

## **LEGAL STUFF**

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### **HOW TO KICK ASS IN LIFE & LIFTING**

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#### **Disclaimer:**

You must get your physician’s approval before beginning this exercise program. These recommendations are not medical guidelines but are for educational purposes only. You must consult your physician prior to starting this program or if you have any medical condition or injury that contraindicates physical activity. This program is designed for healthy individuals 18 years and older only.

The information in this e manual is meant to supplement, not replace, proper exercise training. All forms of exercise pose some inherent risks. The editors and publishers advise readers to take full responsibility for their safety and know their limits. Before practicing the exercises in this e manual, be sure that your equipment is well–maintained, and do not take risks beyond your level of experience, aptitude, training and fitness. The exercises and dietary programs in this book are not intended as a substitute for any exercise routine or treatment or dietary regimen that may have been prescribed by your physician.

See your physician before starting any exercise or nutrition program. If you are taking any medications, you must talk to your physician before starting any exercise program,

including any exercise or demonstration performed in The 'How to Kick Ass in Life & Lifting' Program. If you experience any light headedness, dizziness, or shortness of breath while exercising, stop the movement and consult a physician.

Don't perform any exercise unless you have been shown the proper technique by a certified personal trainer or certified strength and conditioning specialist. Always ask for instruction and assistance when lifting. Don't perform any exercise without proper instruction. Always do a warm-up prior to strength training and interval training.

You must have a complete physical examination if you are sedentary, if you have high cholesterol, high blood pressure, or diabetes, if you are overweight, or if you are over 30 years of age.

Please discuss all nutritional changes with your physician or a registered dietician. If your physician recommends that you don't use The Gladiator Training Course or any other Underground Strength Courses, please follow your doctor's orders.

#### **Waiver and Release of Liability:**

##### **(READ CAREFULLY BEFORE PERFORMING ANY EXERCISES IN THIS MANUAL)**

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**Let me preface everything I suggest in this special report by saying this: This report is NOT gonna be about having the perfect relationship, the perfect life, the perfect body, the perfect workout regime and the perfect business.**

**That would be a BIG, FAT LIE!**

Business can be great at times, hellish at other times.... relationships.... yea, kinda the same, ha ha. Workouts work for some and not for others. That's REALITY. I don't want to make up some dreamy lifestyle that simply isn't the truth. Once you understand the truth, you're ready to face the facts and the challenges square in the eyes.

Take these tips as you wish, apply some, all, one or none of them. The bottom line is that you gotta take some sort of action to improve any aspect of your life.

**Remember, the champion keeps on getting up after he gets knocked down.**



**In this report, I'm gonna focus on the TWO things I do best:**

- **Lifestyle Design**
- **Getting Strong**

**Once upon a time I was on the hunt, searching for THE Holy Grail of answers to my deepest desires:**

- How to Develop Brute Strength
- How to Develop a Physique Like the BEASTS of The Golden Era
- How to Increase My Energy (Being Tired SUCKS)
- How to Create My Own Lifestyle, According to MY Rules
- How to Quit a Job that was Beginning to Ruin My Life & Make Me Miserable
- How to Live Life on My Own terms

**I quickly discovered there is NO “Holy Grail” or perfect answer.** I learned it was the accumulation of doing many, many things the right way, consistently, putting them all together and keeping my mind far and away from negative things that would bring me down.

**I STILL Hunt** for more information on lifestyle design, strength and muscle development and nutrition. But, I went through many uphill battles to create the success I have today. Was I an overnight success story? Heck NO.



**The haters** think I'm an overnight success story, but, the truth is that EVERY overnight success story has a **long history** of overcoming obstacles, road blocks and grueling challenges. The bottom line is that these men / women always got up after they were knocked down, ALWAYS.

Trust me, I've been knocked down MANY times, some of those times I didn't know if I could make it. Things that pulled me through were some of my closest friends like my homeboy Paul Reddick and simply being mentally tough, which I learned thanks to my days of wrestling and training like a madman since age 13.

In this special report I'll also be linking you back to some powerful blog posts, videos, articles as well as adding NEW tips. Many of these tips I do NOT speak about through my e mails or blog posts, but, I make sure to deliver MORE for those who are serious and invest in their success.

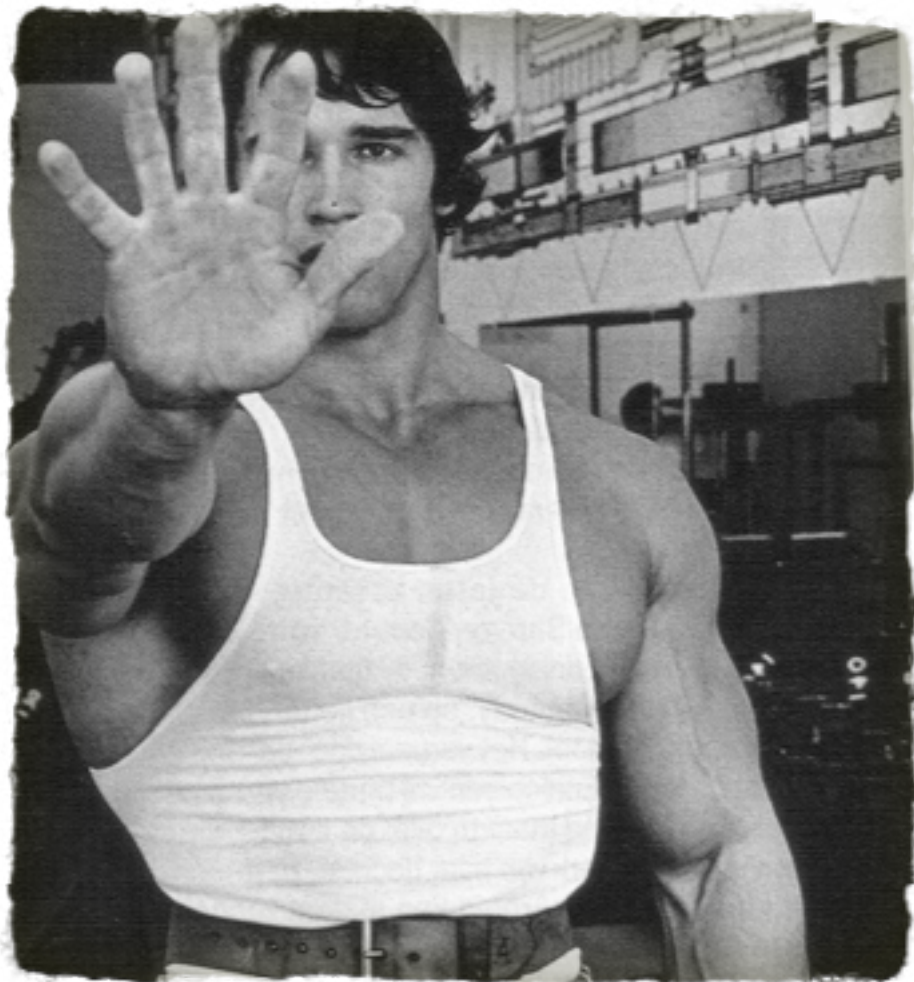
## Let's Dive in....

