

# Easy Strength

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# Think Like a Freak

***Knowing what to  
measure simplifies life.***

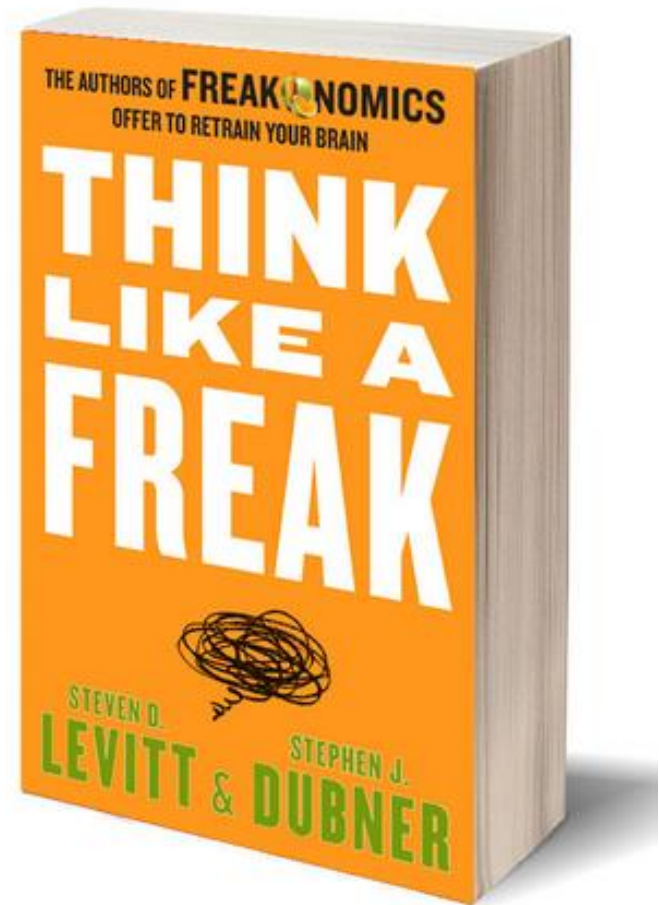
(Strength Coach: Load?)

***Conventional wisdom is  
usually wrong.***

(“Arm Day” “Cardio”)

***Fear of the obvious***

(To get stronger, lift  
weights)



# Is there an “easy” way to get strong?

- Lift Heavy.
- Do the Fundamental Human Movements
- Keep your reps and sets low.
- Stop your sets and your workout before you get fatigued.
- Don't even struggle.
- Basically, never miss a rep; keep plenty in the tank and keep coming back.

# Easy Strength

## Pros

Deep Roots in Lifting History

Positive (and Shocked) Feedback from Users

Excellent for non-PED Using Athletes

Great for QIII Athletes, Fat Loss Clients and Everybody Else(s)  
(Stop letting football wag the tail of the Strength Coach's job)

Time Friendly for Busy People

## Cons

Arnold didn't do this.

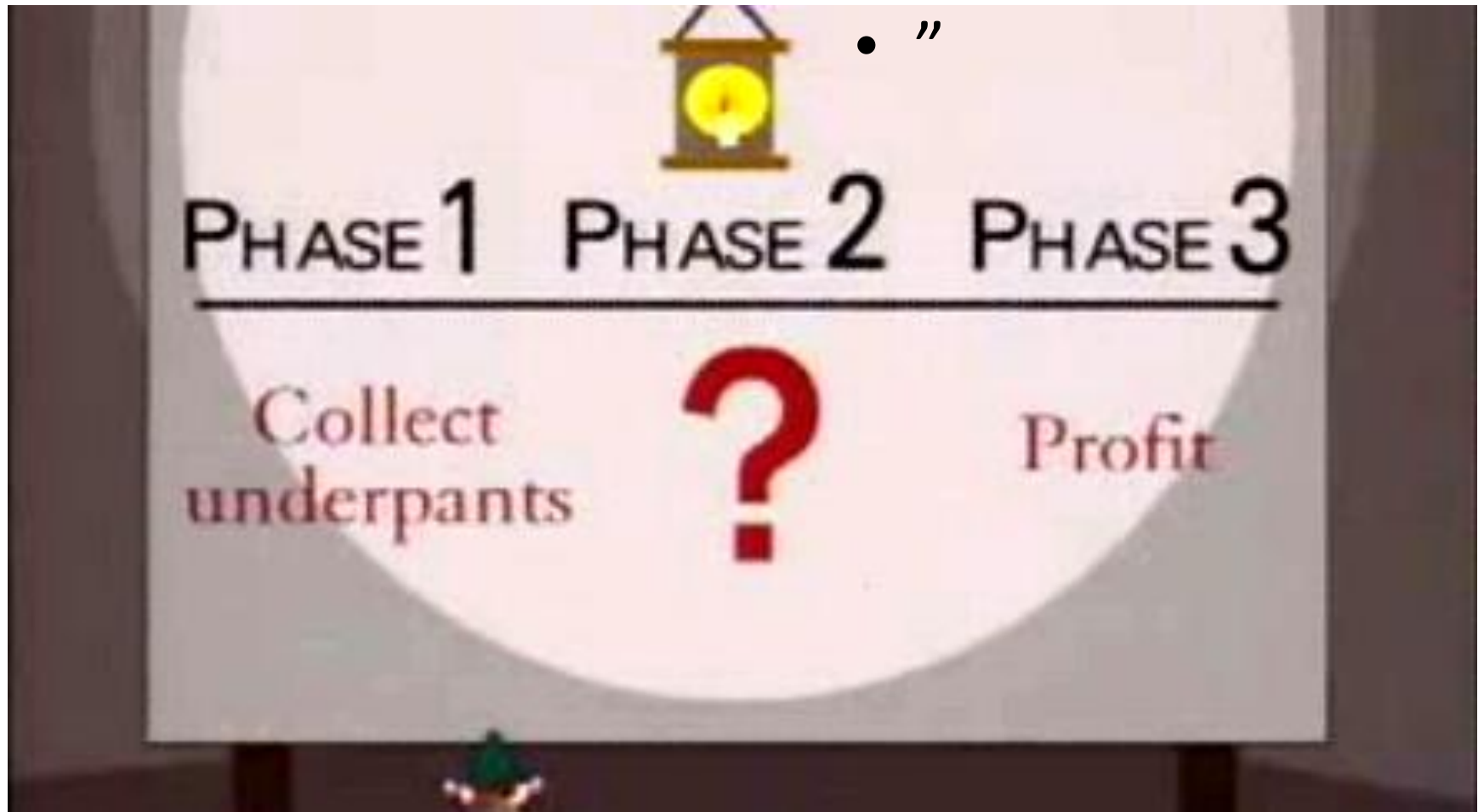
Since the advent of anabolics, you don't see this kind of thing in popular fitness writing.

