

Mass Targeting Specialization Program

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This powerful specialization program is one THE fastest ways to mass up a particular bodypart. It does this by taking the recovery energy that normally would go to your ENTIRE body and forcing it all into ONE bodypart.

If you think of it terms of 100 units of recovery energy available, normally, your chest may only get 20 units when training everything at once. But when you downgrade all your other work and focus ONLY on the chest, it'll get maybe 90 units of that energy - the growth and strength increases can be downright spectacular in very short periods of time.

Basically, you temporarily increase the volume and intensity of work done for one bodypart while decreasing the volume and intensity done for the rest of the body. There are some specialized techniques in the program, which I will explain in more detail below.

You can use this specialization schedule on ANY bodypart to mass it up FAST.

When using it for arm training, you can also choose to do BOTH biceps and triceps at the same time or just focus on one muscle and alternate weeks on them. Either way is effective.

I've done it 3 weeks in a row using one single bodypart, then taken a week easy. You can also use it with 2 bodyparts, doing 2 weeks on one part then 2 weeks on another part then a week easy. Be sure to take that easy week after! This training will really trash your recovery and nervous system by the time you're done!

The Program - Weekly Schedule

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6 & 7
Weight Training	45 minute Specialization Workout for target bodypart Higher Reps Lighter Weight	Everything else 3 sets easy (2 sets for smaller parts)	45 minute Specialization Workout for target bodypart Moderate Reps Moderate Weight	Everything else 3 sets easy (2 sets for smaller parts)	45 minute Specialization Workout for target bodypart Compound Exercise Overload	No Weights
Cardio Training	No Cardio	10 minute cardio moderate intensity	No Cardio	10 minute cardio moderate intensity	No Cardio	No Cardio

Group 1 and Group 2 Exercises

In the program training days, you'll see exercises labeled Group 1 and Group 2. Basically, Group 1 consists of compound exercises. For chest, this would be bench press, push-ups, and dips. Group 2 is more of the isolation type of training...for chest this would be flies, cross-overs and pec deck.

If you're working arms (biceps and triceps together), you use Group 1 as biceps and Group 2 as Triceps for the first workout then rotate them on each subsequent workout (i.e. Group 1 would be Triceps on Day 3 and Biceps would be Group 2).

For specific techniques that are listed in the training days, see the glossary below.

Day 1

The Day 1 training schedule focus on lighter weights and higher reps. The reason for this is threefold:

1. This is based on microperiodization - higher reps, moderate reps then low reps over the course of a week. This has been proven to be a VERY effective training schedule for forcing

quick adaptation.

2. The higher reps will max out your endurance-oriented muscle fibers.

3. The higher reps will work to increase circulation to the target bodypart by increasing capillary density. These are the tiny blood vessels in the body where oxygen and nutrient exchange takes place. The more capillaries you have, the better the oxygen and nutrient capacity of the muscle, which means more mass capability!

Day 2

On this day, you'll be working everything else. DO NOT work the bodypart you're specializing on here. You want to be doing a set of 10 reps with a weight you COULD get 15 reps with. This is active recovery to keep the other muscles moving but not cut into the recovery capability of the target muscle.

Day 3

This day is hypertrophy-oriented. You'll be doing more moderate rep ranges here. You should feel a greater pump in your target muscle group because of the increased capillarization from the first day's training.

Day 4

Same as Day 2 - take it easy on your non-targeted bodyparts and skip the targeted bodypart completely.

Day 5

This is Compound Exercise Overload. This is targeted to strength and muscle mass. This is one of THE best training techniques you'll ever use for this purpose. This technique is a bit more involved - I'll describe on a separate page below.

When doing CEO training for biceps and triceps together, your best bet is to alternate sets of two different exercises. I've used barbell curls and decline close grip bench press, but feel free to use any of the more "mass" oriented exercises you know as well (or that you've read about in my book "The Best Arm Exercises You've Never Heard Of")

Day 6 & 7

Two days completely off.

Nutrition and Supplements

Nothing fancy here - eat big and eat plenty of protein. Make sure your post-workout meal is calorie-rich. If you don't know how to eat properly for muscle growth, you shouldn't be doing this program in the first place. The key here is to eat foods that are as close to natural state as possible and eat a LOT of them.

Same goes for supplements - I recommend creatine, whey protein, glutamine and assorted vitamins and minerals (multivitamin, extra Vitamin C, calcium, magnesium, zinc). Feel free to throw in anything else you like but know that a lot of stuff out there is garbage...if you're not sure how to pronounce the name, chances are it's not going to work.