1) **Describe your perfect day.** YEP, this is OLD school and this activity is skipped by MANY because it scares them. Many years ago my friend and mentor, [Alwyn Cosgrove](#) had me do this. Then, we saw [Tim Ferriss](#) getting it done through his Blog and my homeboy [Paul Reddick](#) is great at this as well.

**Truth is this:** your perfect day should motivate you and being scared to make it happen is a GOOD thing. It means your NOT settling. I did this years ago and it PUSHED me to create my perfect day at a VERY FAST rate because now I had something SOLID to look at every day.

2) **Be Honest with yourself.** Winning / Losing in life comes down to self honesty. It sounds cliché, but if you're honest w/yourself you won't be cool with knowing you didn't go full throttle trying to achieve a goal. If you honestly give something your all it's tough to get upset and easier to know you've chipped away at the stone, bringing you closer to your perfect sculpture.

3) **F\*\*K the Haters.** Anyone who messes with your head and f\*\*ks up your day on a regular basis needs to be given the boot. Period. Think of it this. If someone is on your mind when you go to bed AND when you wake up in the morning BUT you're NOT sleeping with them, they gotta GO.



- 4) **Be Consistent at EVERYTHING You Do.** This is why I send e mails almost daily. This is why I post a blog video or article every 3 - 4 days, if not more often. Consistency is something YOU must do to achieve success. Train hard and heavy for 2 - 3 weeks then back for a week. Keep a consistent program, don't try a new program every week. Stick to a program and make it work for 4 - 6 weeks, then, move on to the next phase or program or a different phase of the same program. No one became GREAT at anything doing things every now and again.
- 5) **Success Breeds Success.** Do you hang around whiners, cry babies and complainers? If so, it's likely you've been infected with their pussification. Surround yourself with other successful people. And, guess what? This might mean going solo for a while, until you make new friends. being successful will cause you to lose friends. I speak the truth.





- 6) **Plan, Don't Be an Idiot.** In life, it's OK to take fast action, BUT, the action should be backed up with a plan, in essence, your actions should be smart, not stupid. Especially if you have a family on the line, make sure your actions will NOT cause suffering on your family. Taking action is WAY different when you're a family man. I've seen guys quit their jobs to start up a warehouse gym before they even had any clients paying them. They lost health insurance and put lots of stress on their family because of this.
- 7) **Don't Be Selfish.** If you're gonna do something that will hurt people who are close to you: friends, family, colleagues, etc then think TWICE before taking action. I've seen AND experienced this firsthand, when someone who you thought was a friend stabbed you in the back, stole from you, etc. because they wanted to grow their business or get ahead.
- 8) **BE Selfish.** Now you must be thinking, WTF!!?? I just said NOT to be selfish. Well, there are times when you also need to stop caring about people who don't care about

you, this is where you become selfish. When I was a teacher, I felt bad that I would leave, felt bad that I would be leaving the students to someone else, etc. The bottom line was that the job was hurting me emotionally and in my family life. The school district deep down didn't give a sh\*t about me and this is where I had to focus on Myself and My Family. They didn't care about me so I took control.

**9) Honesty and Integrity.** Rule # 2 was about being honest to YOURSELF. This time, we're looking at being honest with others and keeping your integrity. If you lay in bed at night knowing you did wrong or can't look someone else in the eyes and tell them the REAL deal then you're a liar. F\*\*K that. Live your life with integrity. **For me, it comes down to things like this:**

- I could train adults and take their money, but I would hate training them, so I am honest and refer them elsewhere, training athletes ONLY.
- I've caught countless strength coaches and even a motivational speaker cut and paste word for word the info off my web site and they ALL make excuses. Excuses for cheating, lying and stealing? F\*\*K that, Man UP & be responsible for the wrong that you do and find a way to FIX it.
- I could make more money selling products about six pack abs and having a beach body that ISN'T me. It's not something I hold close to my heart. I make less money going the route I go but at the end of the day I know I am living my life with integrity.

**If at the end of the day you can't honestly look yourself in the mirror knowing you went through your day with honesty and integrity, then you need to change something(s).**

**Dave Tate hits home with his video on integrity [HERE](#)**

**10) Explore The Unthinkable** - Go to a quiet place and grab a cold beer or wine or whatever the heck you drink... Start thinking about what you REALLY wanna do and what you would do if there was no chance for failure. Don't be a p\*\*y, REALLY dig deep and think about it. NOW, MAN UP and start creating a plan that will get you to where you NEED to be.