QII athletes still need armor building and lots of other qualities from the weightroom.

Since it doesn't take very long, athletes discount it.

The big one: It is tough for the modern athlete to "think on their own" and logically pick loads that "feel right" today.

# How do we know *IT* works? It does! South Park's Underpants Gnomes



# The Two Tests I Use to “Prove” Things

## **Farmers Walk for Distance**

(100 yards)

(Use a Trap Bar)

- Under 135: 135 pounds
- 135-185: 185 pounds
- 185-205: 205 pounds
- Over 205: 225 pounds
- Male or Female

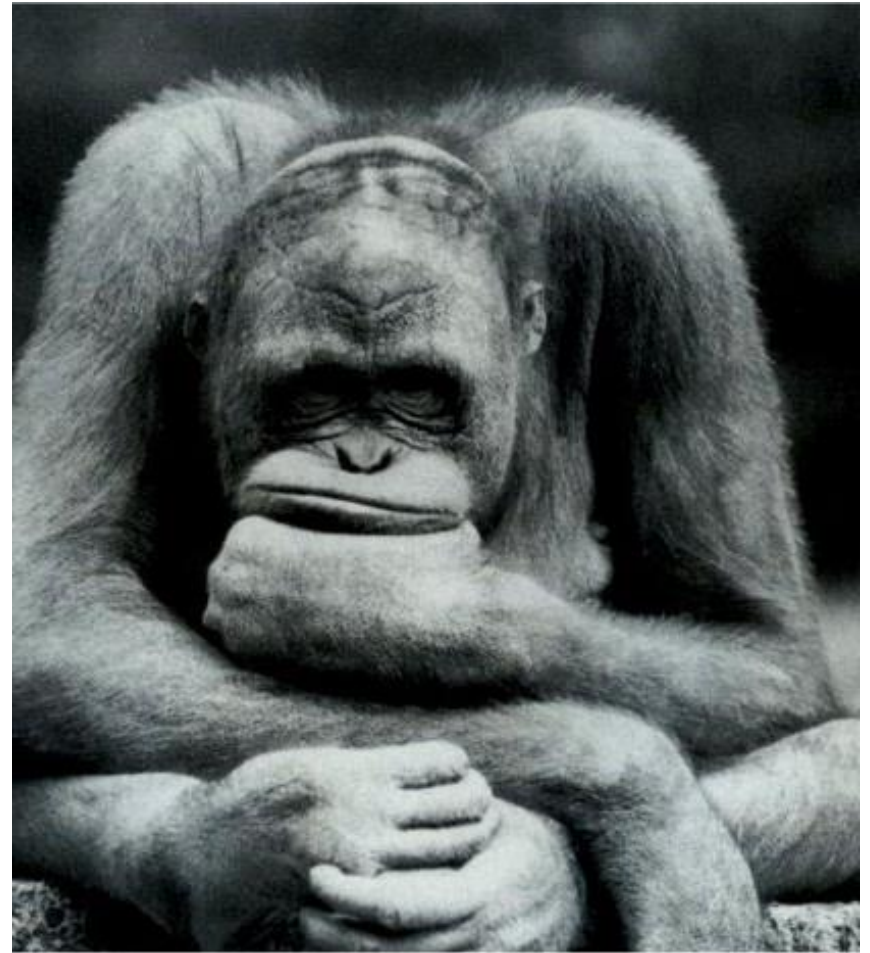
## **Standing Long Jump**

- The SLJ and Farmers Walk assess the program.
- SLJ up...universally good.
- Farmer Walk up...universally good.
- Other variations (down!) need discussion. It's not “bad,” to pack on 30 pounds of muscle and not improve your SLJ, for example.

