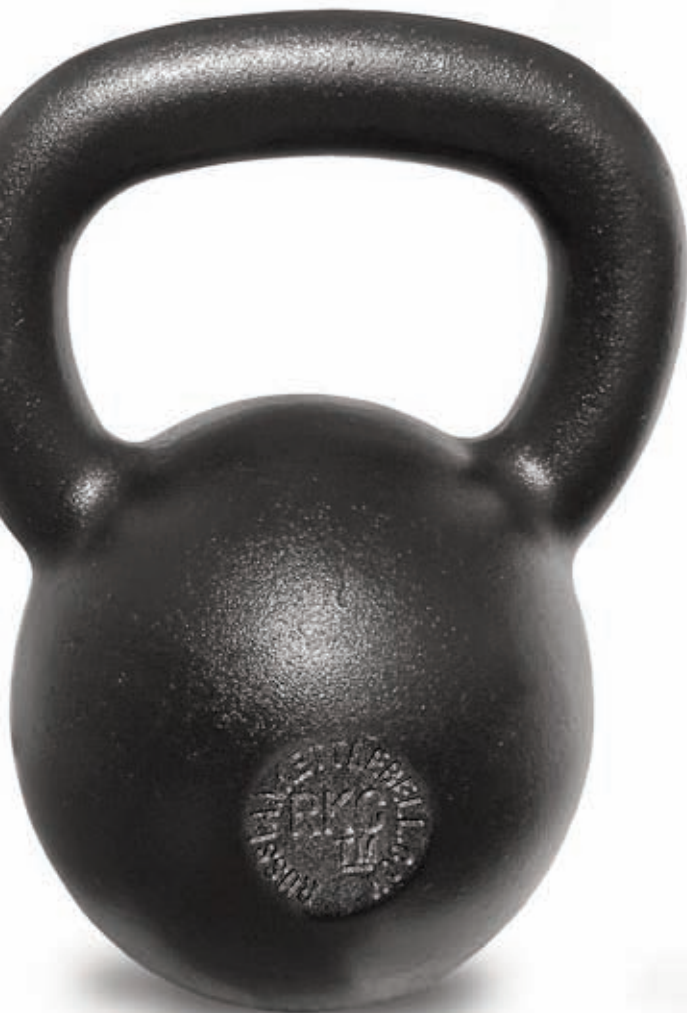


A Quick-Start Guide to

MASTERING THE HARDSTYLE™ KETTLEBELL SWING



*— By —
Master RKC,
Mark Reifkind*

So you bought a kettlebell— now what do you do?

You've heard about them enough to know it's the hottest thing in the training world and everybody is using them to get in the best shape of their lives. So you made the commitment, got your kettlebell and now what do you do?

You've heard of **Pavel** and the **RKC** and you know it's the premiere kettlebell certification in the world. The originators of the kettlebell revolution in the US. The first kettlebell certification ever offered. Makers of the best kettlebells on the market.

And you've heard it said that the **"kettlebell swing is the center of the RKC universe."** So if you are interested in learning how to use the tool you may as well go to the best and get it done right the first time.

Choice number one: receive hands-on, one-on-one instruction from an RKC; but if that's not possible here's the next option:

Get the same State of the Art, step-by-step progressions used at all RKC/HKC certifications by investing in [Mastering the HardStyle Kettlebell Swing](#).

With **Master RKC Mark Reifkind** and his wife the Queen of the Kettlebell Swing, **Tracy Reifkind, RKC** you get the inside path to kettlebell swing mastery and a skill that will serve you your entire life.

The kettlebell swing is the essence of the efficient workout. With just one move, one weight and the Deep Skill of the RKC progressions you will learn to produce amazing results in your body at will.

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Get these 9 great benefits from the kettlebell swing:

- 1) Build more muscle—with a chiseled, compact, toned look
- 2) Lose fat—in a hurry, but with long-term, sustainable results
- 3) Increase strength—with surprising carry-over for innumerable physical activities
- 4) Train hardcore cardio—for a powerful, “ageless” heart
- 5) Build speed and power—to be as explosive and as dynamic as you want to be
- 6) Increase your work capacity—to go longer and harder at any task
- 7) Develop muscles you never knew you had—for a perfectly proportioned physique
- 8) Strengthen and stabilize your back—a major key to pain-free high-level performance and athletic longevity
- 9) Build powerful legs—without wrecking your knees

All this in just no more than 30 minutes a workout.