If getting away alone isn't working, then round up your closest friends and spend the day / night out talking life. Often times you need an escape to clear your head and have your close friends telling you the TRUTH.

11) **Don't Drop Your Friends** - Often times as we get older we become "too busy". Too busy to hang out with friends, too busy to relax, too busy to chill out, too busy for life??!! I got lost in the work, work, work gig when I was pushing hard to get out of teaching and go full time with my gym and internet biz.



But, once I moved out of that town I began seeing that so many people in my town always make time for seeing friends, having a beer, going surfing or doing something FUN. I began re-connecting with my friends and try to regularly meet with my close friends, even if it's for a quick 30 minute coffee or a kick ass workout together.

If you don't chill with friends and do some fun shit once a week you will crash and burn. Don't make excuses here, MAKE the time.

12) **Change Your Training as You Age** - My training changed when I hit 25 or so. Then, it changed again around age 30 and now changes are coming again and again. Learn to trust your body, don't ALWAYS listen to your mind and your brain

probably wants you to go ballistic through a workout but your body doesn't respond best to ballistic, balls to the wall workouts.

- 13) **Don't Fear "Bodybuilding"** - Lots of "functional gurus" talk about bodybuilding like it's a BAD thing. Using isolation movements often helps bring up weak areas and / or work around injuries. For example, doing heavy bent over barbell rows every week will kick your ass eventually. Instead, do chest supported rows and give the back a break.

Instead of heavy back squats do some belt squats to unload the spine. Instead of heavy benching crank some dumbbell benching with a neutral grip. Instead of heavy overhead pressing put a barbell in the corner and press at a 45 degree angle.

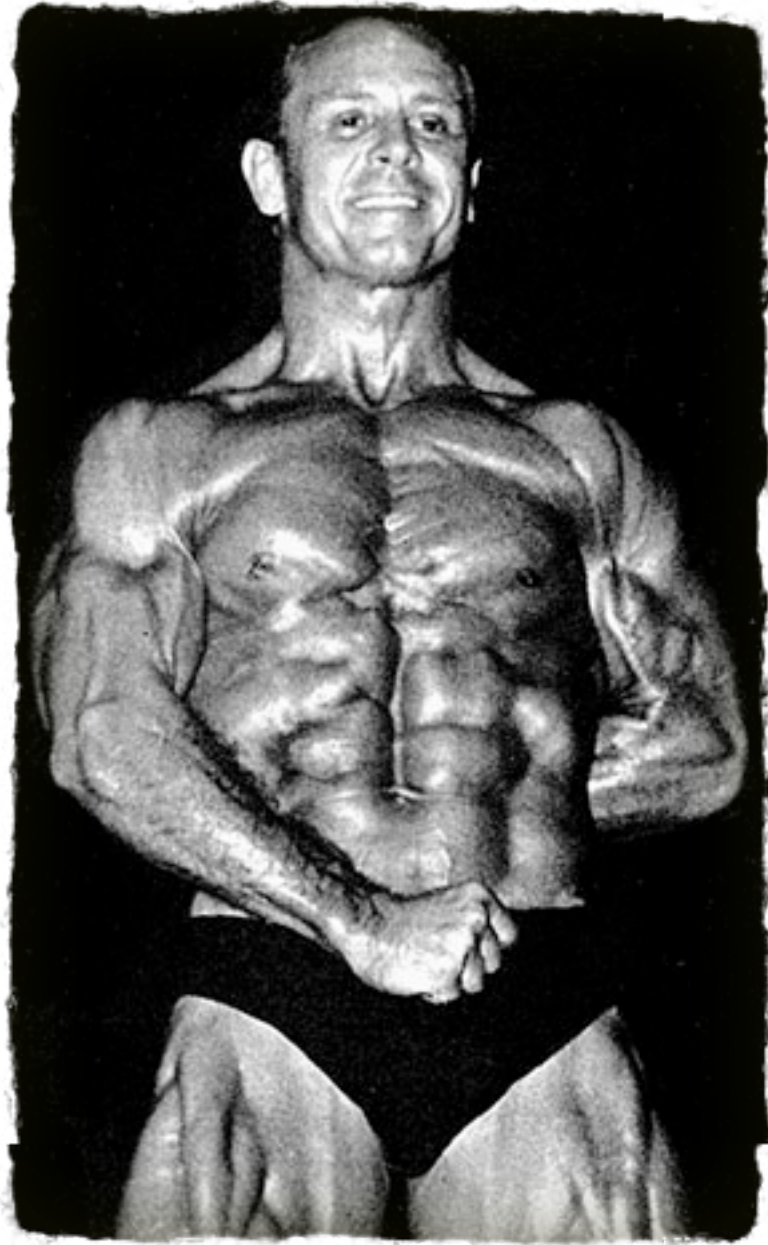


- 14) **Rest Days are the Shiiiiz** - Before the internet overdosed on functional fitness experts telling you that your rest days now have to be active recovery days I used to completely REST. NO working out, no mini workouts and NO active recovery. I kicked back and enjoyed the day off and the day away from the gym. This kept