# Epistemology

- The Study of Knowledge
- We “know” that lifting weights makes us stronger.
- How?
- Don’t know!

*Authority, Deductive Logic  
and Phenomenology*



# Authority, Deductive Logic and Phenomenology

What do the BEST coaches do?

What do the BEST athletes do?

(Ask! Tom Fahey and Dave Davis's method)

What works for you in your situation?

This last one is big...nothing worse than going to a place with a 10 million dollar budget and you have a \$100 budget!



# Science is The Fourth Method

## DeLorme (Watkins) and Janda

**Tragically, it was Polio that connects them all**

- Sets and Reps
- “The DeLorme Protocol”
- Three sets of Ten (Eight)
- RM
- 1 x 10 @ 50% 10RM
- 1 x 10(5) @ 70(75)% 10 RM
- 1 x 10 @ 100% 10 RM

"Restoration of muscle power by heavy-resistance exercises" (1945)

*Journal of Bone and Joint Surgery.*

### Tonic/ Phasics of Janda

Phasic – get weaker	Tonic – shrink
Glutes	Pectorals
Rhomboids	Biceps
Deltoids	Upper traps
Triceps	Hamstrings
Abs	Hip flexor

# *The Physiology of Strength*

## Theodor Hettinger, MD:

- • The calves can increase in strength 6% a week; the glutes 4%; the triceps 3%; and the biceps 2%.
- • Men are stronger than women. In tests, some parts of women are 55% as strong as men (forearm extensors), but in the hip area it rises to 80%.
- • Strength peaks in the late twenties and maintains for a long time, and then gradually declines, especially in untrained populations.
- • It's easier to train in the summer, and Vitamin D might help that, too
- • Injecting Testosterone seemed to make everybody train better for a long time.

**All this science! So, let a Strength Coach sum this:**

Increase your strength. Absolute Strength is the glass and “everything” else is the liquid..

Get the biggest glass you can't get and you can fill it with more “stuff.”



# Key Principles of Strength Training...for Strength Coaches

1. Strength  
Training for *Lean  
Body Mass* and  
*Joint Mobility*  
*Work* trumps  
everything else.

2. Mastery of  
Fundamental  
Human  
Movements is  
Fundamental.

# Janda and the Fundamental Movements

- Push: Deltoids and Triceps
- Pull: Rhomboids
- Hinge: Glutes
- Squat: Glutes
- Loaded Carries: Glutes
- Sixth Movement: Abs, Obliques, Glutes...all the Extensors

# Now, I can expand on this...

Movement	Pattern	Slow Strength/ Grind	Symmetry	Triads	Olympic Lifts
<b>Push</b>	Plank	(Bench) Press Push-up	1 arm (bench) press 1 arm waiter press 1 arm bottoms up press	Push press/jerk  Swing  Litvinovs, Litvisprints, Litvisleds	Squat Snatch  Clean & Jerk
<b>Pull</b>	Bat Wing	Pull-up Row	1 arm row		
<b>Hinge</b>	Hip crease hand squeeze Butt back hand push <b>Hinge assessment tool</b>	RDL stretch Waiter bow <b>Goat bag swing</b>	Suitcase Hinge		
<b>Squat</b>	KB Sumo DL Potato sack squat <b>Goblet squat</b>	Dbl KB Front Squat	Single KB Front Squat Overhead squat(front-to-back sym.)		
<b>Loaded Carry</b>	Farmer's Walk Heatbeat walk Horn walk	Prowler Car push	1 arm carries: Waiter Walk Rack Walk Suitcase Carry Cross Walk		

# The World's Fastest "Personalized" Program...

- Whatever they are not doing...Do!
- Rocky: I dunno, she's got gaps, I got gaps, together we fill gaps.
- Push
- Pull
- Hinge
- Squat
- Loaded Carry
- Sixth Movement: Groundwork, Brachiating

# Goblet Squat and Farmers Walk

“These don’t hurt!”



“What muscle does this build?”  
All of them...





# Is there an “easy” way to get strong?

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- Basically, never miss a rep; keep plenty in the tank and keep coming back.

