



PHASE I EXERCISE TRAINING PROGRAM

INTRODUCTION



**“Exercise is perhaps the least used, but most effective and most thoroughly studied therapy we have against chronic disease and ailments of age.”
-Dr. Jeff Leake - Author of the Textbook of Age Management Medicine**



Entrepreneurs lead unique lives and lifestyles.

The rigors necessary to create a viable and profitable businesses are vastly underestimated.

As an entrepreneur myself, I respect this community of immensely dedicated and courageous people, who are willing to put themselves on the line and at risk to drive an idea into reality.

Never lose this ambition, the willingness to risk, the passion, the obsession and the grit.

Never apologize for your zeal and unwillingness to compromise what you hold as an ideal.

As one of you, I also understand the toll that the necessary work burden can take on your health as you hammer through the process, sometimes for prolonged periods or for some of you – serially.

It becomes easy to de-prioritize your nutrition, fitness, sleep and general wellbeing for the sake of the project consuming your time.



The goal of the series of programs to follow will provide a simple and efficient platform to maintain your health, despite the heavy time and pressure demands on you.

While it may seem impossible or difficult in the least, you can make it a part of the entrepreneur lifestyle and it is designed to actually help you maintain the energy and focus you need to see your dreams through to reality and work with your crazy schedule!

The program will build on itself. Keep it simple and get brilliant at the basics, even if you are experienced with health and fitness. .

Everyone can spare 20-30 minutes per day for your health.

This program is designed to get the most impact on your health with a minimal time commitment.

You envision and demand success for your venture(s). Do the same for your health!

Keep in mind - I have to and will do it with you!

Everything that I recommend to you is something I have done or continue to do in spite of an intense schedule.

I've learned through trial and error, learning from experts in various fields and through focus and discipline.

Go have it all! I promise you it can be done.

I wish you success in business, in health, wealth and in achieving a fulfilling life!

David



WHY LISTEN TO ME?

Entrepreneur MD, Dr. David Karli

PHYSICAL:

Exercise has a favorable physical effect on: muscle mass, bone health fat reduction/ inflammation, coordination and balance, reduced risk of stroke and cardiovascular disease, reduced risk of breast/prostate/colon cancer, improved heart function, improved wound healing and circulation, reduced hypertension, reduced peripheral artery disease, improved immune function, improved tendon/ligament and joint function.

EMOTIONAL:

Exercise has a favorable emotional impact on: improved energy/drive, reduced depressed mood, improved concentration, improved sleep patterns, reduced memory loss, reduced risk of dementia, improved endorphin release/mood and sense of well-being.

EXERCISE AND RISK OF HEART DISEASE:

Cardiovascular disease risk is not significantly improved without substantial heart rate elevation.

High intensity exercise produces a near maximal or maximal target heart rate.

VO2 max is a measure of peak exercise capacity and is one of the most studied tests in exercise science that correlates consistently to lifespan.

The higher the VO2 max performance, the longer one's life based on research. VO2 max performance can be improved with exercise training!

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The positive effects of exercise are unquestionable. I can't think of many systems in your body that it doesn't help. Those effects can be broken down into physical and emotional categories.

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YOUR SAFETY

*As with any recommendation for an exercise program, if you have active health issues, please have them evaluated prior to engaging in any intensive regimen.
If you are over 30 and have not been evaluated by a physician, get a physical and health screen.
If issues exist, you may need to modify and/or work with a professional to develop a safe program.
Rule #1 in Medicine: Don't cause more problems than you solve!*



**VITAL GOALS OF A GREAT EXERCISE PROGRAM SHOULD BE GEARED TO
MAXIMIZE AEROBIC CAPACITY, BUILD LEAN BODY MASS, ELIMINATE EXCESS FAT.**

THREE TRAINING ELEMENTS MINIMIZE TIME + MAXIMIZE EFFECT:

- 1. HIIT – HIGH INTENSITY INTERVAL TRAINING**
- 2. RESISTANCE TRAINING**
- 3. STRETCH OR FOAM ROLLING**



HIGH INTENSITY INTERVAL TRAINING (HIIT)

The premise behind HIIT involves repeated short bursts of intense exercise with short breaks between the bursts.

The bursts or intervals should make you breathe heavy, rapidly elevate heart rate and maintain it there for a period of time (“the Interval”).

Typical intervals last between 30 and 90 seconds.

Between intervals, 30-60 seconds of a lower intensity pace (“rest”) is used to reduce heart rate, without dropping your HR back to normal, before the next interval starts.