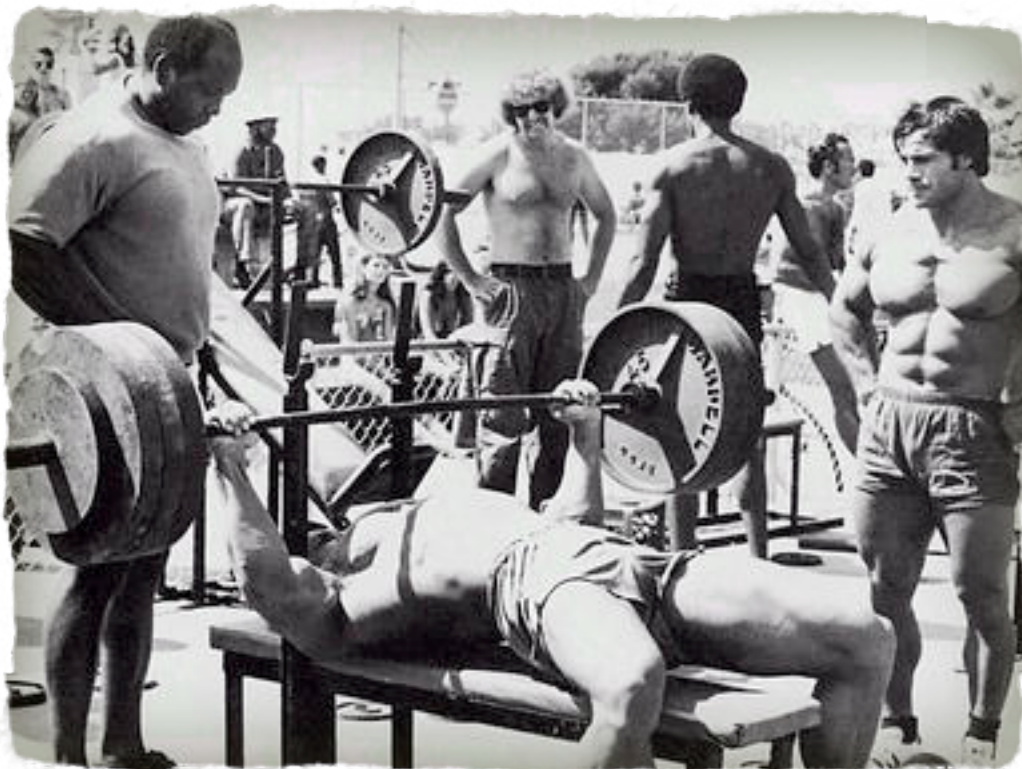
me hungry and coming back for a hard workout the next time. I listened to my body, and my body responded best to an every other day workout regime with plenty of rest! Don't fear the REST.

15) **Heavy, Medium, Light** - I used to follow this system when I was a bodybuilder and recently came back to it in an effort to gain muscle. It works best for large muscle groups such as chest, back, legs. Your first lift is heavy & low reps (1 - 5 rep range), next lift is moderate weight and moderate reps (6 - 12 rep range) and your last lift is lighter with higher reps (12 - 20 reps and sometimes going for 30 or more reps!). It works great and still allows you to BE strong AND LOOK strong.

16) **Work Your Abs HARD** - I suggest hitting the abs first in the workout if you tend to skip them or pull that bull s\*\*t line that your abs get worked as stabilizers during your entire workout. Don't lie to yourself..... Hanging leg raises, [the power wheel](#), pike ups on [gymnastics rings](#), arm circles on gymnastics rings and [kettlebell](#) get up sit ups are some of my favorites.



- 17) **The Barbell is THE King** - When in doubt, grab a barbell and hide in a garage, basement or the corner of a gym. Focus on deadlifts, power cleans, hang clean, muscle cleans, RDL + shrugs, cheat curls, floor pressing, rows, military presses and you can even crank 1 arm rows by jamming the barbell into a corner and grabbing the other end for 1 arm rows. Learn to use and abuse the barbell.



- 18) **Deload every 3 - 4 weeks** - Train hard for 3 - 4 weeks and then take 4 - 7 days and train light and easy using bodyweight, bands and light kettlebells / sandbags / sleds. After a few light workouts you'll be mentally and physically ready to tear it up again. Keep these "deload" workouts to 30 minutes or less.
- 19) **Jump!** - Sounds lame and all too simple but it's the truth. I picked up two boxes, each being 30" high for my athletes to start jumping on. We do simple stuff such as jump 3 reps after each set of squats or deads, or, jump 10 reps before AND after the workout. I have been doing the same and man do my legs feel WAY more powerful than ever before. If you have boxes of different heights you can perform depth drops from a box and then jump up onto another box. I do this with both of my boxes and it feels GREAT.

I've heard that jumps should be kept to low reps but [Jonny Hinds](#) has had GREAT experience using high rep jumps with band resistance! Hey, sometimes ya gotta break the rules and experiment a bit to see what REALLY works outside of the books.

20) **Listen to Your Gut (FOOD)** - If you eat a certain food and it makes your stomach feel like shit then that is red light # 1. If a food messes up your stomach then you KNOW it's not something you wanna eat again. Or, perhaps you need to eat that certain food in moderation. Have you ever had a carb hang over? That shit feels worst than an alcohol hang over.

After not eating bread and dairy for quite some time I had one too many slices of pizza during the Superbowl. The next day I payed for it by running to the bathroom for the first 4 hours of my morning. Coulda been worst and I learned my lesson!



21) **Listen to Your Gut (People)** - If someone gives off bad vibes it's 99.9999% a good idea to stray from that person / group of people. I can't emphasize how important it is to remove idiots, assholes and all around negative people from your life. People will change, some for the better, some not. Be smart and listen to your gut.



22) **Little Dogs Suck** - My entire life I owned two different breeds of dogs: Doberman and [Pit Bull](#). I LOVED these dogs and one of them was even born in my house when I was 7 and grew up with my all the way until age 20 or so. My wife went to Florida and came home wit a 2 lb dog and the dog barks all day and makes me insane. I don't think meatheads and strength addicts mesh well with dogs under 10 lbs, although I've seen it happen, I highly recommend you do NOT test this scenario.



23) **Have TWIN Loves** - You very likely LOVE to lift heavy objects, but, you need a second love, a twin love if you will. Don't worry, you're NOT cheating, you simply need an activity to keep you healthy and active in a different manner. For me, that twin love is mountain biking. The biking is fun but also getting together with my friends and being kids again is what I love about the entire experience ([Video HERE](#)).

