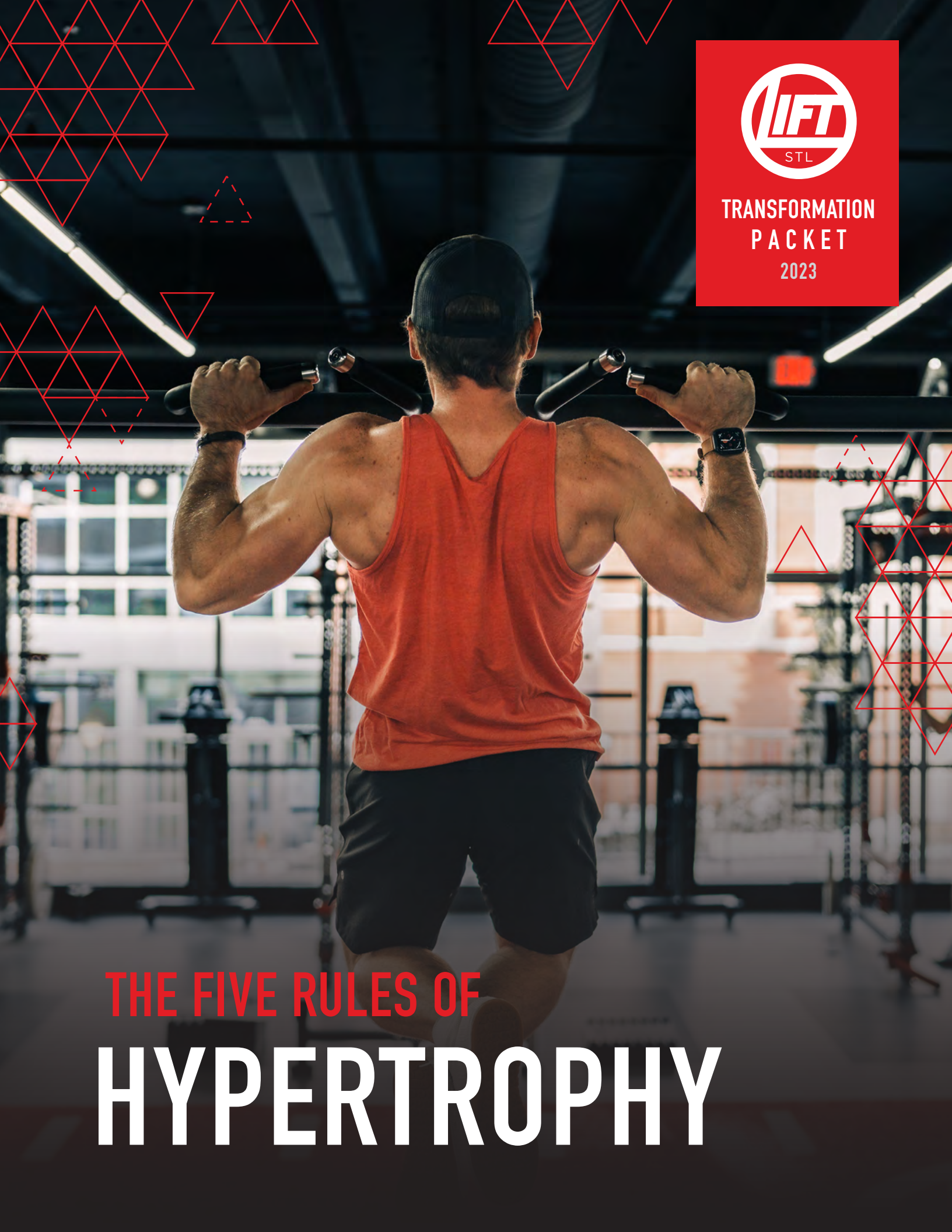

LIFT STL

TRANSFORMATION PACKET 2023

THE FIVE RULES OF HYPERTROPHY

WHAT IS HYPERTROPHY?

Hypertrophy, or muscle growth, is one of the most common and sought after goals for those entering the gym. Hypertrophy development is the improvement of muscle size, shape, density, and function. Hypertrophy training improves the appearance of the body. Increasing muscle mass while remaining relatively lean changes the shape of the body causing you to appear tighter, firmer, more “toned” and “defined”. Those who gain muscle tend to appear stronger, larger, and ultimately achieve a more athletic look.

