



THE
PRINCIPLES
of
FITNESS
SUCCESS

PROVEN METHODS TO LOOK, FEEL, AND
PERFORM BETTER

Nick Rosencutter and Alex Rosencutter

Hello! Congratulations on your decision to embark on a life changing journey that will change your body and mind and bring you to a new echelon of success! By taking the time to read through this manual, you will open up the first door to a path of knowledge and practices that are guaranteed to help you reach the goals that you want to and need to reach.

In this manual, you will learn briefly about some of the most important fundamentals that need to be understood in order to get the most out of your training. While this is definitely not an exhaustive list, it will get you jump started and should you choose (or should we say WHEN you choose) to come over to the darkside, get coached by the best and improve yourself beyond imagination, you will have some baseline knowledge to start with.

That being said, scroll on down to the next page and let the enlightenment begin.

-Nick Rosencutter and Alex Rosencutter



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Principle 1:

Make the Decision to Consistently be Consistent

I'm going to be completely honest with you up front. Whether your goal is to build a brick ton of solid muscle and become the next hulk, shed brick tons of fat, get rid of chronic back pain that is more annoying than that co-worker who keeps stealing your damn food out of the fridge or become faster than Usain Bolt, you are going to need to be consistent. You are going to need to be consistent and disciplined. This is not a one week or a one month quick fix. This is not even a one year fix. This is a lifestyle change. It is about you having the mental fortitude to develop positive habits. Habits that will stick with you, become automatic and change you for the better. If you are hoping for some fast and easy bullshit program like those you see on the latest late night infomercial, then just stop now and don't waste your or our time. Order the latest gimmick dvd or piece of useless equipment and remain the same as you have for the last 10 years. Just don't go around crying about how you "can't lose weight" because it's your own damn fault. On the other hand, if you are ready to make the changes that need to be made and are ready to put some real work in to better yourself, then keep on reading and get ready to do some BIG things.

Now, when I talk about consistency, I mean just that. This means that you need to consistently get ALL of your workouts in EVERY, SINGLE, WEEK. So if we program 3 workouts for you, you need to make all 3 happen. If its 5 workouts, make all 5 happen. Everybody gets busy. Everybody has many things on their plate. What separates the successful from the unsuccessful is the fact that the successful MAKE TIME to get their



priorities in. And training/improving themselves never takes a back seat. Sure, there are times when you might be sick or have a family emergency, etc. but those are few and far between and even then, training can easily be made up. Training once a week here and a few times a week there and then skipping 2 weeks because you got busy at work and your new tv show started up will not get you anywhere, plain and simple. If you want to get better, you need to be all in. Bottom line. Personally, I haven't had a gap in my training in over 15 years from when I got started. I know many other successful people who are in great shape who have been consistent for many years as well. There is always a way to get your training in. Don't lie to yourself.

The same thing holds true for nutrition. While there will be more details later, just know that you have to be consistent with good habits outside of the gym as well. Having a piece of chicken for your protein and then thinking you're ok to go and drink a 6 pack of Bud Lite every night will not allow you to lose the fat you want to lose. And no, just because you had a protein shake does not make it ok to go and eat a package of Oreos and drink 10 Cokes. And no, eating quality food is not expensive if you cut out all of the crap that you don't need. Sure, we all need to indulge and enjoy a good treat; you just need to earn it first.

To conclude this first section: Make a pact with yourself right now. Wanna get that great body that turns heads when you walk down the beach? Make the decision to consistently be consistent and get ready to change your life.



Principle 2:

Learn How to Move as a Human Should

The human body is made up of multiple systems, muscles, joints and structures that are designed to work together in harmonious poetry. Yes I just said that. When you were a baby, you naturally figured out how to coordinate multi joint movement. Somewhere along the road you probably developed bad habits from either poor practices, lack of activity/being sedentary or you might have had one or multiple really horrible coaches who didn't know what they were doing.