24) **Stability Before Strength** - You might be strong and able to deadlift 405, bench 315, etc. BUT..... you also need to be able to perform bodyweight exercises with demonstration of stability. I've seen strong guys who carry too much fat, unable to perform bodyweight lunges, push ups or pull ups. If you can't perform these bodyweight exercises with perfect technique, there are 2 variables here:

**A) You are too fat, time to lean up.**

**B) You are skinny and weak... Get STRONGER.**

25) **Carb Cycling** - When I was 19 years old and competing as a bodybuilder I learned the power of carb cycling. Once I began carb cycling I went from a lean and strong 196 lbs to a RIPPED 175 lbs. I NEVER experienced such a rapid shift in bodyweight but damn did that SUCK! If you are having trouble getting lean, then it's time to utilize some carb cycling and perhaps controlled fasting.

26) **You're Human, Don't Deny It** - It's OK to have a day where you kick back, have a beer, wine, whiskey or what ever you fancy. Let your mind and body relax and have some pizza. The key here is to exercise discipline, have this in moderation, don't have a carb overdose or drink yourself to the ground. These are sometimes called "cheat days" but whatever you call this day, just kick back, even if it's for an hour or two as I know some of us have such hectic lives that a "cheat day" might mean 1 or 2 hours to yourself.

27) **Wake Up Early** - Wake up before distractions and excess noise get in your way for the day. Get your workout or busy work in early in the morning if possible. I wake up between 6 and 6:30 AM most every morning to crank some work before my family is awake and breakfast time is on. This way I can get some work done and not feel like a slacker for starting work at 9 or 10 AM. Same deal goes for training, get it done as early as possible, these early workouts tend to help your entire run smoothly. I know if I skip my earlier workout the rest of my day gets screwed up as I worry about my training AND work at the same time.

- 28) **Be Strong, FIRST** - Don't focus on circuit training and high rep bodyweight training until you're a strong BEAST. Strength is the foundation and there is no denying it. If you want conditioning add simple conditioning to the end of your workouts such as sprints, jump rope intervals, sled / prowler sprints. There is NO need for the circuit work until you have built a sufficient foundation of strength.



- 29) **Always Advance, Always Climb (In Life)** - Whatever you do in life, always become better at it. If you have a job, don't settle for being the middle of the line guy, this makes you disposable and you can be replaced easily. Try to become the guy at the top of the food chain. When

I was teaching, I made sure to get my Masters Degree. I aspired to become a university professor and even spent time teaching fitness courses at a community college. After my Master's degree I began taking courses in supervision and administration. I knew I couldn't do the same ol' same ol' for 30 - 35 years, so, I kept climbing the ladder of success.

Now that I run my own business, I do the same, constantly trying to improve and grow my business. Being stagnant is the same as being dead.

- 30) **Always Advance, Always Climb (In Lifting)** - Truth is, if you're not getting stronger or making some form of progress with regards to adding muscle, burning fat, improving conditioning, etc then this obviously means your program sucks and isn't working. If you can't figure out how to change your workout and make it better, than invest in a program to follow created by someone with a proven track record, below is a quick list of my favorites that I trust & know they will work for you:

**[The BEAST Program](#)**

**[The Gladiator Experiment](#)**

**[Man of Steel Challenge](#)**

**[Lean Hybrid Muscle](#)**

**[Advanced Muscle Building](#)**

**[Renegade Muscle Building](#)**

**[Convict Conditioning Workout](#)**

**[Anything by Pavel](#)**

- 31) **Don't Take Shit from People** - I remember my first year as a teacher a parent got in my face and freaked the f\*\*k out on me. I was in shock & felt I had to sit there and take this person's insanity because I was too concerned about my job being in jeopardy if dared speak back. Looking back, I never shoulda sat there and taken someone else screaming at me. I got good at this as time went on, but, as a teacher, I was never able to tell someone to "F\*\*k off" - although I REALLY wanted to.

But, that one incident taught me to NEVER take someone's shit, never allow them to get in your face and talk down upon on you (unless, of course, you really are an asshole, you WILL be talked down on).

I've encountered several psycho Dads since running my gym and they all got the "Go F\*\*K yourself" treatment if they tried to tell me what to do or tried to threaten me in any manner.

ALWAYS stand your ground and know you didn't let people treat you like shit. MAN UP!

32) **Want It? Go F\*\*in' Get It** - Inspired by my homeboy, [Pauly Reddick & The HTKA seminars](#), this is a critical mindset shift you MUST have in all aspects of life. Time will pass you by faster than you could ever imagine. The strange way I learned this was when I was in college and missed out on dating the one of the hottest girls I have ever seen in my life. After NOT believing in myself and NOT realizing the truth, this girl transferred out to another college. Later on I found out she had the hots for me and this went on for 2 1/2 years.

Lesson LEARNED! After that incident I approached EVERY girl that caught my attention. I knew that the worst thing that could happen was being rejected, but f\*\*k it, there are 10 million other women out there who are HOT so rejection didn't bother me.

I applied the same principles in my business. I made powerful connections and formed powerful joint ventures with other successful people because I didn't fear the rejection. I just went after it.