Training Technique Glossary

High Rep Partial - do high rep sets in the strongest range of motion, e.g. the top few inches of the bench press or the bottom few inches of the barbell curl. Whatever allows you to use the heaviest weight.

In-Set Supersets - this is a technique where you're doing two exercises in the same set but alternating reps. For example, doing lying tricep extensions alternated with close grip bench press. Or dumbbell presses and dumbbell flies.

Very High Rep Normal Sets - straight set for a LOT of reps - use a VERY light weight.

Triple Drop and Rebound Sets - start with a weight you can get 8 to 10 reps with. Do a full set then reduce the weight 20% then do as many more reps as you can. Reduce again by 20% then do as many more reps as you can. This is done with a compound exercise. Follow it immediately with a set of an isolation exercise with heavier weight.

21's - Do the bottom half of the range of motion for 7 reps, the top half for 7 reps then the full range for 7 reps. Use a lighter weight than you think you'll need.

Medium Rep Partial - This is more like the classic version of partial training - use a very heavy weight and aim for 6 to 12 reps per set.

Pre & Post-Exhaust POF Supersets - You'll do one isolation exercise (use one that allows for a good stretch), one compound exercise, then another isolation exercise (use one that allows for the hardest contraction). This technique is known as Positions of Flexion. For example, on biceps, you would use incline curls, barbell curls then concentration curls. For chest, it would be dumbbell flies, bench press then cable cross-overs.

Compound Exercise Overload - Basically, 45 minutes of one exercise using 3 rep sets. When you can't do 3 reps, drop the weight.

Moderate Intensity Cardio - this is just cardio training keeping a steady pace for 10 minutes, e.g. riding a stationary bike or jogging/walking on the treadmill - nothing too strenuous.

Mass Targeting - Day 1
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Exercise Group	Exercise Technique	Sets	Reps	Notes
Group 1	High Rep Partial	4	30+	Use top or bottom range, whichever allows for the heaviest weight.
Group 1 & 2	In-Set Supersets	3	12-16	Use if bodypart allows it - if not, do regular supersets with 2 exercises for that part. Aim for 6-8 reps on each of the in-set exercises.
Group 1	Very High Rep Normal Sets	2	30-50+	Use a very light weight and just get as many reps as you can.
Group 2 then 1	Triple Drop and Rebound Sets	3	20	Aim for 5 reps on each of the drops and 5 on the rebound set. Do the Triple Drops with a Group 2 exercise and the rebound with the Group 1 exercise.
Take 2 Minutes Rest Here				
Group 1	Straight Sets	3	12-15	Aim for 15 reps on the first set. The reps will drop from there.
Group 2	Very High Rep Normal Sets	2	30-50+	Use a very light weight. Basically, it's an isolation/easier exercise and you should crank out as many reps as possible.
Take 2 Minutes Rest Here				
Group 1	Zone Training	3	24	Do the bottom half of the range of motion for 12 reps, the top half for 12 reps.
Group 1	High Rep Partial	3	15-30+	Use the range of motion you didn't work at the start of the workout.

Cardiovascular Training	
Activity	Comments
None	

General Comments:

- Which exercise(s) you use for the techniques will depend on the Exercise Group that you can choose from. Generally, Group 1 is compound and Group 2 is isolation, but it depends on the bodypart.
- The idea here is to totally overload the endurance fibers of the target muscle group.
- The high reps are also ideal for increasing capillarization and overall circulation to the target muscle (great for poorly-responding muscle groups).
- Take 1 minute rest in between sets unless otherwise stated. The total workout target time is about 45 minutes - it will depend on how long your sets take to do.
- This Specialization program basically causes localized overtraining in one specific muscle group.
- This is going to be a painful workout due to Lactic Acid and short rest periods.

Your Written Notes:

Mass Targeting - Day 2

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Bodypart	Exercise	Sets	Reps	Notes
Chest	Dumbbell Bench Press	3	10	The bodyparts you work here will depend on which bodypart you are specializing on. These are set and rep guidelines for every part - when you do the training, just leave out the part you're specializing on. E.g. if you're doing chest, leave out chest today.
Back	Pulldowns or Rows	3	10	
Thighs	Leg Press or Lunges	3	10	
Shoulders	Dumbbell Presses or Lateral Raises	2	10	We're not looking for anything fancy or powerhouse here. Take a weight you can easily do 15 reps with and only do 10. The idea here is to do some easy work for the body to maintain and help channel all recovery energy into the target bodypart.
Hamstrings	Leg Curls	2	10	
Biceps	Dumbbell Curls	2	10	
Triceps	Pushdowns	2	10	
Calves	Seated or Standing Calf Raises	2	10	
Abs	Your Choice	2	10	Straight sets and an easy workout are the key here.