Performing fundamental movement including the squat, hip hinge, push, pull, rotation and locomotion should be the core of any effective training program. Unfortunately, many gyms across the country are full of machine after machine after machine. You sit down or lay down and move a weight that is stabilized for you with one, maybe two joints through an unnatural, set movement path. Are all machines useless? Absolutely not. Are some of them useless and even dangerous? You betcha. Should they make up an entire training program? Nope. Certain machines can be useful and beneficial when applied the right way in a supplementary fashion; they just shouldn't be the blunt of your program if you want to have full success and stay healthy.

The point you need to grasp is that you need to MOVE. You need to move through full and functional ranges of motion. You need to learn to stabilize your spine and trunk while you move well through your hips, knees and ankles with a squat. You need to learn to bend through your hips with a solid back while you pick heavy things up off of the floor. You need to build solid control of the many structures around your shoulder region and develop a fluid



harmony among these structures when you push and pull. You need to get solid, reciprocal movement in all 3 planes of motion while you move through space. You need to activate the right muscles and shut the other muscles up at the right time with these movements. And you need to challenge yourself enough with the right intensity with these movements in order to forge muscles of steel, massacre fat, get stronger, get faster, get sexier and get all around more awesome! Training correctly requires work. It requires a little blood; a little sweat and determination. Saddle Up!

Principle 3: Strength Comes First

Strength is the root of all other physical qualities. It improves your speed, your agility, your power, your endurance, your walking and running economy, your confidence, your movement, your muscle building capability, your fat loss capability, your resiliency, your injury protection and the list goes on. If you are not strength training, you are seriously missing out!

If your performance focus is running, strength absolutely must come first. The stronger you are, the less energy you use each step, the better you can absorb the impact stress, the more force you can put into the ground, the better you can control your joints and the list goes on. In turn, your economy is significantly improved.

If your focus is to destroy all fat that hides on your body and become a modern day Adonis, strength is king. The stronger you get, the more muscle you can and will potentially pack on. The more muscle you pack on, the more fat you will destroy. Simple as that, Jack.



If your goal is to jump higher or sprint faster, guess what????? Anyone? Yep, you need STRENGTH. $\text{Power} = \text{force} \times \text{velocity}$. What does force output come from? Strength. HAHA. Are we seeing a trend here? Get stronger with the big bang, tried and tested, timeless movements mentioned earlier. Squat, deadlift, push, pull, carry heavy things from time to time and you will gradually develop that body that you've always wanted.

Principle 4: Condition With a Purpose

While many people simply know and do “Cardio” by hopping onto their treadmill or elliptical and going to town while watching Days of Our Lives reruns or staring at the nice ass in tight sweatpants on the piece of equipment in front of them, there is a lot more that goes into it. First, “cardio” is a garbage term that really means nothing. Yes, you are training your cardiovascular system with these typical activities but you also do that to some extent with a wide variety of activities that might not be considered “cardio.” What we are really trying to and need to do is condition our bodies to utilize specific energy systems more effectively, which is why “cardio” is called energy systems training at our facility.

Keeping things simple, our body has different energy systems that it uses to fuel physical activity. They are the aerobic, alactic or phosphocreatine and the glycolytic systems, with alactic and glycolytic both being anaerobic(without oxygen), contrary to the aerobic system. The aerobic system is the primary source of fuel for longer duration, lower intensity activities



such as a distance run and works with the utilization of oxygen. The alactic system is the primary source of fuel for real short, high intensity bouts of activity such as a 40 yard dash or a vertical jump and works with the utilization of phosphagen and creatine. The glycolytic system is the primary source of fuel for short to moderate duration, high intensity activities such as a 100 yard sprint or a set of 8 rep squats and utilizes glycogen (storage form of carbs) to work. The last two systems work without oxygen. Why? The intensity of the activity is too high for our body to go through the physiological processes needed to deliver and uptake oxygen to our working tissues fast enough; therefore, we take a different pathway to fuel our activity. This is also why you can only do those higher intensity activities for so long before you gas out. You run out of the fuels you need and different substances build up, forcing you to stop. Once you stop and rest, the aerobic system goes to work with that lovely oxygen to start the recovery process.