Training for muscular hypertrophy isn’t all for show either. There are numerous health benefits of increasing muscle size outside of turning heads and looking good at the beach. Muscle growth improves muscle function, meaning larger muscles are stronger. For those with athletic endeavors, this means greater potential for increased strength and power for your chosen sport. Muscle is metabolically active and improves the way our bodies handle nutrients, increasing our overall energy expenditure helping stabilize blood sugars and controlling fat gain.Training for hypertrophy also helps stave off the negative effects of aging and muscle loss, as well as keeping our joints, bones, and tendons strong and healthy, drastically decreasing risk of injury.

Unfortunately there is a lot of noise out there in the world of social media and online fitness gurus. It can be pretty daunting and confusing figuring out where to even begin with your training and nutrition. But it doesn’t have to be this way. Your training and nutrition to maximize muscle growth doesn't have to be complicated by any means. That's exactly why we to narrowed it down to the 5 most important rules to follow to get the most out of your efforts!

THE FIVE RULES OF HYPERTROPHY

Rule #1: Eat in a caloric surplus.

When it comes to calculating your calories, it's important to understand energy balance.

Energy balance = Calories In vs Calories Out

It's as simple as this: building muscle requires us to provide our bodies with the nutrients and raw materials (food) to lay down new tissue. The foods we eat and their macronutrients; protein, carbs, and fats all play vital roles in the building, maintenance and fueling of our training and muscle growth.

When our bodies are not consuming enough calories to meet our daily needs, it must break down its own stored tissue (body fat/muscle) to provide fuel for daily activities. This *calorie deficit* results in weight loss.

When our energy needs are met and in balance, there are no significant changes in weight and body mass. This is known as *caloric maintenance*.

When more energy is consumed than needed, our bodies store the excess carbohydrates, proteins, and fats for later use. Depending on training and nutritional status this will either be stored and layed down as new muscle tissue or body fat; either way, this *caloric surplus* results in weight gain.

With the goal of muscular hypertrophy, we need to ensure that we are consuming enough calories and key nutrients our bodies require to fuel muscle growth. The building of new muscle tissue requires us to consistently eat in a caloric surplus, consuming more food and calories than we would when looking to maintain or lose weight.

Now, this isn't some excuse to over indulge and eat everything in sight. The ultimate goal of hypertrophy training and nutrition is to maximize the amount of muscle we can add while also keeping fat gain to a minimum. This ultimately will lead us to the more muscular and defined look we are looking for; no #dirtybulks here. This is exactly why we are going with a moderate caloric surplus, to adequately fuel the muscle building processes while keeping fat gain to an absolute minimum.

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There are many ways to calculate your calorie intake, but one of the most effective and simple methods is the use of multipliers. For the goal of hypertrophy, you will want to start by multiplying your current body weight by 15 to get your daily minimum caloric intake.

For example: 180lbs multiplied by 15 = 2,700 ***minimum*** calorie goal every day.

For those of you who want to be a bit more precise, you can use an online calculator such as *https://tdeecalculator.net/*. You simply fill in your age, height, and weight and it will provide you with your estimated caloric intake and suggested macro splits.

Once we have established our calorie intake, we are then going to want to start tracking and measure our rate of weight gain to ensure we are in fact eating in a caloric surplus. *If we aren't steadily gaining anywhere from .5-1lb of bodyweight each week then we are NOT eating in a caloric surplus.* We would then simply increase our daily calorie requirements by another 100-125 calories for women and 200-250 calories for men.

Now that you know where to start with our calorie intake, we then need to start tracking and measuring our actual food intake to ensure we are meeting the above requirements. Using an app or online tool to record your meals and track your food intake is a very efficient way to keep track of our progress. Our favorite apps are MyFitnessPal and Cronometer; both are simple to use and are easily customizable to our goal. Plus they both offer large data bases, making it easy to find specific food items, and even logging meals from restaurants. You simply need to plug in what you eat as you go, or use the barcode scanners to easily record your food.