Cardiovascular Training	
Activity	Comments
10 minute Cardio Moderate Intensity	For cardio today, keep a decent pace so that you are not breathing too heavily but that you feel that you're actually doing some moderate work. Keep a steady pace for 10 minutes.

General Comments:

- **DO NOT work the bodypart you're specializing on - all parts are listed here. Just leave out the one you're working on.**
- Don't push yourself on any bodyparts. Just go for feel, keep strict form and stay away from muscular failure. This includes the ab exercises. We don't want to take away any recovery energy from the target bodypart. Also, don't use squats, deadlifts, clean & press, etc. No "hard" exercises.
- Take 60 seconds rest in between sets - no less even though it's an easy day.
- Today's training helps move blood out of the core storage areas and out into the body to help with recovery.
- This is NOT an optional day. It's important part of the recovery process.

Your Written Notes:

Mass Targeting - Day 3

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Exercise Group	Exercise Technique	Sets	Reps	Notes
Group 1	Medium Rep Partial	4	6-12	Use top or bottom range, whichever allows for the heaviest weight. Aim for 12 on the first set and pyramid the weight up, reducing the reps as you go up in weight.
Group 1	Straight Sets	3	6-12	Use a weight that allows you to hit 12 for the first set as your target. Strict form.
Group 2	Straight Sets	3	6-12	Again, use a weight that allows you to hit 12 for the first set as your target. Strict form.
Take 2 1/2 Minutes Rest Here				
Group 1 & 2	Pre & Post-Exhaust POF Supersets	3	6	Aim for 6 reps on each part of the superset. You'll do one isolation exercise (use one that allows for a good stretch), one compound exercise, then another isolation exercise (use one that allows for the hardest contraction). This technique is known as Positions of Flexion.
Take 2 1/2 Minutes Rest Here				
Group 1 & 2	In-Set Supersets	2	6-12	Use if bodypart allows it - if not, do regular supersets with 2 exercises for that part. Aim for 4 to 6 reps on each of the in-set exercises.
Group 1	Medium Rep Partial	2	6-12	Use the range of motion you didn't work at the start of the workout. Go for 12 reps as a target on your first set. The reps will drop from there. Start conservatively with your weight on the first set then go up if you can.

Cardiovascular Training

Activity	Comments
None	

General Comments:

- All your sets should aim for failure in the 6 to 12 rep range. This day is more targeted for muscle building. You will most likely feel increased pump in your target muscle because of the high rep training and increase capillarization.
- The idea here is to totally overload the specific fibers that are most affected by that rep range in the target muscle group. These fibers offer the most potential for mass-building.
- **Take 90 seconds rest between sets unless otherwise noted.**

Your Written Notes:

Mass Targeting - Day 4

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Bodypart	Exercise	Sets	Reps	Notes
Chest	Dumbell Bench Press	3	10	The bodyparts you work here will depend on which bodypart you are specializing on. These are set and rep guidelines for every part - when you do the training, just leave out the part you're specializing on. E.g. if you're doing chest, leave out chest today.
Back	Pulldowns or Rows	3	10	
Thighs	Leg Press or Lunges	3	10	
Shoulders	Dumbell Presses or Lateral Raises	2	10	We're not looking for anything fancy or powerhouse here. Take a weight you can easily do 15 reps with and only do 10. The idea here is to do some easy work for the body to maintain and help channel all recovery energy into the target bodypart.
Hamstrings	Leg Curls	2	10	
Biceps	Dumbell Curls	2	10	
Triceps	Pushdowns	2	10	
Calves	Seated or Standing Calf Raises	2	10	
Abs	Your Choice	2	10	Straight sets and an easy workout are the key here.

Cardiovascular Training	
Activity	Comments
10 minute Cardio Moderate Intensity	For cardio today, keep a decent pace so that you are not breathing too heavily but that you feel that you're actually doing some moderate work. Keep a steady pace for 10 minutes.

General Comments:

- **DO NOT work the bodypart you're specializing on - all parts are listed here. Just leave out the one you're working on.**
- Don't push yourself on any bodyparts. Just go for feel, keep strict form and stay away from muscular failure. This includes the ab exercises. We don't want to take away any recovery energy from the target bodypart. Also, don't use squats, deadlifts, clean & press, etc. No "hard" exercises.
- Take 60 seconds rest in between sets - no less even though it's an easy day.
- Today's training helps move blood out of the core storage areas and out into the body to help with recovery.
- This is NOT an optional day. It's important part of the recovery process.