# The Threads of Easy Strength

*George Hackenschmidt and Percy Cerutti*

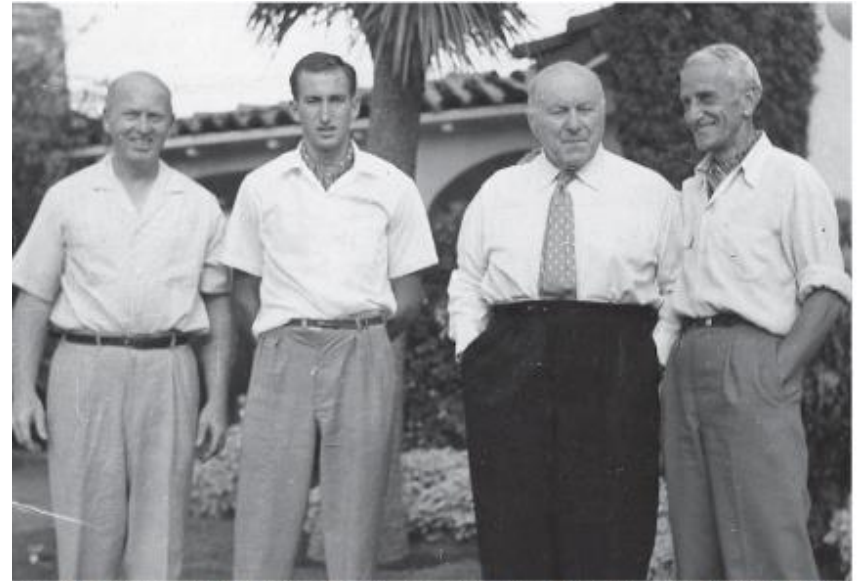
Letters first, then meeting a few times.

Cerutti's advice to RUNNERS:

Run Hills

Lift Weights

*A Marathoner should BP  
bodyweight and DL Double  
BDWT!!!*



One of Hackenschmidt's most devoted disciples was Australian track coach Percy Cerutti, who trained gold medalist Herb Elliott for the 1960 Olympics. Cerutti was converted to weight training because of Hackenschmidt, and in his own books on running, gave Hackenschmidt credit for this inspiration. On a trip to California in the mid-1960s, Ray van Cleef (left), Olympic Gold medalist Herb Elliott, George Hackenschmidt, and Australian track coach Percy Cerutti met and posed for the camera.

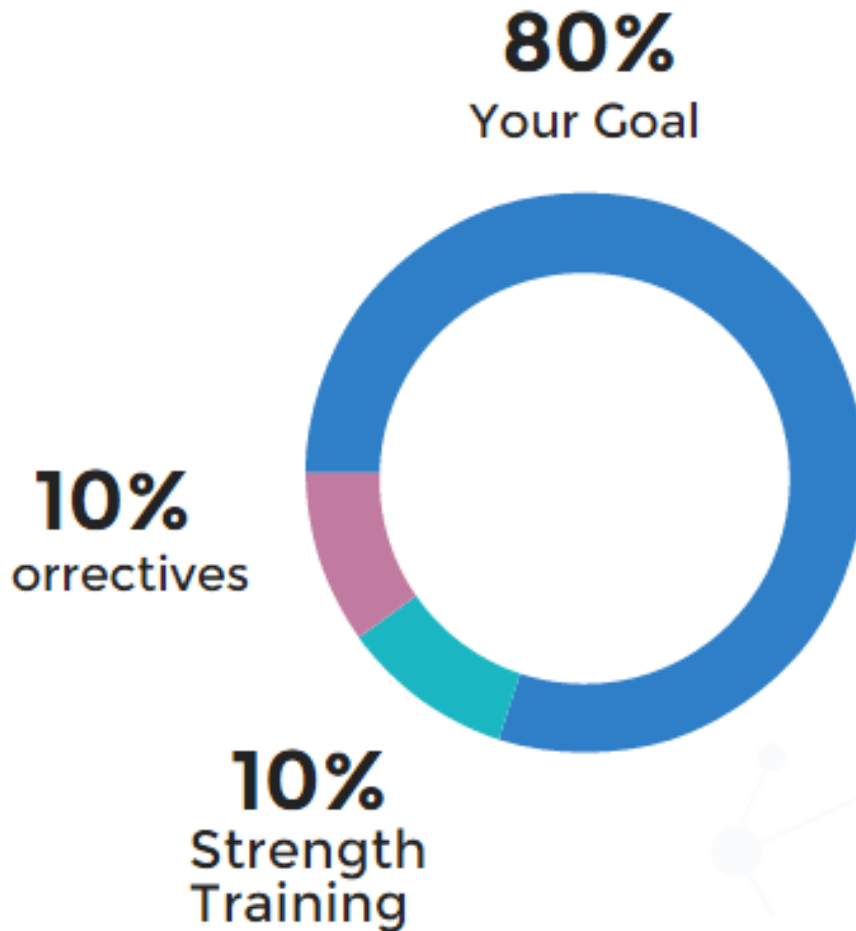
# Percy's Template

*1. Deadlift. 2. Press.. Cerutti liked the bench press. 3. An explosive full body move. He liked the heavy dumbbell swing. 4. Pull. Cerutti liked pull-ups and cheat curls. Cheat curls are like a power clean with a curl grip (power curls) or that bouncing heavy bar curl you see every many trainees do. 5. Ab Exercise. If deadlifts make you go one way, the ab exercise should strengthen you in the other. After going heavy on these lifts with **two to five sets of two to five** (save for swings and abs where the reps go fairly high), you hang from a pull-up bar and stretch for a few minutes.*

# Pavel's Advice to Me in 2003

*“For the next 40 workouts, pick five lifts. Do them every workout. Never miss a rep, in fact, never even get close to struggling. Go as light as you need to go and don't go over 10 reps in a workout for any of the movements. It's going to seem easy. When the weights feel light, add more weight.”*

# Total Time Allotted for Athletes



Discus Throwers:  
Throw!

