per week for 45 minutes.

While all this may seem a bit overwhelming and confusing, it's not as bad as you think. Yes, you will achieve better results if you have a program that has progression, variation, and periodization built into it, but you will still make progress just by working harder (lifting a little more weight, running a little faster etc.) each time you hit the gym.

Congratulations! Now it's Time to Change Your Body...

I'm thrilled that you have made it through this "Get Lean Guide", which I tried to make refreshingly absent of the bogus fitness claims you are probably used to when reading about fitness.

If you enjoyed reading this guide, I would greatly appreciate if you Like the BuiltLean Facebook Page and share my BuiltLean.com website with friends.

I sincerely hope that this information was helpful for you and best of luck on your journey to better health and a leaner body!
Sample BuiltLean Workout

Below is a sample full body workout that can help you burn calories for days. This is just one example of many effective fat-burning workouts in the BuiltLean Program.

Instructions
Warm up with 5-10 mins low intensity cardio, or Dynamic Stretching
Alternate between A & B exercises and rest enough to catch your breath between exercises
Depending on Exercise level, complete 1-3 sets, and advanced exercisers also complete burnout sets (see modifications below)
Input the reps and weight for each set in the boxes below like this "12/60", for 12 reps of 60 pounds

<table>
<thead>
<tr>
<th>Exercise</th>
<th>Sets</th>
<th>Reps</th>
<th>Set1</th>
<th>Set2</th>
<th>Set3</th>
<th>Advanced Burnout</th>
</tr>
</thead>
<tbody>
<tr>
<td>1A) Squats *</td>
<td>1-3</td>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1B) Forward Lunge</td>
<td>1-3</td>
<td>16 (total)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2A) Flat DB Bench Press</td>
<td>1-3</td>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2B) Single Arm DB Row</td>
<td>1-3</td>
<td>12 (each)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3A) Seated DB Shoulder Press</td>
<td>1-3</td>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3B) Knee Crunches</td>
<td>1-3</td>
<td>F</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Commens/Notes
* You can do a squat with an Exercise Ball, hold dumbbells at your sides, or do a Barbell Squat.

Modifications
To make the workout more challenging, rest as little as possible between each exercise. You should get your heart rate up.
Advanced exercisers can add "burnout" sets (wait 20-30 seconds, drop weight 30-40% after 3rd Set, complete to fatigue/failure)
Add High Intensity Interval Training, or Metabolic Circuits at the end of the workout to increase calorie burn
Feel free to use this full body template and substitute various exercises, such as use a squat with upright row instead of squats, side lunge instead of forward lunge, incline DB bench instead of flat DB bench etc. to keep the variety.
Full Body Workout

1A) Exercise Ball Squats
Head up, shoulders back, low back flat/slightly arched. **Advanced Variation:** Barbell Squats

1B) Forward Lunge
Head straight, drop your hips, do not let knee drift to far forward over toe.

2A) Flat DB Bench Press
Slow and controlled, feel stretch at bottom, then contract at top.

2B) Single Arm DB Row
Don't pull with your shoulder, but with your back. Back flat, head neutral.

3A) Seated DB Shoulder Press
Head up, elbows back, low back flat/slightly arched.

3A) Knee Crunches
Arms extended out, cruch up and contract. If you feel any neck strain, support your head with one hand.
Sample Menu (1800 Calories)

The following is a sample menu designed for a man who is between 180 to 200lb who wants to get a leaner physique. In the BuiltLean Program, there are over 50 meal and snack ideas and 10 sample menus for men and women.

Target calorie intake depends on genetics, lean body mass, age, gender, and activity level. Women can adjust the amount of each item below to decrease the total calorie intake (i.e. 3 ounces of chicken vs. 6 ounces).

**Breakfast**
Eggs & Oatmeal
2 Whole Eggs
2 Egg Whites
1/2 Cup Oatmeal
Orange

**Mid Morning Snack**
1 Apple *

**Lunch**
Turkey/Chicken Club
1 Whole Wheat Wrap
5-6 ounces of grilled chicken, or turkey breast
1/3 avocado sliced
1/2 cup of Spinach & Sliced tomato

**Mid-Afternoon Snack**
¼ cup of almonds

**Dinner**
Soy Gingered Salmon
5 ounces of salmon marinated in low sodium soy sauce and sliced ginger
1 cup of cooked brown rice
2 cups of steamed vegetables (broccoli, mushrooms, onions, etc)

Total Calories: Approx. 1800

* Feel free to move the apple to the mid-afternoon snack if you are not hungry between breakfast and lunch.
About BuiltLean

BuiltLean is a private company based in New York City that develops fitness programs and produces free articles and videos that empower busy professionals to reveal their fitness potential. BuiltLean offers personal training, nutrition counseling, and group fitness services, and is the producer of BuiltLean Program, an 8 week body transformation program that requires only 3 short workouts per week.

About Marc Perry

Marc is the Founder & CEO of BuiltLean. Marc is one of the most sought after fitness experts and coaches in New York City and has been featured on TV for his expertise in helping busy professionals get lean, toned physiques with efficient strength training workouts.

A Yale graduate and former investment analyst, Marc has dedicated his life to helping others improve their health. He is a Certified Strength & Conditioning Specialist (National Strength & Conditioning Association) and a Certified Personal Trainer (American Council on Exercise).

You can connect with Marc on Facebook (www.facebook.com/BuiltLean), Twitter (www.twitter.com/builtlean), or YouTube (www.youtube.com/BuiltLeanTV). Press inquiries should be directed to press@builtlean.com.

BuiltLean: 8-Week Body Transformation Program

If you want a customizable plan to transform your body with only 3 workouts per week for 45 minutes, you will not be disappointed with the BuiltLean Program! Only available at BuiltLean.com.