To get the most accurate measure of calories, you can use a food scale to measure the weight of the food in grams. However, we most likely aren't going to be walking around with a food scale at all times. This is where the simple use of utilizing hand-sized portions can be just as effective and a good place to start.

For reference, a palm size portion of lean protein usually equals 1 serving (3-4 ounces);
a fist size portion of vegetables and fruit equals 1 serving (1 cup), a cupped handful equals a serving of carbs (20-30 grams), and a thumb size portion equals a serving of fats (7-12g).

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One other great feature about using these apps is that it will save the foods you eat, which makes it even easier to track if you eat similar foods everyday.

Pro Tip: Track everything! It is essential that you consistently track and measure your calories and intake. If you're serious about getting the most out of your training and nutrition, you can't just go in guessing and hoping you are just doing "good enough." You can't measure what you don't track!

Just as mentioned before, the ultimate goal of hypertrophy is to maximize muscle gain while keeping body fat to an absolute minimum. If you are not consistently tracking and measuring your intake, how are you supposed to know if you are under or over eating? If you are consistently undereating, you'll never truly be able to maximize muscle gain, and if you are constantly overeating, you start to see unwanted fat gain.

Don't forget to track the sauces you eat, cream in your coffee, or the oils and butter that you cook with! These all count, and really add up at the end of the day. And trust me, we know that tracking food intake can seem like a daunting task. *Approach it as an opportunity to educate yourself on the foods you are eating*. Twelve weeks of tracking will establish a base that helps you eat intuitively in the future! We don't know what maintenance eating (80-90% compliance) is if we have never eaten 100% towards our goals!!

Rule #2: Consume 1g of protein per pound of bodyweight.

Protein is the most important macronutrient to get right when it comes to any fitness or body composition goal. When consumed and broken down, protein provides us with essential nutrients, amino acids, the literal building blocks of all tissues of the body, especially muscle. This is why it is essential that we consume adequate amounts of protein to provide as much raw building material we can to continuously drive the muscle building process.

Amino acids are also key components in the production and maintenance of our bodies natural anabolic (muscle building) hormones such as testosterone and growth hormone; as well as neurotransmitters dopamine, acetylcholine, and serotonin which all play important roles in supporting strong muscle contractions and mental focus. Getting adequate amounts of protein will help optimize your muscle building hormones, driving better performance and focus in the gym and improved recovery in between.

Exactly how much protein we need can vary from person to person, but when dieting and training for hypertrophy it's ideal we consume a minimum of 1 gram of protein for every 1 pound of body weight. So again, for the above example, for an 180lb person that would be 180 grams of protein every day.

THE FIVE RULES OF HYPERTROPHY

You are probably wondering, “What about carbs and fats?” Let's keep this simple. Dietary fats are essential for hormonal production and health, but we only need so much. Carbohydrates are not technically essential for life however, when building or preserving muscle mass and fueling intense training, they are very beneficial.

As we start to break down our exact macro targets, it's important to note that each macronutrient will yield a specific amount of calories per gram.

Protein = 4 calories per gram
Carbohydrates = 4 calories per gram
Fats = 9 calories per gram

Below is how we determine our starting point:

Protein = 1g per pound of body weight
Fats = 25-30% total caloric intake
Carbohydrates = the remaining calories

Here is how this would look putting it all together.

Case Study A:
Male Client : Weighs 180lbs
180 x multiplier of 15 = 2,700 calorie minimum each day

Protein = 180 (bodyweight) x 1g per pound = 180g of protein each day; which equates to 720 calories from protein each day. (180g of protein x 4 calories per gram = 720 calories)

Fats = 2,700 (daily caloric intake) x .3 (30%) = 90g of fat each day or 810 calories from fat. (90g of fat x 9 calories per gram = 810 calories)

Carbs = 2,700 daily calories - 720 calories from protein - 810 calories from fats = 1,170 calories from carbohydrates. 1,170 calories divided by 4 calories/gram = 292 grams of carbohydrates each day.
So for this particular individual, their initial macro breakdown would be:

Daily Caloric Goal = 2,700 calories
Protein = 180g per day
Fats = 90g per day
Carbohydrates = 292g per day

THE FIVE RULES OF HYPERTROPHY

Case Study B:
Female Client : Weighs 135lbs
135 x multiplier of 15 = 2,025 calorie minimum each day

Protein = 135 (bodyweight) x 1g per pound = 135g of protein each day; which equates to 540 calories from protein each day. (135g of protein x 4 calories per gram = 540 calories)

Fats = 2,025 (daily caloric intake) x .25 (25%) = 56g of fat each day or 506 calories from fat. (56g of fat x 9 calories per gram = 506 calories)

Carbs = 2,025 daily calories - 540 calories from protein - 506 calories from fats = 979 calories from carbohydrates. 979 calories divided by 4 calories/gram = 244 grams of carbohydrates each day.