Your Written Notes:

Mass Targeting - Day 5

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Bodypart	Exercise	Sets	Reps	Starting Weight	Ending Weight	Notes
Your Selected Bodypart	Compound Exercise Overload	As many as you can do	3 reps			Today you will be using the Compound Exercise Overload technique. This will result in dramatic increases in strength in very short periods of time. It's a low-rep, high volume approach. It's best to do this in a gym that's not crowded or use a free-weight exercise where nobody will mind if you do the same exercise for 45 minutes.

Cardiovascular Training	
Activity	Comments
None	

General Comments:

- The training today is very challenging. Basically, start with a weight you can do for 6 reps and do 3 reps with it. Rest 20 seconds then do another set of 3 reps with it. Keep going until you can't do 3 reps. Drop the weight 10 pounds then go again with the 3 rep sets. Repeat this for 45 minutes.
- Stick with 3 reps - your body hits a rep-range groove and will acclimate to it very quickly. Keeps your nervous system efficient.
- On the final set (after 45 minutes are up) rest for a TWO FULL minutes then get as many reps as you can with the same weight.
- The training uses neuromuscular specificity to allow you to teach your body the absolute most efficient way to perform a single exercise. Your body will learn to fire the exact sequence of muscles it needs to do the exercise, making fast strength gains possible.
- Don't use different variations of the same exercise. It's important to use the EXACT SAME exercise the whole 45 minutes.
- Do your best with the 20 second rest - this will increase during weight changes.
- This will also give you a deep engorgement of blood to your target muscle.
- Keep track of your start weight and ending weight so you know what to improve on next week.

Your Written Notes:

Compound Exercise Overload

The basic concept of this technique is that you're going to take a single compound exercise (like the squat or deadlift that I mentioned above) and do ONLY that single exercise for the ENTIRE WORKOUT.

And that's not even the brutal part...

The brutal part is...you are only allowed 30 seconds of rest between sets when doing big exercises like squats, bench and deadlifts. You'll get only 20 seconds with everything else.

This program really becomes about basic survival for your muscles.

Your body will have a tremendous emergency response to cope with this onslaught of steadily increasing training volume. We're going to go BEYOND typical soreness and muscular exhaustion with this training - your body will almost literally become a MACHINE at the specific exercise you're doing.

First, select a compound exercise to work with - I like to use either the squat or the deadlift when going for overall mass. The deadlift is a good choice because you won't have anybody bugging because you're hogging a machine or power rack for the whole workout. If you do deadlifts, you MUST know what you're doing and have very good form when doing them. You're going to be doing a LOT of sets and any form errors will be amplified over the course of the workouts.

If you're more comfortable with squats, do squats.

If you're doing arm training, go with a "big" arm exercise like barbell curls and close grip bench press or any other other mass-oriented exercises from "The Best Arm Exercises You've Never Heard Of."

This training style is best done at a time when your gym is not very crowded.

You're basically going to be hogging a single exercise area for the entire workout. This isn't a big deal with deadlifts as you're just using a barbell. It might be a trickier with the squat rack for doing squats but it'll definitely be tougher on a bench press station (those always seem to have a line up). If and when you DO utilize the bench press, I'd recommend doing them in the rack and using a moveable flat bench. You won't be in the way as much AND you'll actually be a lot safer when you're doing the training.

Do a warm-up before getting started - whatever you prefer to do for a warm-up is fine. I like to do some general movements (like push-ups or a few pull-ups or a couple of minutes of walking on the treadmill) then a few light sets of the specific exercise I'm going to be working - nothing that will tax the body for what's to come.

With this technique, I encourage you to use a stopwatch, regular watch or other form of timer. If your gym has a clock with an easily readable "second" hand, that will be fine, too. Otherwise, you're going to have to count your 30 seconds of rest in your head, which is not as accurate (plus that 30 seconds will tend to turn into a LOT longer as you go through the workout and it's critical to keep it constant).

The timer I use has big numbers - I just set the time for the TOTAL workout time, e.g. if it's 20 minutes, I'll set it for 20 minutes. During the workout itself, I just mentally note the time when I finish the set and count the time from there. For example, if I finish a set and there is 16:45 left on my timer, I have until 16:15 on the timer for rest.

You're going to **start with a weight you could normally do for about 6 reps or so.** You're going to start your timer AFTER you finish your first set (if you're not using a timer, note the time on the clock so you know when you're done).