HIIT can be completed in many ways, but is most efficient using a stationary bike, treadmill, rowing machine or with sprint work on a track/field if the climate allows.

Target heart rate for HIIT can be loosely calculated using the following formula: $220 - \text{age} \times 0.9$.

More specific targets can be obtained by formal VO2 Max testing with a trainer or exercise physiologist.

Suggested Frequency: 3-4 times per week

Sample Training Program:

Warmup – 5-minute warm up to increase heart rate and prepare body for intervals

Interval 1: 60 secs

30-40 sec rest

Interval 2: 60-90 sec

30-40 sec rest

Interval 3: 60-90 sec

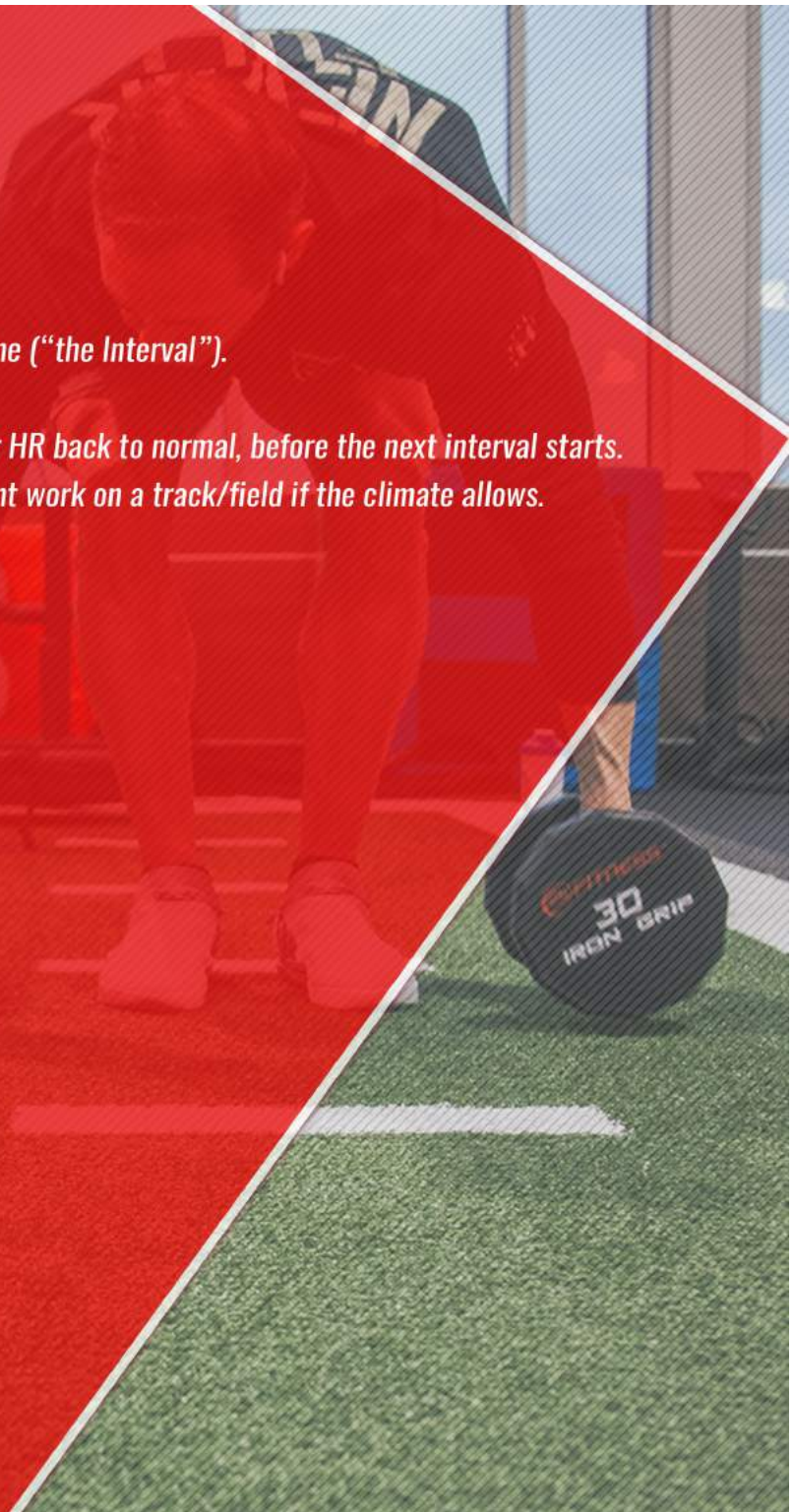
30-40 sec rest

Interval 4: 60-90 sec

30-40 sec rest

Interval 5: 90 secs

Recovery: 3-5 minute cool down: slow pace and resistance, bring HR to 110-115 range



RESISTANCE TRAINING

By definition, resistance training involves applying load against muscle tissue to stimulate it to grow stronger and larger. Muscle is a primary driver of calorie burning. As a tissue, it uses large amounts of calories to function.