Now, all 3 of these main energy systems and their subsets are always active to some extent. The intensity, duration and recovery periods used with the chosen physical activity determine to what extent they are each used. What is important for you to understand is that your body adapts and responds to training for each of these systems differently. So, if you are training for football, your energy systems work (formally known as cardio) will look somewhat different than if you are training for boxing, which will look different than training for a marathon, so on, so forth and I think you get the point.

Having said that, let's talk about fat loss for a second. For many people, when someone wakes up one day and says "This is the day I'm going to start getting in shape!," what do they do? Go outside and go for a run of course! I ask you: Why? Most people wouldn't have the



slightest clue how to answer. Remember from our last principle, strength and muscle are key. Distance running does nothing to build strength and too much of it can even eat away at that awesome muscle that we want. Too much of it will also give us a less than desirable hormonal profile for fat loss and can actually cause you to store MORE fat because of the increase in a stress hormone called cortisol. Not to mention, the whole movement and body control concept we talked about before is not there and the repetitive high impact stress of running will lead to a quick injury which will lead to said person going back to their cozy bed. Yea yea get to the point! Ok I got you. The point is that running is not the best form of conditioning for fat loss and I'd say it's not even a remotely good form of conditioning for fat loss. If you are in shape to run (you have good body control, a good strength base, etc.) some running in moderation can be a decent form of aerobic activity. For the sedentary individual just starting out, it shouldn't even be on the page.

Now, aerobic development is important for anyone as having a solid aerobic base keeps you healthy, allows you to handle higher intensity activity better and helps facilitate good recovery. Without it, you will gas out before you can get any work in and will go nowhere and/or get hurt. So, for the sedentary individual or someone starting out their sport offseason, aerobic development is important. However, there are MANY ways to train aerobically other than running. Sled dragging, kettlebell work, circuits, lower intensity intervals, martial arts drills and the list goes on. Your body doesn't care what you do as long as your heart rate is working within a certain range.

So, we understand that aerobic work is important and that it doesn't have to be done with running. (Or sitting on a treadmill or elliptical for hours on end watching those soaps). With



that out of the way, we need to understand that Anaerobic activity is most effective for fat loss. High intensity intervals done for 15 to 20 minutes (i.e. 30 seconds hard, 90 seconds rest, multiple rounds) will do more to shed fat than an hour sitting on that elliptical at a steady pace ever will. I know I know, you burn more calories on the elliptical though according your Fitbit! Maybe so, but what that Fitbit doesn't show you is the massive amounts of calories that your body burns during the many hours AFTER you are done with that high intensity activity. As we learned earlier, when we work at a higher anaerobic intensity, we are working without oxygen. Well, while we do this we build up what is known as an oxygen debt. When this debt gets high enough, our body has been shown to burn fat calories for up to 38 hours after we are done to help recover from the debt and our metabolism gets jacked up around the clock. Whether we are lifting weights hard or doing sprint paced intervals with a sled, a sprint, a kettlebell or hitting a bag, we get this type of effect. This is HUGE for fat loss and does much more than any run or elliptical ride ever will. It's not as simple as how many calories you are burning during your workout. If it was, there wouldn't be so many unsuccessful worker outers (umm, yea, worker outers; we'll go with that) out there. It's the cumulative after effect that is key. Learn to grasp this concept and put it into practice and you will finally move towards that rockin' body that you've always wanted.



Principle 5:

What You Put Into Your Body Shall Determine What You Get Out of It

When thinking about nutrition, you really have to view it as the ingredients that make up your body. Think about baking a cake. You have a set measured amount of different ingredients to make the cake have the right texture, look, feel, and taste. Your nutrition can be viewed the same way. Eat random amounts of crap each day and most likely you're not going to look or feel the way you want to. We also spend an average 1-5 hours training/working out each week. That leaves 163-167 hours left during the week with which we are sleeping, eating, drinking, and doing god knows what. I'm sure you can see which would be more important here, nutrition.

With the topic of nutrition, also comes confusion. On every street corner, news station, and website you have all these different "experts", "diets", and "magic pills" out there promising absurd results and banking on the consumer simply not knowing any better. The truth is, there is no one-all-be-all. The key with your nutrition is to understand that you need to find something that fits you, your lifestyle, and your goals. However, here are some simple nutritional habits to focus on to help start your journey to a better you.