So for this particular individual, their initial macro breakdown would be:

Daily Caloric Goal = 2,025 calories
Protein = 135g per day
Fats = 56g per day
Carbohydrates = 244g per day

THE FIVE RULES OF HYPERTROPHY

Rule #3: Strength Train 4x per week.

You have to give your body a reason to grow! Muscles respond to the demands we place on them. Ask your muscles to lift weights, and they'll respond by getting bigger and stronger. Ask your muscles to help you set a new groove in the couch, they'll shrivel up and become weaker.

When it comes to training for hypertrophy and muscle growth, your workouts need to be specific to your goals and focused around resistance training. Resistance training with weights is what challenges, fatigues and triggers the muscles to grow.

You can't just go through the motions either, training for HYPERTROPHY is about making an exercise as HARD as possible on a muscle, not finding the path with least resistance.

You need to have intentional and focused workouts. Progressive overload is absolutely essential for continuous progress and growth in the gym. If you go into each workout with mediocre effort and consistently repeat the same weight, reps, rest, and tempo every workout, you should expect mediocre results in return. We need to challenge ourselves every workout. Without consistent progression and focused training, our muscles have no reason to grow and those added calories will more likely be stored as fat.

Do the big lifts and lift as much as possible with FLAWLESS technique, execution, a mind-muscle connection, and a smooth controlled range of motion. Do this each and every workout without fail and both your strength and muscle growth will skyrocket!

It's ideal to train 3-4 times per week, 4 being our preferred training frequency and split. This ensures that we are maintaining an appropriate balance between training and challenging the body while also providing enough recovery to drive growth and progress from workout to workout.

THE FIVE RULES OF HYPERTROPHY

Rule #4: Drink 2-3L of water each day.

Proper and effective hydration is an often overlooked aspect of dieting for muscle growth. Water is essential and involved in every bodily process. Just a 10% decrease in hydration levels can negatively impact our energy levels, decrease performance, and slow our ability to burn fat and build muscle. Prioritizing hydration ensures we are keeping an optimal fluid balance within our bodies, driving nutrient delivery and keeping the metabolism running high.

Keep in mind that muscle is made up of about 80% water and only 20% is actual muscle protein, when we start to slack in the hydration department our muscles ability to work and recover will also start to decline. Since our goal is to maximize training performance, muscle growth, and recovery we have to prioritize hydration!

It's ideal to drink 2-3 Liters of water every day. Another common method of hydration is to consume ½ your bodyweight in ounces each day. So in our above case studies this would mean for our 180lb male client drinking a minimum of 90 oz and our 135lb female client drinking a minimum of 67.5 ounces each day. Considering there is 33.8 ounces of water in a Liter, this puts both clients right in our recommended 2-3 Liters of water per day.

THE FIVE RULES OF HYPERTROPHY

Rule #5: Get a minimum of 7 hours of sleep per night.

You can only grow from what you can recover from. Contrary to popular belief, when working out and training in the gym we aren't actually building anything. Training and exercise actually fatigue and breakdown muscle tissue, it's the time between workouts that our bodies are recovering and rebuilding themselves. While we sleep this recovery and rebuilding process is kicked into high gear!

For most people getting quality sleep is an afterthought in their daily lives, let alone when it comes to their fitness and health goals. What most fail to realize is that when we sleep our bodies natural anabolic hormones and muscle building processes are at peak levels. During sleep natural fat burning and muscle building hormones such as growth hormone are at their highest and are putting all those excess calories we are consuming into rebuilding and refueling our bodies. When you neglect your sleep you are putting these processes on halt and you will never reach your peak muscle building and recovery potential.

