

ISSUE NO. 38

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DRAGON DOOR PUBLICATIONS PRESENTS

# HARD-STYLE

HARD CORE TOOLS FOR HARD LIVING TYPES



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WEEKDAYS  
9:30AM—5:30PM  
CST

www.dragondoor.com



# Mobile Fitness—Take It With You

## Dear Fellow Health and Strength Enthusiast,

**M**y good friend **Dan John** and I were talking the other day about what **Dragon Door** excelled in. Dan came up with a brilliant phrase: “Backpack Fitness.” I love that! It perfectly encapsulates what we best stand for. And I’ve just thought of a matching phrase: “Mobile Fitness.” It’s really who we are and what we are all about!

Let’s take kettlebells for instance, which we introduced to America first in 2001. We billed them as the “handheld gym”—and that is exactly what they are. Who needs bulky equipment, gerbil-machines and gym memberships when you can get all your strength and conditioning needs handled with one simple tool? Now you can be anywhere, go anywhere and bust out your reps for a total workout. And 30 minutes or less is all you need to get the results you want. Home, office, park—you name it—the kettlebell will be there for you. Mobile fitness at its best!

Want to be even more extreme with your mobile fitness? Well, the answer is pretty obvious: Go Naked!—as in Naked Fitness, AKA Calisthenics or Bodyweight Exercise. And when it comes to bodyweight exercise, Dragon Door has again been the trailblazer—just as we were for kettlebells. Think, the magisterial work by **Paul Wade** and his *Convict Conditioning* series.

Bodyweight exercise, in fact, is the perfect complement to kettlebells. Your Mobile Fitness needs can be completely met with that combination. Browse through the HardStyle catalog and you’ll discover every kettlebell and



calisthenics training resource you could possibly need to optimize your performance and well-being.

Now, no exercise program in the world—Naked or otherwise—is safe without a sensible, science-based eating program. Be sure to invest in one of the great health books of all time, ***Strong Medicine***—so you can protect and properly enhance the transformational gains you make with kettlebells and calisthenics...

So, keep moving, keep lifting, eat right and enjoy!

All the best,

John Du Cane

**HARD-STYLE**  
HARD CORE TOOLS FOR HARD LIVING TYPES

**Dragon Door**  
Publications presents

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[www.dragondoor.com](http://www.dragondoor.com)

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Cover photo and Page 2 photo  
of John Du Cane by Mary Carol  
Fitzgerald

# QUICK GUIDE ► TO MAJOR RESOURCES

## EQUIPMENT

RKC Kettlebells .....	Pages 34–37
Neuro-Grips .....	Pages 42–43
■ Free-Standing Pull-Up Bar .....	Pages 58–59

## BODYWEIGHT TRAINING

■ Get Strong .....	Pages 6–7
Strength Rules, Explosive Calisthenics .....	Pages 14–17
■ Convict Conditioning Vols 1 and 2 .....	Pages 44–49

## KETTLEBELL TRAINING

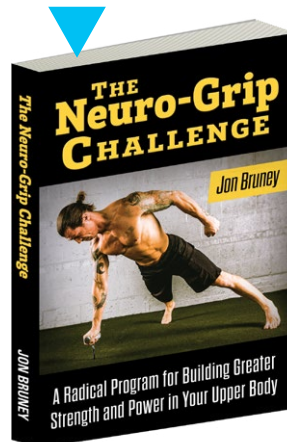
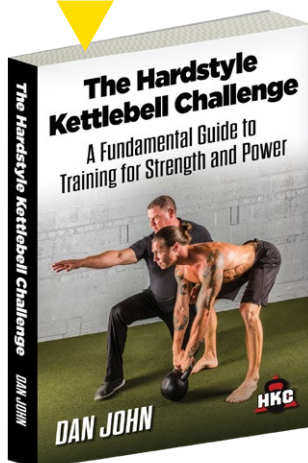
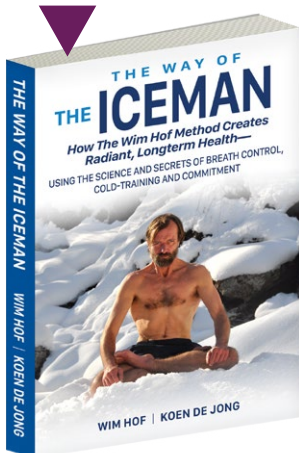
■ The HardStyle Kettlebell Challenge .....	Pages 4–5
Master The Kettlebell .....	Page 32
Kettlebell Goddess, Ageless Body .....	Pages 56–57

## GENERAL STRENGTH, CONDITIONING AND HEALTH

■ The Neuro-Grip Challenge .....	Pages 8–9
■ The Way of The Iceman .....	Page 11
Strong Medicine .....	Pages 18–19
Ferocious Fitness, Mental Muscle .....	Pages 28–29
The Purposeful Primitive .....	Page 55