Swimmers:  
Swim!

*You get the point...*

(Josh Hillis on Fat Loss:  
80% of TIME on Food  
Prep/Shopping!)

# For Easy Strength, Focus on the Fundamental Human Movements

- **Upper body push**, like bench press and push-ups
- **Upper body pull**, like rows and pullups
- **Hinge**, like deadlifts, good mornings or kettlebell swings
- **Squat**, like front squats, back squats or goblet squats
- **Loaded carry**, like a farmer's walk
- **Everything else**, like single-leg exercises, Turkish getups and core exercises

# And, it can be very simple for reps and sets

The rule of 10 simply means to program 10 or fewer reps per training session. You can organize this into different rep and set schemes, like—

- Three sets of three
- Five sets of two
- Two sets of five
- Five-three-two
- Six to 10 singles

# The Quadrants

Understand that the IMPACT of the Strength Coach has to be clear.

“Looks like Tarzan, Plays like Jane”



# The ROLE of the Strength Coach: Fuzzy or Clear?

Make people stronger?

*“Look with favor upon a bold beginning.”*

Virgil

- Gray Cook and Mike Boyle: “increase the number of quality workouts/performances.”

# The *Impact* depends on *Qualities*

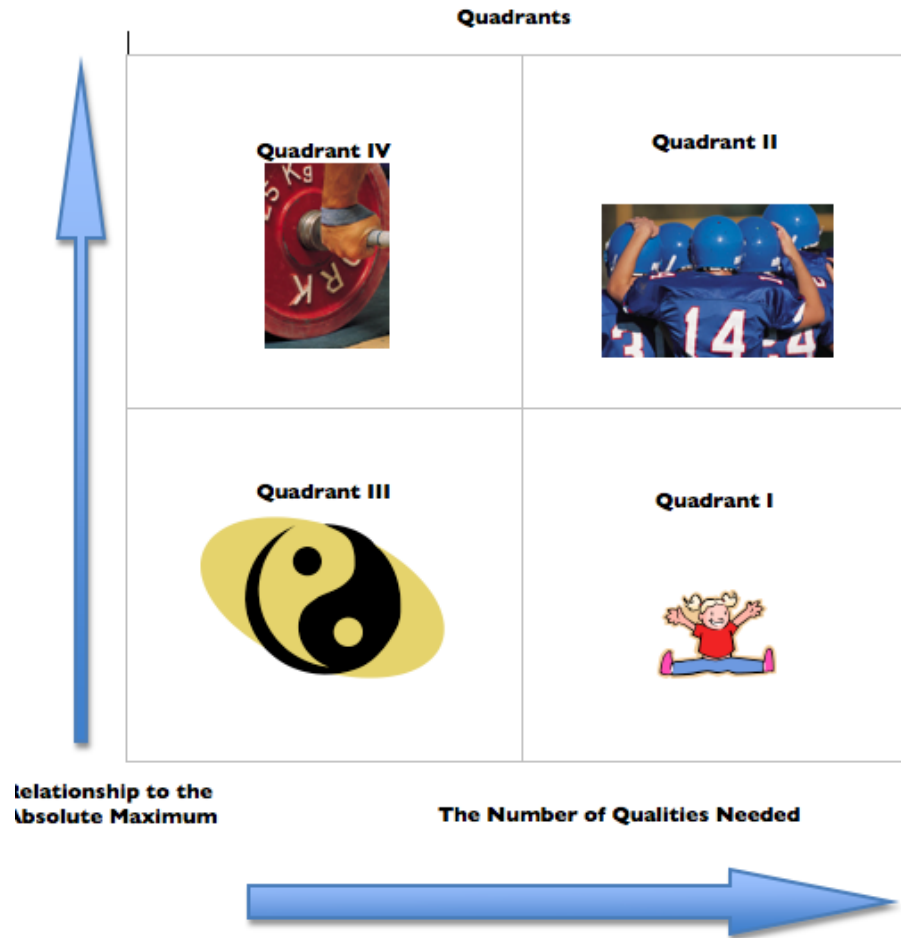
- Fat Loss
- Hypertrophy
- Cardio
- Power
- Flexibility
- Agility
- Balance
- Skill
- Size
- Leverages
- Tactics
- Strategy
- Joint Mobility

*And everything else you  
can type...*

# Lots of Years go by...

- **The Great Insight: The Quadrants.**
- **Two principles:**
- **The number of qualities the athlete needs to master the sport and, the relationship to the Absolute Maximum of each quality.**

# The Quadrants



# Quadrant II

- It's amazing stuff, even at the lowest level (HS Football)
- It's mostly collision sports and collision occupations
- It's what most of you think you should do.
- It isn't what most of you should do.