2 A QUICK-START GUIDE TO MASTERING THE HARDSTYLE KETTLEBELL SWING

There are so many Kettlebell programs to choose from, why this one?

Nothing beats the kettlebell swing for maximum efficiency. It's been said the kettlebell swing is better than 99% of all strength and conditioning exercises. We think it's better than 100% of all strength and conditioning exercises for 99% of all people.

It's a game changer; one exercise that can really do it all. And it delivers what it promises. Ask around.

But which DVD will give you the most insight into the best progressions for getting up to Swing Speed fast and safest?

You can't go wrong with Pavel's classic *Enter the Kettlebell* or MRKC Brett Jones' and Mike Castrogiovanni's *RKCTL Kettlebell Basics*, but in all the DVDs the swing is just one skill of many.

In *Mastering the HardStyle Kettlebell Swing* the DVD is ALL ABOUT THE SWING. The drills, the skills, the progressions, the cues, the shortcuts and the corrections to commonly made mistakes in the basic four versions of the swing.

It's as close to being taught the swing at an HKC or RKC as you can get.

And even though the swing is a very basic movement, it's a lot trickier than people think to learn on their own. Especially if they don't know the critical progressions that have been hammered out to a fine sheen through many RKC certifications and innumerable discussions and analysis of the Chief Instructor, the Master and Senior Instructor Corp of the RKC.

Done properly the HardStyle Swing is a thing of beauty and power than **can transform a person's body from mush to hardened muscle and tone in record time.** Done poorly and well, it's just sad to watch.



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What makes it HardStyle?

What makes a swing HardStyle? First you have to understand that the RKC was born in Pavel's combat unit of the Russian Spetznaz (Special Forces), which utilized Okinawan based Shotokon Karate as its martial art of choice.

Shotokan was not fancy. It was all about straight lines, rooted postures, hard punches and blocks. One punch, one kill. Speed, strength and power were its components. It is termed a "Hard" style of martial art, to differentiate it from the more fluid, softer styles such as Aikido, Bagua or Tai Chi.

The HardStyle method chooses power over efficiency. It's not about saving your energy to go long. It's about using your strength and teaching your body to activate as a unit. "Many hands make light work" could be its motto.

The many hands are all the muscles of your body working together towards one goal: max power and acceleration.

Kettlebell ballistic exercises such as swings, snatches and cleans are done fast and crisply. Many have compared swing and snatch training to "sprinting with weight" and that's an apt description. But, with the kettlebell exercises there is no shock or impact damage on the joints. Nice combo there.



Just think about the difference between a marathon runner's body and a sprinter. **The kettlebell swing will build the sprinter's body. Any takers?**



***Which
body
do YOU
want?***

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Work Capacity, the Holy Grail of Fitness

Whether you are a budding young athlete or a high-mileage comrade with knees and back of glass, **the key to your enjoyment of life is your work capacity.** The higher it is, the easier everything you do is and the less it takes out of you.

The bigger the foundation, the higher the peak, but many times building that foundation ends up creating as many physical problems as it solves. If you are lifting weights traditionally, there is a lot of wear and tear on the joints as you strive to increase your strength and power and therefore your work capacity.

If you are running to build your capacity, it's that much the worse. 4-8 times your bodyweight on every foot strike eventually takes its toll on your feet, ankles, knees hips and spine. Plus it does nothing for your strength or physique.

NOTHING builds your work capacity as well as the kettlebell swing nor as safely. Basically a jump that doesn't leave the ground, the kettlebell swing will let the average person do Olympian workloads week in and week out! No joke.



The magic is in the acceleration of the swing. Swings have to be done strongly, crisply and with acceleration. This increases the force on the body 5-10 fold. **A 36 lb weight will be transformed into 180- 360 lbs of force ON EACH REPETITION!**

But with no shock impact on the joints. This allows you to use light weight and still get huge workloads accomplished. This means more calories burned as well and way more work for the old ticker.

So if you want to build up, slim down, increase strength, power or just get in the best shape of your life the simple kettlebell swing can do it for you!

But, Keats Snideman, RKC and Masters sprinter says, " Anyone can swing a kettlebell, but not everyone can do a proper kettlebell swing." *Mastering the HardStyle Kettlebell Swing* will take you from swing newbie to competent kettlebell swing trainer, if you follow along diligently.

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Ready for the RKC?