“IT IS LOGICAL TO CONSIDER THAT THE MORE MUSCLE YOU HAVE, THE MORE EFFICIENTLY YOU CAN BURN CALORIES AND FAT AS YOU EXERCISE.”

It's hard to argue that almost everyone can benefit from strength training. The challenge is in balancing the intensity of training to the desired effect. Progressive load principles create ongoing challenge to muscle growth by gradually increasing the intensity of the exercise and balancing that with rest and nutrition to allow the muscle to recover and grow. There are many ways to apply load to create resistance exercise and many different forms can be effective.

Traditional strength training (“lifting weights”) represents one of the most efficient and time-effective ways to accomplish the benefits of resistance exercise. It is simple to develop and can stimulate muscle quickly and safely if done properly. It's a good place to start and can lead to rapid and early gains that can keep you excited and motivated to optimize your fitness.

RESISTANCE TRAINING - WEIGHT TRAINING

Weight training is an art in and of itself with many variations and styles.

Fortunately, simple principles dominate almost every approach to lifting weights

1. Progressive load

a. Muscle gets stronger and grows larger as it is exposed to increasingly larger loads.

Load is often measured as a % of max, or a percentage of the weight you can lift for a given movement only one time, so 70% Max of 100 pounds would be 70 pounds.

2. Repetition

a. As a general rule, we think of traditional weight training in terms of repetitions (reps), or the number of times you lift a weight through a movement, or a repeated series of reps (a set).

A good starting point for target reps is 8-12 before fatigue prevents repeating the movement, done in 3-4 sets.

3. Rest between repetition

a. To maximize efficiency and increase the intensity of the workout, minimal rest between sets (30-60 seconds is recommended) to allow muscle to recover before starting the next set. By the end of the last set, muscle should be fatigued and completing the repetitions should be difficult.

4. Muscle confusion

a. Changing load (weight), altering the speed of repetitions, changing exercise movements, rep and set schemes all can maintain healthy stimulation of muscle to grow stronger and larger.

5. Isolation

a. Specific muscles or muscle groups can be isolated during strength training to increase the stimulation to make them grow.

For example, chest muscles, back muscles, arms, legs, etc. can be targeted during a workout vs. more general or total body training where multiple muscle groups are being worked. Both strategies can be used to maintain muscle confusion as per above and keep muscles in growth mode.

6. Muscle breakdown and recovery

a. As muscle is trained to an appropriate intensity, the exercise causes minor trauma to the muscle tissue.

As it is rested, it grows back stronger and larger. Balancing breakdown and adequate time to recover can be a challenge as it can vary depending on many factors like age, sleep, hydration and nutrition to name a few.



RESISTANCE TRAINING:

TRADITIONAL STRENGTH TRAINING PLATFORM:

FREQUENCY: *4-6 times per week*

TIMING: *30 minutes maximum*

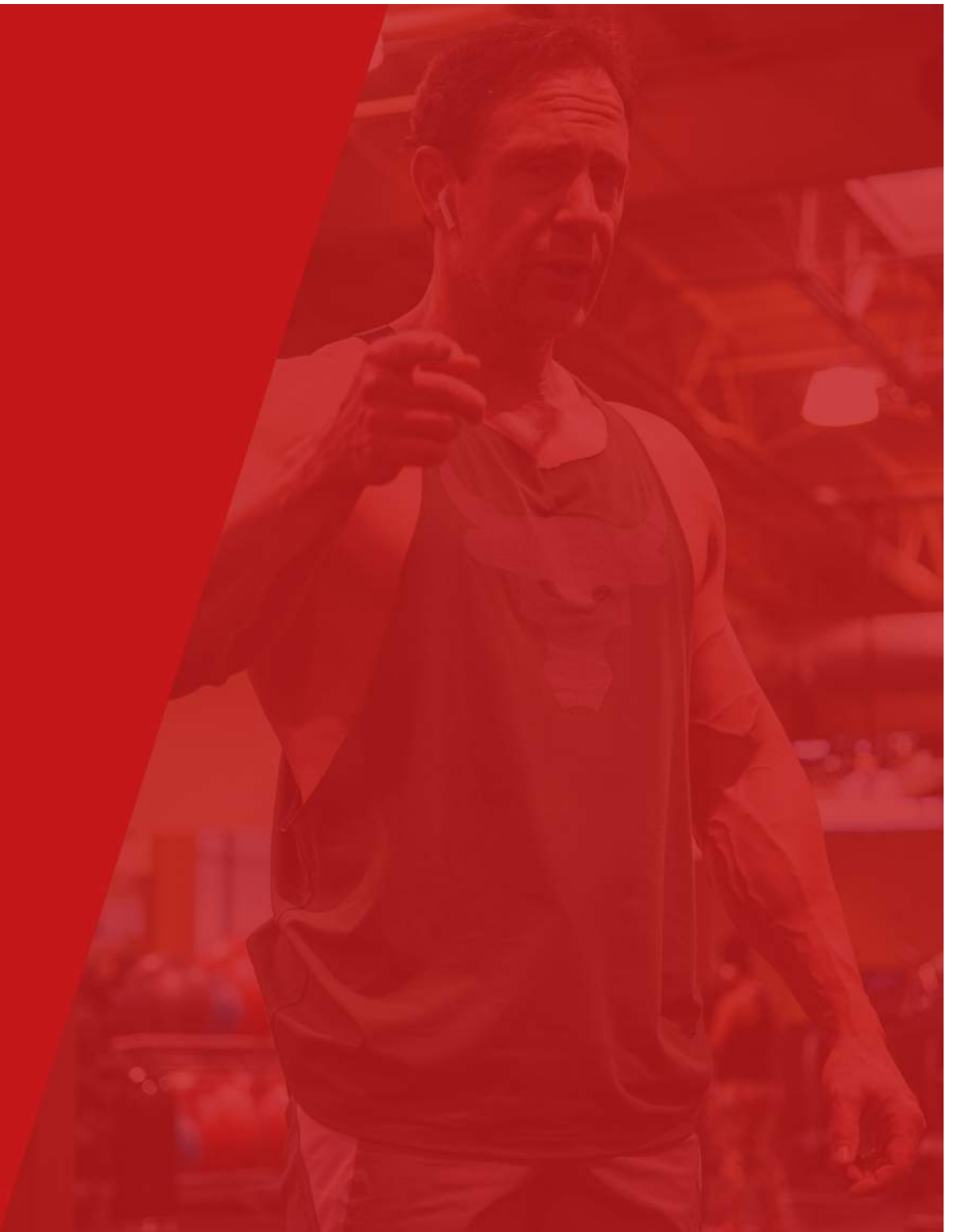
SETS: *3-4 for each exercise*

REPETITION SCHEME: *6-12 repetitions per set*
Max 40 seconds rest between sets



**SAMPLE PHASE 1
WEIGHT TRAINING PROGRAM:**

FIT



MONDAY: *Chest/Triceps/Core training*

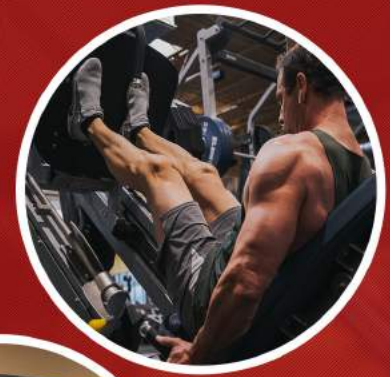
Workout A:

- *Incline Dumbbell Chest Press*
 - *Flat Bench Dumbbell Fly*
 - *Cable Crossover*
 - *Cable Triceps Pushdown*
 - *Physio ball crunches*
- 200 repetitions completed
in 6-8 minutes*



TUESDAY: *Quads/Glutes/Hamstring*

- Workout B:*
- *Seated Leg Press*
 - *Dumbbell Lunge*
 - *Seated Leg Curl*
 - *Smith Machine Hip Thrust*



WEDNESDAY: REST DAY

THURSDAY: Back/Shoulders

Workout C:

- Roman Chair Back Extensions
- Seated Lat Pulldown
- Shoulder Press
(Smith Machine or Dumbbell)
- Seated Cable Row
- Dumbbell Lateral Raise



FRIDAY:

Biceps/Core Training/Calves

Workout D:

- ***Dumbbell Hammer Curl***
- ***Seated Dumbbell Curl***
- ***Hanging Leg Raises***
(Up to 100 repetitions intermittently throughout the workout)
- ***Seated Calf Raise***
(or ***Seated Calf Press***)

SATURDAY: Repeat Mon/Tues or rest day

SUNDAY: Repeat Thurs or Fri or rest day



All exercises in the program should be focused on slow, controlled repetitions and safety.