# QIII: The “Money Maker”

- Fat loss clients are QIII: Few Qualities/Lo Level

Food Journal

Mobility Work

Kbell Swings

All Olympic sports,

...save Sevens



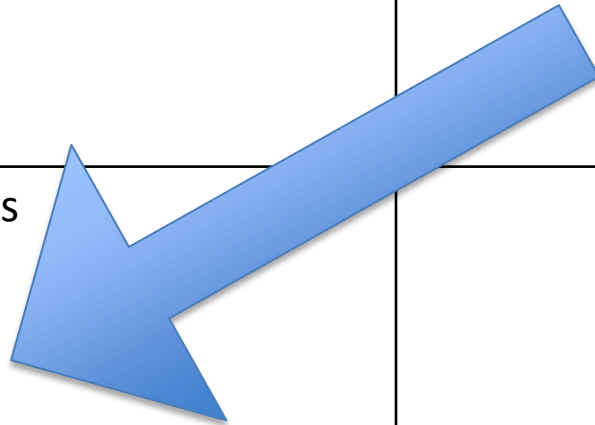
There is only one Rule in QIII:  
Do what you say you need to do



# And a Big “Freebie”

If your sport is QII, you want to slowly move to QIII

I have had some serious Fighters tell me this is the “Secret.”





# The Quadrant Discussion Gives Clarity

For QII, I have tumbling, Monkey Bars, O lifts, Powerlifts, Kbell work, bodyweight work, hurdle work and the world of locomotion.

For QIII, like a thrower: O lift and Throw (That's It)

For QI, teach the kids a broad range of things...I can't coach QIV.

So, East Strength is a TOOL for a specific programming target: get stronger.

# *The CORRECT Way to Program*

- Plan the Hunt
  - Hunt
- Discuss the Hunt
- Thanks to J. Stanton's "The Gnoll's Credo" for this...

# Jim Gaffigan on Programming

- “Mexican food’s great, but it’s essentially all the same ingredients, so there’s a way you’d have to deal with all these stupid questions. “What is nachos?” “...Nachos? It’s tortilla with cheese, meat, and vegetables.” “Oh, well then what is a burrito?” “Tortilla with cheese, meat, and vegetables.” “Well then what is a tostada?” “Tortilla with cheese, meat, and vegetables.” “Well then what i-” “*Look, it’s all the same s--* ! Why don’t you say a Spanish word and I’ll bring you something.”

# Rules of Easy Strength/40 Day

1. For the next 40 workouts,  
do the exact same training program every day.

(For the record, I find that most of my goals are reached by day 20 or 22, so you can also opt for a shorter period.)

# “Just” Five Exercises

2. Pick five exercises.

I suggest you do a squatting movement like the goblet squat or overhead squat as part of the warm-up, as you don't want to ignore the movement, but it might be fun to focus on other aspects of your body.

Squatting in the 40 Day really makes it much harder.

“Increase your Hinge, Maintain your Squat”

# 3. Focus on THESE Five

- A large posterior chain movement (the Deadlift and Variations)
- Upper body push (bench press, incline bench press, military press)
- Upper body pull (pull-ups, rows, or, if you've ignored them like me, heavy bicep curls)
- A simple full-body explosive move (kettlebell swings or snatches)
- And something for what I call an "anterior chain" move (an abdominal exercise). I think the ab wheel is king here, but you can also do some movements best suited for lower reps. (Hanging Leg Raises/L-Sits)

## 4. Reps are minimal

Only do two sets of five reps per workout for the deadlift and push/pull exercises

One set of 20 to 50 for the explosive move.

Do a solid single set of five reps for the abs.

Two Sets of Five

Five Sets of Two

Three Sets of Three

Six Singles

Five-Three-Two

75-250 Total Reps on Swings

**OTHER REP SCHEMES THAT HAVE  
WORKED**

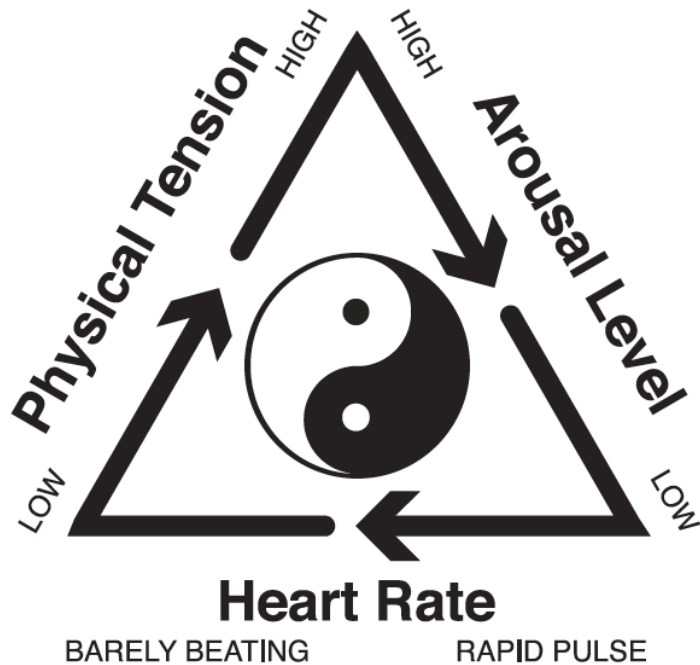


# The HARDEST Two for Great Ones

5. Never plan or worry about the weight or the load. Always stay within yourself and go heavy "naturally."

6. Don't eat chalk, scream, or pound on walls. Simply do each lift without any emotion or excitement and strive for perfect technique.