- Drink Water. Take your body weight and divide by 2.2. This will give you the ounces of water you should aim to drink each day. This will help ensure adequate hydration, digestion, cellular function, and that you're not holding excess water.



- Eat Protein With Every Meal. Make it a habit to have 20-30g of protein with each meal. If you don't have a specific medical condition, aim to work your way up to consuming 1g protein/lb body weight each day. Protein will stimulate your metabolism, possesses the highest thermogenic effect of any macronutrient, and is necessary for building/repairing your muscle tissue.
- Choose Your Carbohydrates Wisely. Carbohydrates are not the devil. You need them. You just need to choose them wisely. Make an effort to eat a source of vegetables with each meal and consume your fruits and whole-food starches (white or brown rice, potato, oats, quinoa, etc.) around your workouts. Try to consume refined/processed carbs like packaged foods, sweets, juices, soda, and alcohol rarely or for special occasions.
- Take 20 minutes to eat. We are often consumed with technology and other distractions during our days that we never sit down to unplug and realize how we're eating. It takes the brain roughly 20 minutes to signal satiety. Take your time to eat and you will consume more appropriate portion sizes instead of over-eating.



Principle 6:

Own Your Breathing For True Enlightenment

Breathing. We all do it many times every day. We would not survive without it and we are able to live because of it. It is the one thing that we are able to do both consciously and unconsciously. It is a phenomenon like no other and it affects everything in our body.

Systems, movement, spinal stability, state of mind and anything you can think of is related to our breathing pattern in some shape or form. Breathing patterns are huge when it comes to movement, stability, recovery, performance and pain syndromes yet are often overlooked in most training programs.

While there are many possible drills and exercises to train breathing with, in general we want to inhale through our nose, getting good rib expansion in the front, sides and back from the abdomen all the way into the chest. We then want to exhale through the mouth, allowing the ribs to move down and our inspiratory muscles to relax. Many people constantly hold tension in and never get full exhalation, especially when their job, their relationship or the car traffic gets overly stressful. When this happens, the diaphragm is stuck in a state of constant contraction. This is equivalent to walking around all day with your elbow bent and your bicep flexed. Do you think your arm will feel very good after a while? Well when you never take the time to exhale and breathe fully, your diaphragm is doing the same thing as your bicep in the previous example, except its affecting many other things such as oxygen delivery, nervous system state (fight or flight vs rest and relax mode), movement, sleep, and the list goes on.



Many people also struggle getting expansion in their back when they breathe and extend their low backs repetitively throughout the day without realizing it. Over time, this can lead to backs that feel less than awesome. Learning to get the ribs level and that low back to expand rather than extend can go a very long way in saying bye bye to that low back pain.

Continuing our tour of breathing faults, many people struggle to get air into their right chest walls. Look around and you will see quite a few people with right shoulders sitting a lot lower than their lefts. The right upper ribs get stuck in a deflated state and upon inhaling, the chest wall doesn't get full expansion. The muscles in the neck then try to make up for this by pulling the ribs up into elevation. Guess what this often leads to????? Yep, an inflamed and painful neck and sometimes really nice headaches. Getting the right chest wall to expand can help shoulder movement, calm the neck down and make life a lot happier. Some people don't fill either chest wall very well and many people elevate their ribs and breathe with their necks excessively all over. Ditch the elevation and welcome in the expansion for a better feeling and better performing body.

Ok you've probably had enough about this breathing stuff at this point buuuuut..... we've gotta hit you with one more fun and awesome tidbit of information. When we look at our "core" or our trunk and hips, we have deep stabilizers and superficial stabilizers. The superficial stabilizers are the ones that most people are usually talking about when they say "core." You know, the abZ. Your rectus abdominis aka the 6 pack muscle and your external and internal obliques. If you're lucky, low back muscles such as the erectors might even be mentioned in the convo. These guys are great and have their purpose; however, the deep stabilizers or the deep "core" need to be working properly first



and need to be working harmoniously under the superficial players. The thoracic diaphragm, the pelvic floor muscles and the transversus abdominis are some major ones that need to be functioning properly.