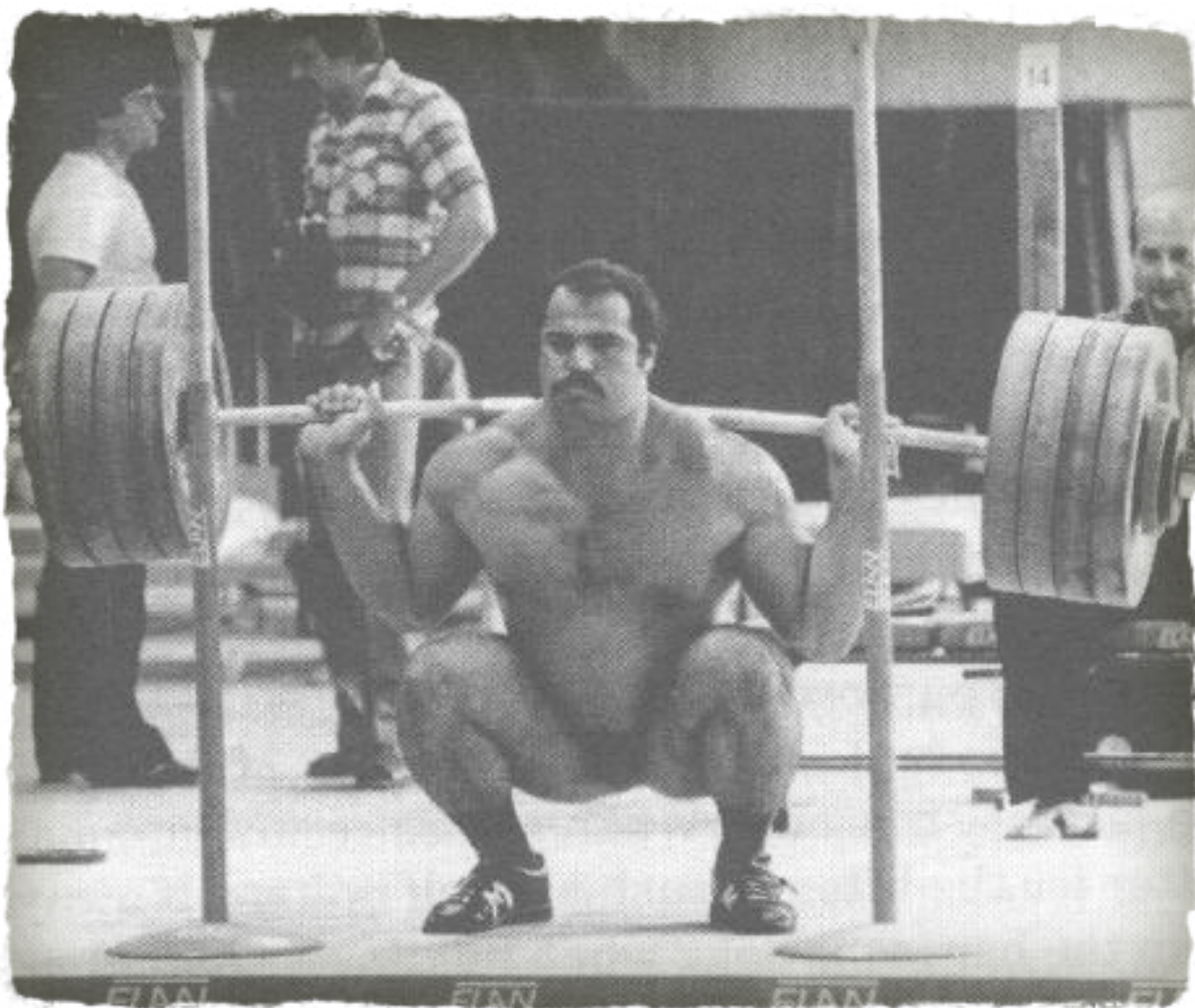
This is part of integrity and self honesty. At the end of the day, can you honestly look yourself in the mirror and KNOW that today, you gave your absolute best!?!?

33) **Be Forgiving (Most of the Time)** - Hey, we're human, sometimes we screw up. Most of the time, you need to give people a 2nd chance, BUT, here and again, there is someone out there who didn't screw up by accident, they deliberately stabbed you in the back, hurt you or your friends / family. Those people don't get 2nd chances. If, someone is a

repeat offender, and screws you a 2nd and 3rd time, this means they are too stupid and too heartless to care about you, do NOT forgive these people and simply remove them from your life, if they make contact with you, ignore them.

34) **Learn New Tricks** - I was 14 years old and spending my summer in Israel. I was new to lifting and as many know, my info came from FLEX magazine. It was all pretty boy bodybuilding stuff. My Grandfather told me of a "Muscle Man" named Andrei.

My Grandfather brought us to Andrei's house and he had a gym in the downstairs of his home, which was called a "flat". There were barbells, dumbbells and machines spread throughout several small rooms.



Andrei had a corner of the gym dedicated to HIS training. He was an olympic lifter from Romania, and, 20 years after this experience I met [Istvan Javorek](#), who trained with Andrei and told me Andrei was a feared olympic lifting competitor - they feared he would win the world championships because he was a BEAST.

Andrei was performing heavy jerks, split jerks, cleans and snatches. I was 14 years young and NEVER saw such lifting and thought to myself, "What the heck is this guy doing!!!???"

He was built very lean and with thick, dense muscles. At age 14 I should have been getting GREAT at pull ups, rope climbs, farmer walks, sled drags, etc but nothing of the sort was available for me to learn.



Now, after 20 + years of training I WISH I learned proper technique in the olympic lifts sometime earlier. After many, many years of training hindsight is worth a million bucks. Developing flexibility in the wrists and trunk are WAY harder to develop after so many years of training compared to the earlier years.

[Dan John](#) encourages the same but also states it's tough to teach an old dog new tricks, ha ha, so right he is. Still, learning some olympic lifting should be on your agenda as well.

If you never performed gymnastics / tumbling then learn them as well. Take on activities to make you better and keep the flame burning inside. Do yourself a favor, learn the olympic lifts and use them as you wish:

- heavy for strength / power
- lighter with the use of [Javorek Complexes](#)
- lighter as a warm up prior to heavy workouts as Dan John often does with his athletes

35) **THREE NO's to KNOW** - Whenever I need to lean up I eliminate 3 things from eating, in fact, most of the year I rarely touch this stuff. Get rid of the following to start leaning up:

- NO Breads
- NO Milk
- No Dairy except for eggs

When you are younger and in high school or college this stuff seems fine and doesn't cause much damage. But, once I hit age 22 or 23 I realized my progress in getting leaner and adding muscle was halted.