# The Strength Coach can support Elite Performance...



Appropriate Heart Rate

Appropriate Physical  
Tension/Relaxation

Appropriate Arousal

# “Only Three Fifteen Minute Sessions” and “The Three Keys Questions”

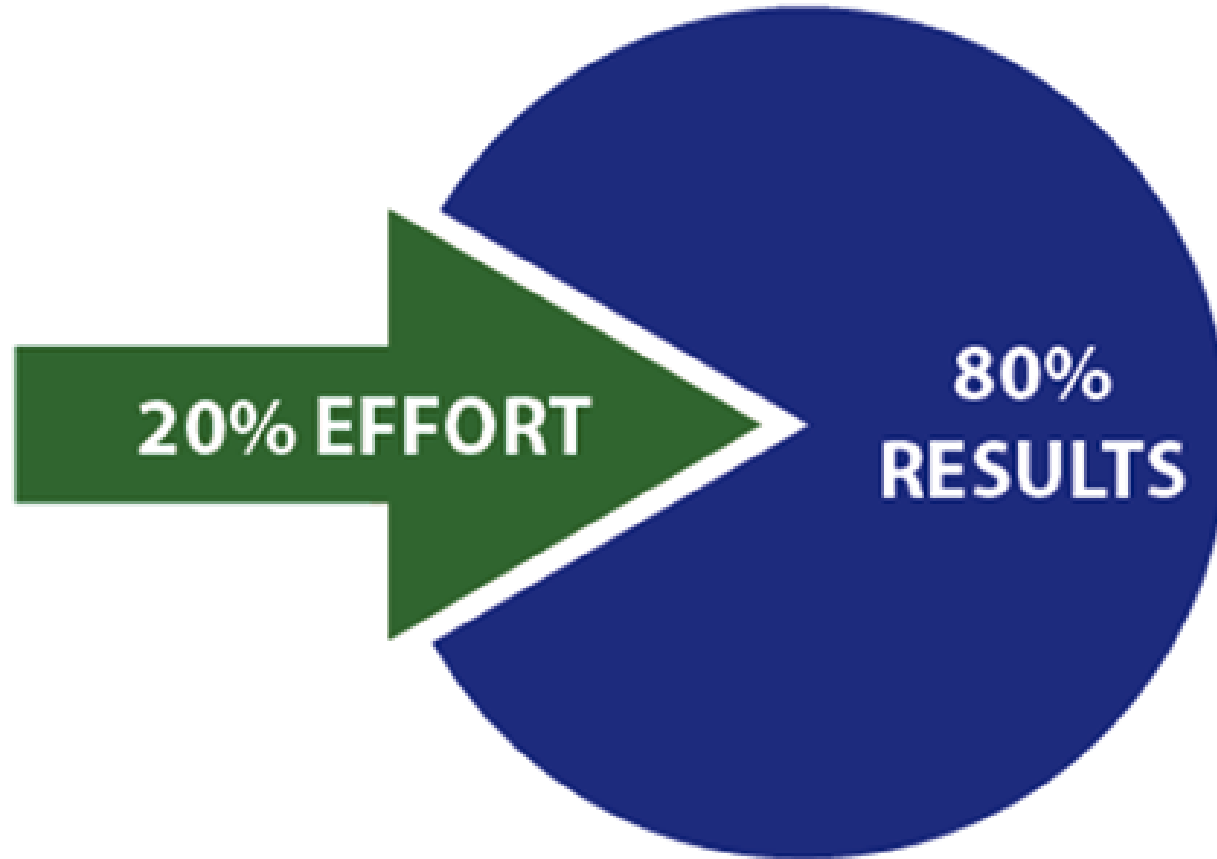
What are the three...and only three...keys to winning?

Fighter Pilot: “Speed is life.” “Hit and Run.”  
“Straight lines, small hooks.”

Famous Basketball Coach: “Offensive Rebounds.” Transition Defense.” “Free Throws when tired.”

Josh Hillis (Fat Loss): “Food Prep” “Food Journal”  
“Get Stronger”

# Pareto's Law



# Two Examples: B-Ball and Hurdles

Free Throws when tired.

1. Heart Rate?
2. Tension/Relaxation?
3. Arousal Scale?

Transitional Defense.