The diaphragm attaches to the ribs, the spine and the central tendon and plays a role in both stabilization of the spine and ribs as well as a role in respiration. Ideally, we want our abdominals to brace and stabilize appropriately so that our diaphragm can focus more on respiration. We also want our diaphragm and our pelvic floor muscles to move and work together harmoniously for optimal stability, control and function. We talked earlier about how many people never fully relax their diaphragms and constantly hold in tension. Many of these people also have poor abdominal function and stability. Well, when this happens the diaphragm starts to act excessively as a stabilizer in addition to its job of respiration. The abs don't do their job with stability so then the diaphragm has to do more. Well when the diaphragm has to act as both a stabilizer and respiratory king during physical activity, what do you think happens? Breathing sucks, stability sucks, movement sucks and performance is definitely not what it could or should be. Bottom line: Get full exhalation so that the diaphragm can reset and recoil itself and get the abs online so that everything can work together in harmony, and so things don't suck.

Learn to breathe effectively and a whole lot of things will be much better. Strength, movement, sleep, stability, sex, nervous system state and carry the list on down the road. End of the story baby!



Principle 7:

Mind Your Recovery and Take Care of Your Tissue

Whether you are sedentary or extremely active, your soft tissue (muscles, tendons, ligaments, etc.) will undoubtedly go through stress. Over time this stress can lead to excessive tension, adhesions and disruption of optimal tissue movement and sliding. When a tissue is “knotted up” and not moving well, it gets deprived of blood flow, oxygen and nutrients and often becomes tender and painful. In order to keep it healthy, it is important that we A) Move well and often, like we talked about earlier and B) We give it some tender loving care with some recovery work. One of the best forms of recovery work is massage work. This can come in various forms. For your own self-care, foam rolling and using various massage tools can go a long way in relieving tension and keeping your tissues healthy. Having a good manual therapist do specific work on areas that need it can go an even longer way (I know of a pretty good one ;)) Whether its maintenance work on tissues that feel pretty good or much needed work on painful or stiffened tissues that are restricting proper movement and performance, you owe it to yourself to keep your tissues feeling good and moving well.

Trying to develop good movement patterns with unhealthy tissue that disrupts your movement will only go so far and getting manual therapy work without building the proper patterning and stability to “hold” the work will only go so far. Hitting things from both ends of the spectrum will ensure that you become and remain the best version of you. Don't miss out.



Principle 8:

The Mental Side: Develop Your Mindset and Confidence

If you have read this far, I am sure you are wanting to get more out of your training and you want to take your body to new heights. All of the training and all of the nutrition really come down to one thing: mindset. Your mindset or mental side of your health/fitness journey is just as important as all the physical aspects. If you are not mentally invested or focused on what you want to accomplish you will not reach your fitness goals. You will give in to peer pressure, you will not stay consistent, and you will give up when training gets hard. You can be physically invested but your goals will not come to fruition if you do not stay mentally invested. Why? Because there will be days when you have been working hard or weeks even and it will seem like there is no progress. If you are not mentally invested you will give up. The physical only gets you so far because your mental buy-in controls your physical buy-in. So how do you develop your buy-in and mindset? Develop habits. It takes good, consistent habits to be successful with both your training and nutrition. Make an effort to make daily practices a part of your routine. This could be waking up an hour early to get your workout in, setting time aside on Sundays to prepare your meals for the week, taking 20 minutes to eat, breathing and stretching before bed, etc. Habits are what make up the process of what it takes to reach your goals and ultimately what can build your mindset of confidence. Have the courage to go slowly and develop these things at your pace. Don't feel the need to change the whole game in just one day. Get really good at one habit at a time and then add habits on top of each other, you will be amazed at how far this gets you. Remember, if you develop your mental



mindset the physical part will take care of itself.

Final Thoughts

We hope that reading through these 8 principles has given you a jump start in extra motivation to get things rolling on a whole new level. While definitely just the beginning of important principles and invaluable pieces of knowledge that you will learn, understanding some of these things we've gone through should give you a good appreciation for some of the framework that will make up the base of your training. Once we build a solid base, we can construct an indestructible house. Learn to master the principles of the framework and the rest will come easy.