A MINIMUM of 7 hours of quality restful sleep is ideal to get the most out of your recovery and support quality muscle growth.

WEEKLY CHECKLIST:

HYPERTROPHY

NAME: _____ WEEK: _____

MONDAY

- ◯ _____ Calories
- ◯ Train
- ◯ 7 Hours of Sleep
- ◯ _____ Protein
- ◯ 2-3L of Water

TUESDAY

- ◯ _____ Calories
- ◯ Train
- ◯ 7 Hours of Sleep
- ◯ _____ Protein
- ◯ 2-3L of Water

WEDNESDAY

- ◯ _____ Calories
- ◯ Train
- ◯ 7 Hours of Sleep
- ◯ _____ Protein
- ◯ 2-3L of Water

THURSDAY

- ◯ _____ Calories
- ◯ Train
- ◯ 7 Hours of Sleep
- ◯ _____ Protein
- ◯ 2-3L of Water

FRIDAY

- ◯ _____ Calories
- ◯ Train
- ◯ 7 Hours of Sleep
- ◯ _____ Protein
- ◯ 2-3L of Water

SATURDAY

- ◯ _____ Calories
- ◯ Train
- ◯ 7 Hours of Sleep
- ◯ _____ Protein
- ◯ 2-3L of Water

SUNDAY

- ◯ _____ Calories
- ◯ Train
- ◯ 7 Hours of Sleep
- ◯ _____ Protein
- ◯ 2-3L of Water

ONE:
Eat in a caloric surplus.

TWO:
Consume 1g of protein per bodyweight.

THREE:
Strength train at least 4 times a week.

FOUR:
Drink 2-3L of water.

FIVE:
Get a minimum of 7 hours of sleep.

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FIVE RULES CHECKLIST

HYPERTROPHY

PHASE ONE

DAILY CHECKLIST

		CALORIES	G PROTEIN	STRENGTH TRAIN	2-3 L WATER	7 HOURS SLEEP
WEEK ONE	Day 1					
	Day 2					
	Day 3					
	Day 4					
	Day 5					
	Day 6					
	Day 7					
WEEK TWO	Day 8					
	Day 9					
	Day 10					
	Day 11					
	Day 12					
	Day 13					
	Day 14					
WEEK THREE	Day 15					
	Day 16					
	Day 17					
	Day 18					
	Day 19					
	Day 20					
	Day 21					
WEEK FOUR	Day 22					
	Day 23					
	Day 24					
	Day 25					
	Day 26					
	Day 27					
	Day 28					

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FIVE RULES CHECKLIST

HYPERTROPHY

PHASE TWO

DAILY CHECKLIST

		CALORIES	6 PROTEIN	STRENGTH TRAIN	2-3 L WATER	7 HOURS SLEEP
WEEK FIVE	Day 1					
	Day 2					
	Day 3					
	Day 4					
	Day 5					
	Day 6					
	Day 7					
WEEK SIX	Day 8					
	Day 9					
	Day 10					
	Day 11					
	Day 12					
	Day 13					
	Day 14					
WEEK SEVEN	Day 15					
	Day 16					
	Day 17					
	Day 18					
	Day 19					
	Day 20					
	Day 21					
WEEK EIGHT	Day 22					
	Day 23					
	Day 24					
	Day 25					
	Day 26					
	Day 27					
	Day 28					

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FIVE RULES CHECKLIST

HYPERTROPHY

PHASE THREE

DAILY CHECKLIST

		CALORIES	G PROTEIN	STRENGTH TRAIN	2-3 L WATER	7 HOURS SLEEP
WEEK NINE	Day 1					
	Day 2					
	Day 3					
	Day 4					
	Day 5					
	Day 6					
	Day 7					
WEEK TEN	Day 8					
	Day 9					
	Day 10					
	Day 11					
	Day 12					
	Day 13					
	Day 14					
WEEK ELEVEN	Day 15					
	Day 16					
	Day 17					
	Day 18					
	Day 19					
	Day 20					
	Day 21					
WEEK TWELVE	Day 22					
	Day 23					
	Day 24					
	Day 25					
	Day 26					
	Day 27					
	Day 28					