Get set on the exercise and perform **ONLY 3 REPS** with that weight, even though you CAN do about six. **DO NOT go anywhere near failure on this first set.** Even on successive sets, we're NOT taking any of them to absolute failure. The key here is training volume, not training to failure.

When you've done your 3 reps, rest 30 seconds. Now do 3 more reps. Rest 30 seconds. You are going to repeat these 3 rep sets with those 30 seconds of rest until you are unable to get 3 reps with that weight anymore. This could take anywhere from 2 to 10 minutes (maybe more, maybe less), depending on the exercise and the amount of weight you're using.

Here's the key...

If you're on rep #2 and it feels like you would have to really push to get that third rep, STOP!

The idea here is NOT to push yourself to the max on each set but to stop short of it and train the body based on volume. So if you're on rep 2 and you think you could get 3 but it would be a struggle, that's the end of the line for THAT weight. ALWAYS keep the "do or die" rep in you.

THIS IS ABSOLUTELY CRITICAL.

If you're doing squats or deadlifts, remove 10 lbs from each side of the bar - 20 lbs total (if you started with 315, you now have 295 on the bar). Start again doing 3 rep sets and continue with the 30 second rest period. Drop the weight by 20 lbs (total) whenever you can't complete 3 reps during a set.

NOTE - when you're using an exercise other than squats or deadlifts, go with 10 lb total drops (5 lbs off each side). The reason for this is that squats and deadlifts allow you to use relatively MORE weight than any other exercise. When you take only 10 lbs off of a whole lot of weight, the body won't really feel the difference and you won't be able to continue as effectively - you'll have to reduce the weight again too soon. By dropping 20 lbs off the weight at a time, it makes for a more significant drop, which the body will notice and be able to continue more effectively.

Be sure to stick with 3 reps on each set - no more, no less. Your body hits a rep-range groove and will acclimate to it very quickly. It keeps your nervous system efficient because it basically

gets tuned to those 3 rep sets. The reason we're using 3 reps as the "magic" number is that it IS a magic number. It's not so many reps that you build up significant metabolic waste products. It's a low enough number of reps that you can use a lot of weight and it'll build strength very effectively. But it's not double or singles, which would make you do TOO much weight, leading to more rapid burnout. After much experimentation, I've found 3 to actually BE a magic number for this type of training.

Basically, your body will become a MACHINE at whatever exercise you're doing.

On the final set, when your allotted workout time is up, **rest for TWO FULL MINUTES** (aren't I generous :) then go back to the exercise and crank out as many reps as you can with the same weight you just ended with. You'll find that can probably get 5 to 8 reps on that last burnout set, just because of the increased rest period.

This training uses neuromuscular specificity to allow you to teach your body the absolute MOST efficient way to perform a single exercise. Your body will learn to fire the exact sequence of muscle fibers it needs to do the exercise most efficiently, making VERY fast strength gains possible. The extreme specificity also develops the exact muscles needed to perform that exercise in the most efficient pattern. These two reasons make the quick strength gains possible!

DO NOT use different variations of the same exercise (e.g. if you're doing bench press, don't start with incline bench then go to flat bench). It's important to use the EXACT SAME exercise for every single set of the whole 5 days of workouts for maximum adaptive response.

Do your best with the 30 second rest, too. This rest period will naturally increase during the times when you're making weight changes but even then, try to keep it as close as possible. Just do your best to stick with the 30 seconds.

GOOD TIP: When doing this training with a barbell exercise, like squats or deadlifts, I like to load the bar with small plates as I load it for my starting weight. For example, if you're starting with 315 lbs on the squat, don't just throw three 45 lb plates on either side. You'll be pulling a pair of those 45's off pretty quick and that is a pain in the butt - plus, it takes up valuable training time and energy!

Instead, put two 45 lb plates on either side, then a 25 lb plate, then two 10 lb plates. It's the same weight but when you can no longer hit 315 lbs for 3 reps, all you need to do is pull a small 10 lb plate off either side. This is MUCH easier than pulling 45's off either side then loading 35's back on. This is just as true with other exercises when you're only dropping by 10 lbs total (use 5 lb plates to get to your starting weight). Believe me, you'll be dropping weight fairly quickly during the first quarter to half of each training session.

Mass Targeting - Day 6 & 7

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Bodypart	Exercise	Sets	Reps	Notes
None				

Cardiovascular Training	
Activity	Comments
None	

General Comments:

- Days of rest. No training at all on these days.

Your Written Notes:

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