## CERTIFICATION WORKSHOPS

RKC .....	Page 61
PCC .....	Page 62



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# THE HKC—A MAGICAL METHOD FOR MASTERING YOUR BODY

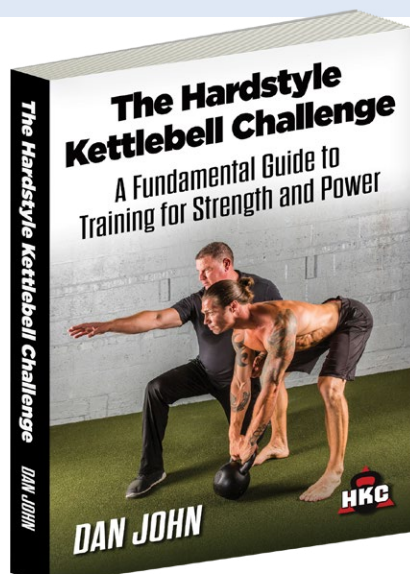


"Dan John is one of the premier strength coaches on the planet. I was thrilled to see him focus a book on the fundamental aspects of kettlebell training, the HKC. The kettlebell swing, goblet squat, and Turkish get-up represent movements that have been a foundation of my own strength programming for both my patients in the clinic, and fitness clients in the gym. I have seen profound changes in health and performance using Hardstyle kettlebell methods, from the fire fighter recovering from a low back injury, to training partners at my Brazilian Jiu Jitsu academy.

Dan breaks down the core Hardstyle kettlebell movements like no one else. I thought I had a firm grasp of the technique, programming, and application of the swing, get-up, and goblet squat until I read this amazing book. He truly goes a mile deep on the subject with no fluff, and filled in the missing pieces for me that I didn't even know I had. This is an absolute must read for any coach or trainer looking to incorporate kettlebells into their clients' training. The HKC is also a great starting point for the average person wanting to start strength training but who is lost in the internet sea of (mis)information overload.

I give Dan John's **The Hardstyle Kettlebell Challenge** my highest recommendation, absolutely essential reading for the coach or trainee."

—CHRIS HARDY, D.O. MPH CSCS, Physician and Strength Coach, author of **Strong Medicine**



## The Hardstyle Kettlebell Challenge A Fundamental Guide To Training For Strength And Power

By Dan John

Book #B93 \$24.95

eBook #EB93 \$14.95

Paperback 158 pages

"Dan John has put into words so succinct and with laser precision, the absolute value and meaning of Hardstyle kettlebell training. The fact that this comes from such a renowned strength coach gives it a weight that is impossible to ignore. This book should be in every kettlebell lifter's library. Even if you have been using or teaching kettlebells for years, there is something in there for you."

—ANDREA DU CANE, Master RKC, author **The Ageless Body**

"If you're serious about strength training, you study Dan John. If you're serious about kettlebells, you study Hardstyle. The Hardstyle Kettlebell Challenge gives you both. What more could you want?"

—PAT FLYNN, author of **Paleo Workouts For Dummies**

"Coaches with Dan John's breadth of experience and knowledge are few and far between. Even rarer is one who can articulate their ideas so clearly, and in such an entertaining manner. Dan has an uncanny ability to draw parallels between seemingly unrelated topics and put difficult concepts into words we can all understand.

Mr. John's incredible combination of world-class teaching skills and phenomenal writing talent make **The Hardstyle Kettlebell Challenge** an essential read for any fitness trainer or serious student of strength.

My primary training modality isn't even kettlebells—it's calisthenics—but this book still gave me ideas and insights I could immediately put to use."

—AL KAVADLO, PCC Lead Instructor, co-author of **Get Strong**



# WHAT IS THE HKC?

**T**he secret to elite performance is knowing how to apply the right amount of relaxation and tension at the right time. Teaching how to meld tension and relaxation is the cornerstone of the **HKC** method.

The magical **HKC Three (Swing, Goblet Squat and Get-up)** give you the complete formula for mastering the fundamentals so you too can perform at your highest potential.

Those of us who can still pop up, leap into the fray and bound into the office do better in life, living and everything else. The HKC program gives you the tools and know-how you need to keep popping...