So you're already a trainer, know how to swing a kettlebell, perhaps snatch it, and are thinking of taking the ultimate challenge and signing up for the RKC Certification. What can *Mastering the HardStyle Kettlebell Swing* do for you?

The most important thing you will learn are the exact progressions, corrections, drills and skills taught the exact way they are at all RKC's. This will be a huge leg up as you prepare for your cert knowing exactly what is coming next in the skill progressions, what are the common mistakes, how to correct and which drills and stretches to use to do so.

You'll discover:

- 1) What neutral spine is, why it is so important and how to achieve it.
- 2) The hinge and why learning this correctly will save you hours of frustration, keep you from lower back injury and increase your real life strength across the board.
- 3) The Silver Back deadlift. THE way to pick things safely off the ground and the foundation position for the swing.
- 4) Power breathing and how to use your breath to make you stronger, and keep your back safe from injury.
- 5) How to make sure the 23,000 breaths you take each day don't make you weaker.
- 6) How to develop serious lat muscle while at the same time putting some serious horsepower into your swings.
- 7) How to solve the most common faults that beginners make when learning the swing and save your lower back in the process.
- 8) How to put an explosive start into all your swings and develop power along with stamina.
- 9) How to use the simple plank to strengthen your body like a gymnast and make your foundation stronger than ever.
- 10) The three basic swings, the two hand swing, the one arm swing and the true ballistic swing the hand to hand transfer. PLUS the Roundabout, Tracy's patented method for progressing to heavier one arm swings as well as increasing workloads exponentially.



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You'll also get two incredible workouts to go along with the basic swing instruction

Just getting through all the instructional drills will be a workout in itself for most people new to the kettlebell swing. It can be repeated many times over to great effect.



And once you go through all the drills and progressions you'll see very quickly what a workout just learning the swing is. But we've taken it to the next level and given you two progressive workouts, each building on the other and into an actual swing workout led by Tracy and with **Fawn Friday, RKC Level 2.**

You'll have no doubts about your competence with the kettlebell swing and all its variations once you've gone through this workout a few times! Tracy makes the difficult seem easy as she leads you strongly through all the work, coaching you the entire time to maintain proper form. How much better can it get? You'll be swinging like a Pro in no time flat.

So not only can this DVD get your swing ready for the RKC, but if you are already an RKC, it can reinforce how you learned to teach.

So you did it, you got your RKC and now you are a certified kettlebell instructor and ready to show the world the power of the kettlebell. But there was A LOT of information, coming at you very fast and every second that past you got more tired from the thousands of swings, cleans, presses and snatches that you did that weekend.

You have the manual to study but wouldn't you like a replay of the lectures about how to do each of the drills leading up to the most central of all kettlebell movements? Wouldn't you like to be able to study, in detail, the nuances of how to learn the best strength and conditioning exercise of all time? Of course you would. [Mastering the HardStyle Kettlebell Swing](#) will do just that for you.

You will become extremely comfortable with all the drills and skill and corrections and be able show your clients exactly how to do the same thing and take their swing training to the next level.

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It will be just like being back at the swing section of the RKC again, minus all “pain”. You’ll learn how to use the progressive drills for a super workout in and of themselves and how to train clients that may not be ready to swing a bell in the patterns of the swing and still give them a workout that they will remember.

When they are ready for the next level the next drill will be the perfect addition to their program leading them confidently up to the swings themselves and the beginning of their serious journey into fitness and conditioning.

Most ‘clients’ want very general things from their fitness training. They want to lose some weight, get toned, do it in the shortest time possible and NOT get hurt. The kettlebell swing as a stand alone exercise system accomplishes all this and more! And with Tracy’s fun and energizing workouts neither you nor your clients will ever be bored by a swing workout again!

Challenged, yes. Bored, no.

Using the kettlebell swing as the mainstay of a client’s exercise program, will allow SO many deconditioned people to ramp up their fitness in record time. Even the very overweight. It may be one of the only exercises they can do that will actually get their heart rates up safely enough to gain fitness fast.

Everyone should know by now my wife Tracy’s compelling story of how she used the kettlebell swing to lose over 100 lbs in less than a year and completely transform her physique from that of an obese person to a Super Athlete with all the muscles to match. Starting at age 44 no less! It’s never too late to get in shape when you have something as unbelievably effective as the kettlebell swing.