I immediately cut out all bread, milk and dairy minus the eggs and began eating more protein, moderate carbs, moderate amounts of fruits and one salad a day. I immediately felt different and my body made an amazing transformation literally in 7 days.



I was used to eating lots of turkey & cheese sandwiches, yogurt and cereal. Like I said, this works fine in high school or college if you're active in a sport and burning calories like a mad man, but, not after college. Your body develops a natural allergen to dairy products by early to mid 20s.

A GREAT book to read to really clean up your eating habits is [The Paleo Solution HERE](#)

36) **As You Get Older** - Once I hit my mid 20s my training needed a change, another change at 30 and again at 35..... the cycle continues but one constant seems to remain the same: Get Maximum Result from Minimal Required Work.

On my BIG lifts I usually get 1 or 2 hard sets and then move on. I even do this with my athletes. I want two quality sets of their main lift. Any more seems to back fire.

The assistance work is where I feel we are safer and can actually train with more intensity. Movements like rope climbs, ring push ups, dips, dumbbell benching, 1 arm rows, etc can get some more volume and cause less wear and tear on the joints when performed properly.

If you Kill yourself on squats and the deadlift and your back will pay the price. The bench press isn't as bad but for some it can wreak havoc on the shoulders. Change the variations of these lifts often to avoid overuse injuries:

- floor press with mat or padding under your back so the shoulder blades can freely move
- bench press with a swiss bar
- bench with a close or shoulder width grip
- squat with a box / without box
- zercher squat with a barbell or sandbag
- deadlift with traditional stance, from the rack, sumo style, trap bar as well as speed reps with lighter weight

The variations will keep you healthy in the long run.

37) **The 10% Rule** - This hit home to me from [Coach Ethan Reeve](#), when he told me to have athletes leave the workout with energy to spare, 10% in the tank, this way they want to come back for more and can actually perform without being sore and banged up.

As a father and a family man, this rings true more than ever to me. I STILL remember my lower back being banged up for 6 months after I strained it on heavy rack pulls. My back burned like hell when I gave my kids a bath changed diapers and even while sitting in my car!

I saw how being an idiot while training can damage my life and I refused to go back there again. I found that NOT killing myself on movements like the deadlift, squat and bench actually allows me to continually get stronger without the body falling apart.

38) **Get Thick Skin** - This last and final tip HAD to be added. I will couple it with the development of **mental toughness**. I notice how some people are literally paralyzed when someone does something bad to them or hurts their feelings. Well, you need to learn how to shut off your feelings.

When I was young and met the first girl I REALLY fell for, I found out she cheated on me. It f\*\*ked with me BIG time for a long time. I wasted a part of my life being messed up over that situation. BUT, I developed some VERY thick skin, at the age of 18.... I wish it happened earlier.

From there on out, no girl or person could hurt my feelings or cause me to waste a minute of my life over them. The past is the past, move on and focus on kicking ass, taking names and grabbing life by the balls.

If something bad happens, brush it off, charge onward like a demon and learn to say "F\*\*k it" quite often.

Remember This: No man or woman can hold you back or slow you down, the only person who can do this to yourself is YOU.

Now, it's time to start grabbing life by the balls. One step at a time, one little action done every day will pile up and your ugly boulder will eventually be carved into a masterpiece sculpture.

In Strength,

--Z--

**Disclaimer:** The FTC wants coaches such as myself to let you know that some of the courses I promote are affiliate links and that I will be making millions of dollars from these links, buying hot cars, private airplanes and hosting wild parties at The Playboy Mansion. Truth be told, anything I promote, I use AND believe in 100%. Enjoy!