1. Heart Rate?
2. Tension/Relaxation?
3. Arousal Scale?

Offensive Rebounds

1. Heart Rate?
2. Tension/Relaxation?
3. Arousal Scale?

It's TEN Hurdles (Not 1-2-3)

1. Heart Rate?
2. Tension/Relaxation?
3. Arousal Scale?

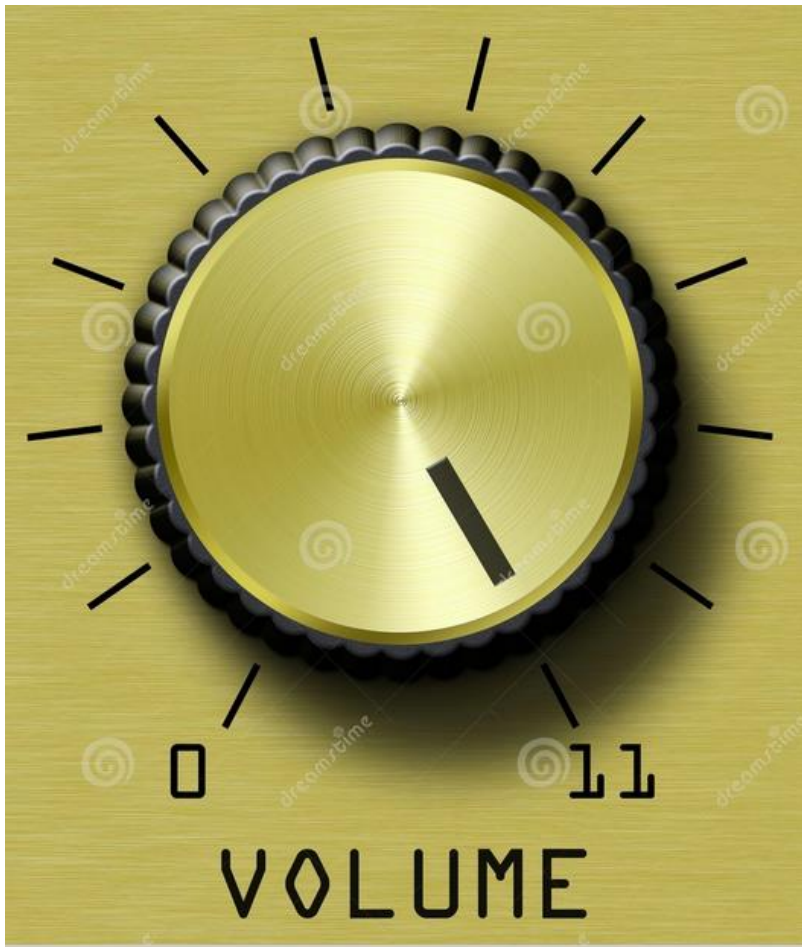
Attack with the lead knee

1. Heart Rate?
2. Tension/Relaxation?
3. Arousal Scale?

It's the TENTH Hurdle

1. Heart Rate?
2. Tension/Relaxation?
3. Arousal Scale?

# Correct the Correctable: HR, Arousal and Tension



Find the 80%,  
Find the Three Keys,

Then, match some of the  
training to the  
*Appropriate* HR, Arousal,  
and Tension

# Too much Physical Tension? Too Tight?

Fast-loose drills from Bud Winters

- Shake it out
- Wiggle the jaw
- Smile
- Reg Park Thighs

Breath Control (Counting is the simplest)

Heat!



# Too Little Physical Tension? Too LOOSE?

Planks!

Isometrics.

Cold!

This is rare, but possible.  
“Psyching UP” seems to  
be something that you  
don’t see...but  
Powerlifters and Shot  
Putters might need it.





# Bud Winters taught us...

Physical relaxation leads to mental relaxation.

So, AROUSAL is going to be something that needs to be thought about and trained long before the event.

## Training Arousal

- One throw competitions
- Trading conditioning drills for successful completion of a task.
- Practicing “Switching it on and off”
- Question: Onside kicks?

# Strength Training to “Match” Arousal

Discus: a Four arousal event

Shot Put: a Six or Seven arousal event

Football: Arousal levels change by situation (Idiotic “Made for TV” crap not withstanding...)

Snatch/Overhead Squat: a Four arousal lift

Clean and Jerk/Clean and Press: a Six or Seven arousal lift

Tumbling, Complexes, Circuits: Changing arousal training

# Heart Rate!

The easy part:

If it is too low...jump around, whip your arms, move...I think you know what to do!

The hard one:

Too high! Breathing drills, calming drills, “catching your breath,” resting...all easy to say in a nice warm room.

Field of Play? Needs practice!

Defenders...can you actively rest when the ball is attacking the goal?

# The “Dusty Corners”

Low tension (High Relaxation/looseness) plus low HR

1. Sleep. Good food. Hot tub
2. Powerlifting/Planks/Presses

High Tension/High Arousal

3. Traditional “mindless” Cardio Work

High HR/Low Arousal

You know, it’s not bad.

In fact, it’s pretty good.

Sleep. Good food. Hot tub



# Powerlifts/Planks/Presses



# Traditional “mindless” Cardio Work



ite

RAPID PULSE



# Easy Strength

- Supports the need for Strength
- Can be used in conjunction with appropriate HR, Tension and Arousal
- Takes little recovery
- Gets people strong.



# Links for More Insights

<https://megametaman.wordpress.com/2013/02/10/even-easier-strength-days-3-12/>

<http://www.strengthessentials.net/easystrength.html>

The “Next” Program, Even Easier Strength

<http://danjohn.net/2011/06/even-easier-strength-perform-better-notes/>