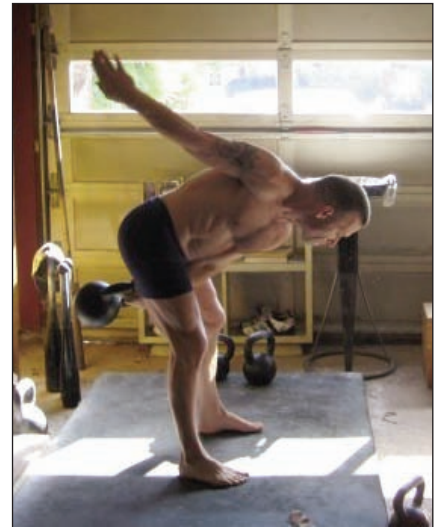
And nothing will burn more calories per minute than kettlebell ballistics (swings and snatches). We (RKC) documented it and the American Council on Exercise confirmed it.

Why use exercises that hardly burn any calories and do not work the body as a whole? It just doesn’t make sense when this incredible exercise is available to all. And now everybody can get the benefit of State of the Art instruction in the comfort of their own home.



Who is Mastering the HardStyle Kettlebell Swing For?

- 1) You've been hearing about these kettlebell things and **don't know where to start.**
- 2) You've heard that nothing burns more calories or works more muscle than kettlebell swing training but **you don't live close to a certified instructor and want to learn the best and the safest way to swing the kb.**
- 3) You're a trainer who wants to get kettlebell certified and wants to know the details of how the RKC teaches the "Center of its Universe", The swing.
- 4) You've tried other kettlebell methods and haven't gotten the in depth, detailed instruction you want.
- 5) **You're a busy person** who doesn't have all day to go to the gym and spend hours on a bike, lifting weights and doing yoga to maintain a base level of fitness and tone. You need a much more efficient solution. The HardStyle Kettlebell Swing.
- 6) You want to get strong at the same time you get your cardio in and **don't have time for both.**
- 7) You're small and **you want to build up.**
- 8) You're too big and **you want to slim down.**
- 9) **You're a serious minimalist** who loves the idea of one bell, one weight and one movement for a total body, complete workout.
- 10) **You're a high mileage comrade** who's been through the mill and whose knees and back can't tolerate what they used to. You need a serious exercise that just builds you up without tearing you down. You're no longer training for 'fitness', you are training for Life.
- 11) **You're a serious competitive athlete** that wants to know one of the best tools around for building and maintaining amazing power and speed that translates big time to your strength lifts and sport. In Sport, Speed is King, and Power is Queen. Nothing builds both like the HardStyle Kettlebell Swing.
- 12) **You're no longer a beginner kettlebell trainer** and are ready to go into Deep Skill; the subtleties and nuances interest you.
- 13) **You want to know how** to do the only exercise that my wife Tracy used to achieve incredible muscle tone and strength after losing over 100 lbs.



Once you learn the swing, experience for yourself why it's such an intense training experience as you follow along with Tracy workouts, designed to teach you the drills of the swing AS you get in shape at the same time.

Discover the secrets of a gymnast's hollow position with the RKC Plank.

1) Tight from toes to nose, the foundation of strength.

Learn how to activate the lats, the core and the glutes all at once and feel what HardStyle strength is all about. Use the RKC Super Plank to prepare for the HKC/RKC static hang test and get started on your journey to the Tactical Pullup

2) Learn how to stabilize and strengthen your shoulders in the plank.

See how to get the shoulders packed correctly, strengthen your critical serratus muscles, stabilize that scapula and prepare for all pushing and pressing motions with the solid foundation of strength the simple plank gives you.

3) See how the power position of the plank translates directly to the finish position of the swing.

The solid root and foundation that a correct HardStyle swing requires is directly transferable from the locked in power the plank builds. This is definitely one of the best assistance exercises to make your swing even stronger and as simple as it gets.



Touch the Handle Method

1) The easiest way to learn the more difficult one arm swing.

The one arm swing is probably the hardest of the swing variations to master as it requires much higher stabilization from the back and the shoulder as well as serious balance and coordination to “tame the arc” of the off centered weight.

We have streamlined this process with our own “touch the handle” method. A foolproof way to pattern the swing as well as put extra power into the swing.

The one arm swing works the lats 50% harder than the two hand swing and will really challenge your grip as well. It’s also essential to get to the next level of advanced ballistic moves such as the snatch and the KB clean.