## **KICK ASS ARTICLES & VIDEOS**

**HOW BADLY DO YOU REALLY WANT IT?**

**YOU WANT SOMETHING? GO GET IT, PERIOD!**

**I AM A CHAMPION!!!**

**ARNOLD SPEAKS ABOUT THE MIND**

**YOUNG KID GOES UNDERGROUND - POST HEART SURGERY!**

**9 TIPS ON KICKIN' ASS, LIVING AN EPIC LIFE & LIFTING HEAVY S\*\*T**

**THE X FACTOR**

**WHY WERE YOU PUT ON THIS EARTH?**

**MY RENEGADE INTERVIEW W/JONATHAN FIELDS (REQUIRES OPT IN BUT VERY, VERY WORTH IT!!)**

**YOU VS YOU**

**KICKIN' ASS & TAKIN' NAMES AT AGE 35**

**QUESTION TO ASK YOURSELF**

**GREAT TIMES & GREAT FRIENDS**

**THE WEAK GET TRAMPLED**

**BECOME A PREDATOR: 5 TIPS + A POEM**

**MAN STRENGTH**

**RANDY PAUSCH'S LAST LECTURE**

**ARE YOU FULL OF S\*\*T? - THE REAL TRUTH ABOUT SUCCESS**

**2ND PLACE SUCKS**

**7 WAYS TO KEEP YOUR EDGE & BECOME A GLADIATOR**

**THE BADASS BUSINESS MAN**

**21 STORIES IN 21 YEARS**

**KICK ASS & TAKE NAMES IN LIFE, LIBERTY & THE PURSUIT OF HAPPINESS**

## **KICK ASS BOOKS ON MINDSET AND LIVING LIFE ON YOUR TERMS**

**The Art of Non Conformity**

**Sex, Money, Kiss**

**The 4 Hour Work Week**

**Lone Survivor**

**Rogue Warrior**

**Education of a Bodybuilder**

**Crush It!**

**Screw It, Let's Do It - Lessons in Life AND Business**

**Think BIG and Kick Ass**

**Thick Face, Black Heart**

**The Mighty Atom**

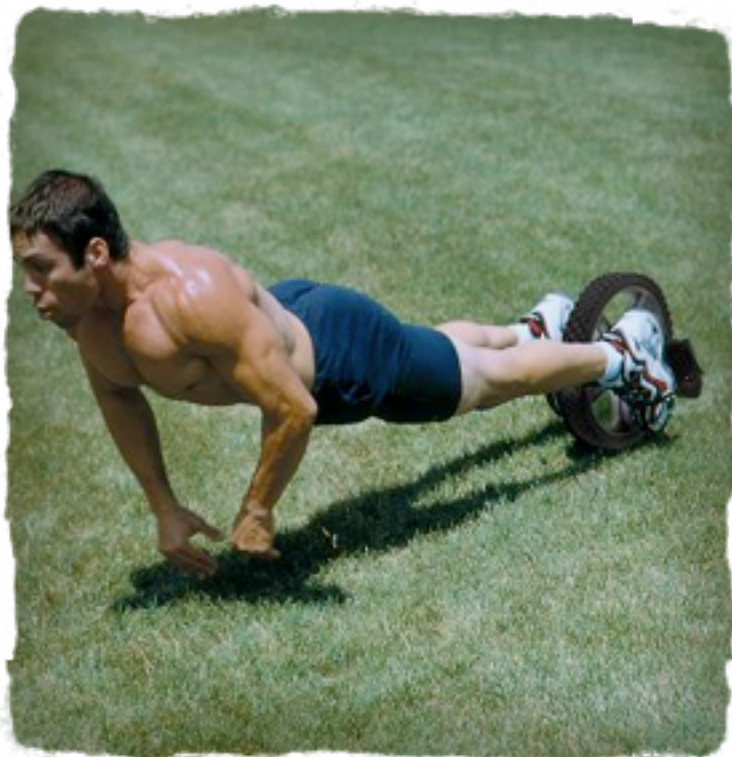
## THE UNDERGROUND STRENGTH COACH CATALOG



**[Zach Even - Esh](#)** is a Strength & Performance Specialist located in NJ. Zach is the Founder of **[The Underground Strength Gym](#)**, a private warehouse gym for athletes and hardcore strength addicts located in NJ. You can gain insider access as to how Zach trains his athletes and operates his business via the resources below.

## The Power Wheel

<http://ThePowerWheel.com>



**The Power Wheel** is one of the most powerful training tools I have ever used for wrestlers. It allows us to walk on our hands, perform animal movements, abdominal / core exercises, hamstring exercises and much more. You can use them on grass, cement or a wrestling mat. If you use them on cement wear work gloves or cooking mits to protect your hands from sharp objects. This is a MUST have tool for ALL serious athletes and strength fanatics.

Get one of the best upper body and core training devices on the planet at

[www.ThePowerWheel.com](http://www.ThePowerWheel.com)

Copyright <http://ZachEven-Esh.com>

**Underground Kettlebells**  
**[www.UndergroundKettlebells.com](http://www.UndergroundKettlebells.com)**



Although you can substitute dumbbells for the kettlebell exercises, I highly recommend getting at least one kettlebell. You will develop tremendous grip strength, athleticism, speed / power and full body strength. You can swing the kettlebells through your legs to further engage the muscles, thus creating stronger, more powerful muscles.

They can be thrown on grass fields, carried, pressed, rowed, pushed and pulled from all angles. Tie thick ropes or towels through them and perform curls, carries, rows, swings and more.

**Get your Kettlebells at [www.UndergroundKettlebells.com](http://www.UndergroundKettlebells.com)**



## The Underground SandBag

[www.UndergroundSandBag.com](http://www.UndergroundSandBag.com)



**Sandbags are one of the most effective training tools for wrestlers.** They are, literally, an all in one gym. You can perform movements for lower body, upper body as well as full body movements. You can throw your bag for power and carry your bag for conditioning. The sandbag is extremely versatile, allowing you to perform complexes where you combine 2 - 5 exercises in a row using the sandbag without having to change the weight or even put the sandbag down.

**Get Your Sandbag at [www.UndergroundSandbag.com](http://www.UndergroundSandbag.com)**

## Combat Rings

Get Your Rings at <http://CombatRings.com>



**These Rings are straight up AWESOME!** They are easy to set up and easy to travel with. I have them in my gym as well as in my garage. I often take them down from my garage beam and travel with them to the park for my playground workouts. You can perform push ups, core / abdominal training, muscle ups, flexibility work, gymnastics drills, ab training and more. These are a **MUST** have in your wrestling strength and conditioning arsenal!

Get Your Rings at <http://CombatRings.com>



For a 30 Day Trial to my Underground Strength Inner Circle, go to <https://www.undergroundstrengthcoach.com/public/540.cfm> or [Click HERE](#).

**You'll get ALL the following PLUS Tons More:**

- The Underground Workout of the Month
- A Monthly Underground Movie with insider access to my Underground Strength Gym
- Our Exact Underground Strength workouts posted almost daily
- Daily updates on the forum with other Strength Fanatics sharing their secrets of strength, conditioning, power training and renegade muscle building tactics
- The exact sets, reps and program design methods behind our athlete training sessions so you too can learn why our athletes transform themselves and dominate the competition
- There is a collection of over one thousand Underground Strength Movies and articles showing you uncut footage and never seen before articles, videos and audio interrogations from The Underground Strength Gym as well as other world renown Strength Coaches that no one else has access to except our members PLUS tons more.

**[Click HERE for your 30 Day Trial.](#)**



<http://AMDMuscle.com>



<http://AMDMuscle.com>

## RECOMMENDED STRENGTH & MUSCLE BUILDING COURSES

[The BEAST Program](#)

[The Gladiator Experiment](#)

[Man of Steel Challenge](#)

[Lean Hybrid Muscle](#)

[Advanced Muscle Building](#)

[Renegade Muscle Building](#)

[Convict Conditioning Workout](#)

[Anything by Pavel](#)