Use the 4 sets to identify appropriate weights for each exercise that will cause muscles to be quite fatigued by the 8th-12th repetition of sets 3 and 4.

Getting these sets completed should be difficult and if you fail to complete a repetition, the set is finished.

The goal is to fatigue the muscle under load, so if 4 sets of an exercise are easy – increase the weight!

By maintaining minimal rest between sets, you may find that your heart rate is elevated quite a bit.

This is good!

EXPERIENCED WEIGHT TRAINERS CAN GET PLENTY OF CARDIOVASCULAR EXERCISE DURING THEIR LIFTING WORKOUT.

THIS ONLY IMPROVES THE EFFICIENCY OF YOUR FAT BURNING MACHINE!

If you're just starting out, expect muscles to be achy and sore!

Over time this effect diminishes, but never goes away totally if you continue to stimulate your muscles correctly.

I still get sore after an intense workout after years of training.

(I secretly like that feeling... makes me feel like I'm always moving forward!)

NUTRITION

Nutrition becomes very important as you start and progress through this program.

Feed your muscles – they need it!

Follow my nutritional plan by focusing your diet on a high protein (depending on your size, anywhere from 80 to over 200 grams per day) approach.

Focus on getting calories and fuel for energy from health fat sources like avocado, nuts, olives or a spoonful of almond butter and minimize your carbohydrates.

As you do you'll feel hungry (that's your body trying to grow!)

Maintain smaller more frequent meals to give your body what it wants.

Some type of healthy clean food every 3 hours while awake will curb the hunger and you'll be amazed after some time at how much better you feel.

When you're hungry – reach for the heartier veggies like broccoli, carrots, celery or cauliflower. (I used to hate cauliflower, but I've learned to love it and it is packed with nutrition!!)

Sprinkle some spice or dip it in hummus. A

little almond or peanut butter works great as a dip as well.

Salads are awesome, but watch the sugar and unhealthy fat in the dressing.

Lastly Carbs and sugar. I wish it wasn't the case, but these destroy the hard work with your exercise program!

From a nutrition and performance perspective, they do not fuel your body effectively and are simply unhealthy.

Be disciplined and stay disciplined – it will pay off for you – I promise!

Remember, good nutrition decisions start at the grocery store.

Also – alcohol has almost no nutritional value. I'll be honest, I like to enjoy a great glass of red wine from time to time, but it's kept to a minimum.



CONCLUSION

Success with fitness is not rocket science, gang!

Get brilliant at the basics (thanks to my training buddy Will Berry for that phrase).

I hear all the time that exercise is boring. If you're doing it right,

I think you'll find that it is anything but boring.

*The Entrepreneur lifestyle is demanding, but here's the deal everyone:
successful entrepreneurs are not martyrs.*

Wins are wins, and people who win tend to work harder than everyone else.

Win at your health, just like you win at work.

Besides, if you don't have your health when you obtain your wealth, then what do you have?

Winning habits can become your norm and that is contagious! How bad do you want it?

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YOU DON'T HAVE TO LOOK LIKE YOUR HALF DEAD TO MAKE PEOPLE THINK YOU'RE PASSIONATE ABOUT YOUR COMPANY!

QUITE THE CONTRARY - LOOKING GOOD, FEELING POSITIVE AND ENERGETIC EMOTIONALLY IS WHAT ATTRACTS PEOPLE TO YOU.

CLAIM YOUR SUCCESS WITH FITNESS, HEALTH, WEALTH AND IN LIFE!

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LAST WORDS

1. **Yes, you can do it. Overcome the doubt.**
2. **Yes, you have the time.**
3. **Yes, it's cool to be healthy and fit.**
4. **No, you don't need the soda and doughnuts and half the bag of potato chips.**
5. **No, you will not get giant muscles if you lift weights (unless you want to and I'm behind you if you do!).**
6. **No excuses! If you want to look better, feel better and be healthier, then do the work!**

I'm behind you every day, and remember: I have to do it too!

I would never ask you to do something that I do not do myself.

It's no easier for me, I'm just as busy and I have to work just as hard, so let's do this!

Congratulations in advance for when you succeed. Contact me – let's celebrate your successes and let's work though anything less. I'm an entrepreneur like you.

You motivate and inspire me and I hope I represent the same for you.

OK enough reading - let's get to work!

All the best,

David



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