2) The fastest way to master the quintessential ballistic swing, the Transfer.

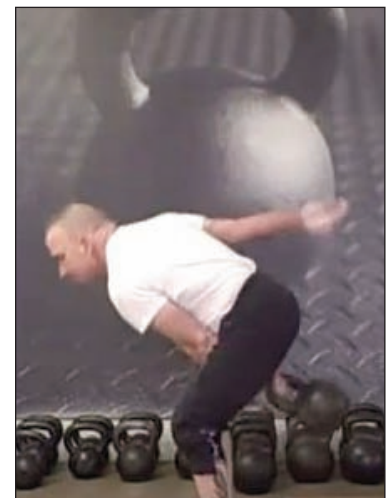
“Touch the Handle” method will simultaneously also set you up to master the most basic of the ballistic swings the Hand to Hand Transfer. KB juggling is just a step away once this basic move is second nature.

3) Gain 30% more power AND mobility from a simple arm movement.

Just learning how to use your non loaded arm properly in the one arm swing can increase your power output up to 30 %! Use this basic pattern of movement to significantly increase your efficiency at getting stronger faster!

Using the back arm swing properly can also simultaneously increase the range of motion in your thoracic spine, one of the tightest and most restricted areas we find in clients.

Think “speed skater” and you’ll get the idea. Who would think the swing had it’s own gait cycle? But it does and you need to learn how to harness it. We’ll show you how.



Breath Control: the Power of the diaphragm.

- 1) **Why how you breathe can make or break your strength.**

Do you know the difference between anatomical breathing and biomechanical breathing? Learn why using the wrong type of breathing can rob you of strength and power and put your lower back at risk.

Even people with sketchy backs have great success with the swing and learning to use your diaphragm correctly can make all the difference. Have strength and power for life!



- 2) **23,000 breaths a day, are you getting the O₂ you need?**

We take about 960 breaths on average every minute.

Using the wrong muscles to breathe can severely limit the amount of oxygen you get everyday reducing your endurance, power and slowing your metabolism. If you don't use your diaphragm to breathe correctly you get up to 2/3rds less oxygen! Not the best thing for performance or health.

Not to mention chronically locked up trapezius, neck and jaw muscles which can lead to a slew of health and pain issues.

- 3) **How not to use your core to stabilize your back.**

Learning how to use your midsection to create "super stiffness" and true core stability is going to make your swings and your back, that much better. Safer, stronger and more resilient. Learn how to strengthen and stabilize the center of your body with every swing you do.

Learn why 'sucking the stomach in' is the exact WRONG way to attempt to stabilize the midsection and can actually lead to back problems. "Brace for a punch, Comrade" as Pavel says all the time. That will teach you to work your core

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4) **Why mouth breathing is not an option.**

Sniff through your nose and activate the diaphragm. Breathe through your mouth and destabilize your center. Learn how to breathe correctly in the swing for maximum power and safety. Breathing through the nose increases intra abdominal pressure automatically and helps create instant stabilization.

5) **The “Power Hiss” of the HardStyle Swing. The “Kiai” of the swing. Stabilize your back, strengthen your swing. Channel your inner cobra.**

While you want to inhale through the nose as the bell swings below you, you also need to exhale strongly at the top of the swing to get the next breath.

Just like you wouldn't want to be standing on a stability ball if it suddenly lost all it's air, you don't want to let all your breath out at the top of the swing when forces are high. Learn how to “bleed the valve” and let just enough air out to get more in without losing your back's stabilization.

A short quick exhalation or ‘hissing’ some air out will take care of both needs, stabilization and setting you up for the next breath. Channel your inner Cobra and get the benefits of the Power Hiss.

Learn how to make your breath synchronize with the power of the hips in the swing and truly develop strength, power and conditioning all at the same time.



The Solution to Life Seated



It's not uncommon for the average person to spend way more time seated than standing, much less doing movements or exercises that help up unwind from the serious tightening effects of living in flexion.

Lying flexed as we sleep, sitting in the car to work, sitting at work, sitting driving home, sitting on the couch! Even much of what passes for exercise these days is done seated: most of the 'machines' at modern 'gyms' all have us sitting down the exercise bikes sit us on our butts and even the leg machines sit us down.

Too much sitting and our brains think our rear end is our feet! The connection and interaction with the ground is crucial and strengthening the legs and feet in the most functional way possible (exercising standing up) is not to be ignored lightly.

Sitting so much will lock up our ankles, hamstrings, hip flexors, abdominals, shoulders and neck and predispose us to all kinds of orthopedic issues and potential for injury.

Being able to stand up, **STRONGLY**, is a prerequisite for a strong life as we age. Getting up off of chairs, the toilet, the floor, out of a car, all require a strong and functioning posterior chain and a stable core. Not to mention all sport and athletic activities and the myriad of things we have to do in our activities of daily living.

Nothing is better than the kettlebell swing to open up as well as strengthen all these tight areas and create resistance in the standing position, something very hard to come by in the exercise world.

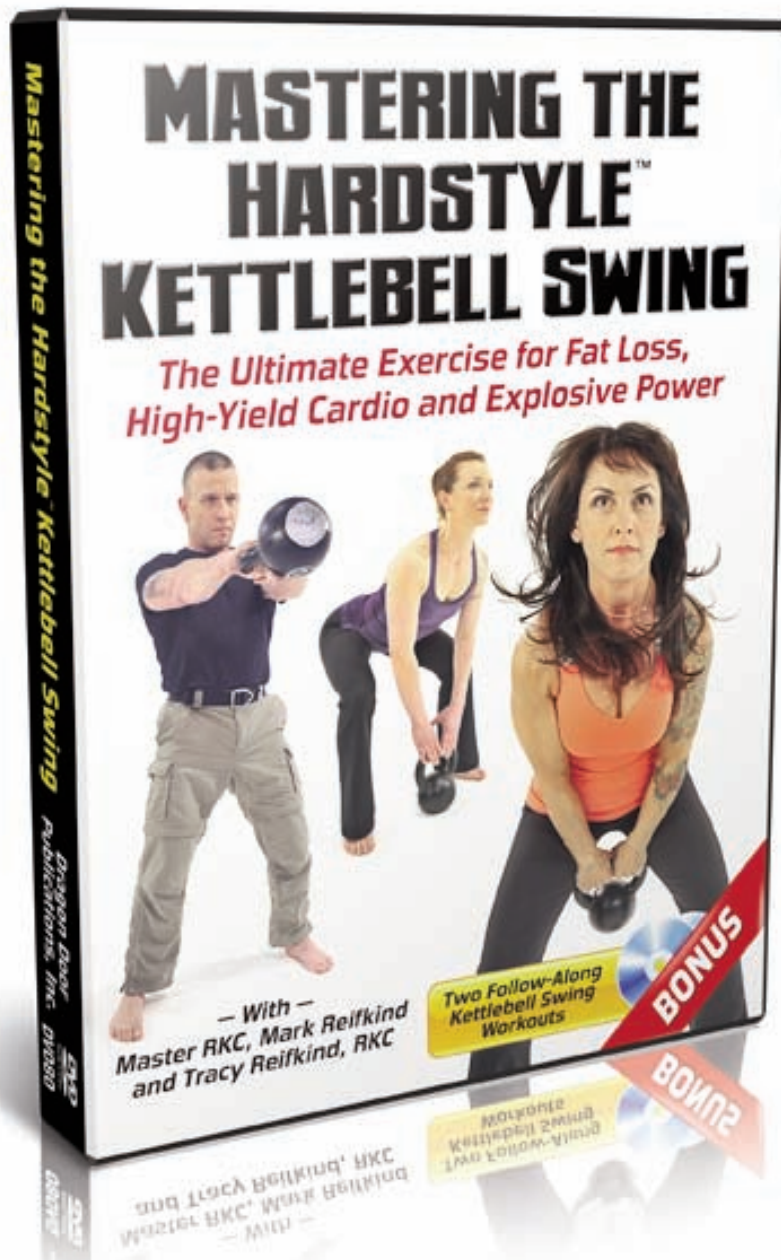
As the bell is swinging up you still have to maintain tone and tension (the Root) in the hips and legs and this strengthens you in the most functional way possible.



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Swings train and strengthen the all important glutes, the largest muscles in the body, and ones that disappear fast when not used (such as sitting all day) and teach them to work functionally with the rest of the posterior chain, the hamstrings and the back muscles.

The same technique one uses to pick up regular things off the floor everyday, is the optimal technique for the swing, so there are big carryovers to everyday life. [Mastering the HardStyle Kettlebell Swing](#) will teach you how to do this like an expert.



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