- How Dan John added 70ft to his javelin throw after implementing one new kettlebell drill from the HKC protocols.
- The 3 inter-related types of "stone" training: Anaconda strength (internal pressure, body squeezing), armor building (withstand contact) and Arrow (deliver from coiled power).
- The single best abs exercise in the world...
- Loaded carries: why they excel for anaconda strength and arrow training.
- Bodyweight Rolling
- Why The HKC?
- Why the HKC drills work as the perfect solution for fat loss, the elderly, or for elite athletes and contact occupations when on the road.
- How the HKC delivers what you need in stretching, flexibility, rotary stability and basic movements.
- The three essential keys to weight lifting.
- The Hip Displacement Continuum
- The 3 basics of proper training
- The ideal number of reps for each exercise to maintain quality.
- The minimum effective dose of swings per day.
- Why the HKC Three movements alone can challenge strength, power, endurance, mobility and flexibility.
- Why swings and goblet squats are the two most powerful movements a human can do.
- Firm, rounded powerful glutes signal that you are healthy, young, vibrant and virile. Discover how the Swing and the Goblet Squat are all you need for magnificent glutes.
- Dan's basic Buns workout.
- The pure kettlebell glute challenge.
- Four Square: The Non-Balistic Hinges
- Kettlebell Deadlift From a Box
- The Waiter Bow
- The RDL Hinge
- The Bulgarian Goat Bag Swing
- The Original Butt Blaster 5000—one of the best for discovering, awakening and empowering the glutes.
- Why Swings are one of the best overall fat burning athletic builders
- The 10 keys to mastery of the Swing.
- Why squats can do more for total muscle mass and overall body strength than all the other lifts combined.
- Why the Goblet Squat is the single best lifting method of all time.
- The Get-up
- Otto Arco's secret to all-around body strength, body power and body composition.
- How the Get-up teaches the ability to remain stiff and tense through movement.
- Optimal rep sets for the Get-up.
- How to master the Get-Up.
- Why the Naked Get-up is called the "poor man's chiropractor".
- Perfecting the Get-up with rolling
- Improving shoulder stability
- How Loaded Carries teach integrity under load and movement.
- The Vertical Bird Dog
- How the Vertical Bird Dog with kettlebell helps activate the core and whole family of stabilizers.
- Assessment
- Density Training
- More work in less time—what's best?
- Specialized Variety
- How inefficient exercise helps drive fat loss through stressing the fat reserves—and why you need to do more of what you are less good at.
- The 4 main rules for effective programming.
- Classical Conditioning
- Program A Simple Strength
- Program B Cardio Hit Workout
- Program C Tonic Recharge Workout
- Program D Bi-Monthly Tabata
- Program E The Mobility Workout
- Progression and Regression—Adjusting the Weight
- Lessons from Elite Athletes
- The 5 principles for supporting our general training
- From General to Specific: One-Kettlebell Workouts
- The minimum effective dose for each exercise
- A routine that will provide fitness, longevity, health and performance.
- 5 Favorite Workout Options
- What to Do for the First 20 Days After the HKC.
- The Program Minimum
- Why Certify?



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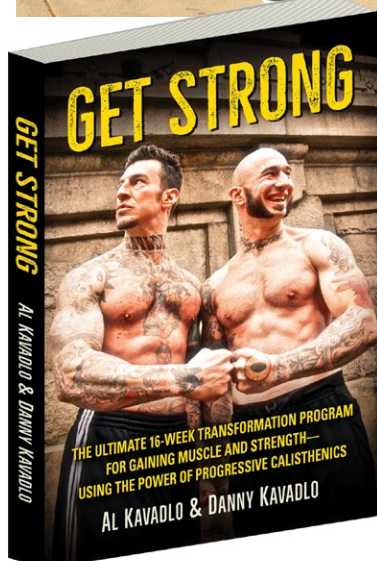
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# HOW TO BUILD A BETTER BODY *FAST*

**W**here do you belong on the strength continuum?  
And where do you want to be?

Too often, we know what we should be doing to gain strength, but we lack direction, a plan, motivation and intelligent guidance to make appreciable gains over the long haul. We have no real goal, no proper focus and therefore underachieve—going nowhere with our strength...



**Get Strong**  
The Ultimate 16-Week  
Transformation  
Program For Gaining  
Muscle and Strength—  
Using The Power  
Of Progressive  
Calisthenics  
By Al Kavadlo and  
Danny Kavadlo

Book #B91 \$29.95  
eBook #EB91 \$9.95  
Paperback 218 pages

*"Get Strong* is a phenomenal program. In this book, the Kavadlo Brothers will guide you from the very beginning and help you build a proper foundation. From there, they'll gradually progress you through four phases of strength, giving you the progressions and programing details to take you beyond what you ever thought possible."

—MARK SISSON, author of *The Primal Blueprint*

*Get Strong* is a guidebook for those who are dissatisfied with their current rate of progress—and who want to effect lasting changes, fast...

Your great advantage with the *Get Strong* program is the intelligent realism of its plan. While the Kavadlo brothers have achieved supreme feats of calisthenics strength—like the one-arm pull up, the human flag and the back lever—they have also spent decades helping thousands of clients meet and often exceed their training goals.





"To be strong is one thing, to teach strength is another. The Kavadlo brothers embody both. They explain everything in great detail, while providing clear images of them using the world as their gym."

—ED CHECO, founder and CEO of **Barstarzz**



And you can see from their photographs that their choice of exercise regimens has resulted in beyond spectacular physiques. With the Kavadlos' strategies you get strength and looks in one awesome package.

So, you can consider the Kavadlos curators of not only the most effective bodyweight exercises, but also the programming needed to extract the full juice from those chosen drills.

As experienced architects and constructors of strength, the Kavadlos know what it takes to advance from absolute newbie to elite practitioner. The Kavadlos also know how to strip things down to their essentials—to get the most out of the least, the biggest bang for the buck...

You'll discover what key exercises in what exact progressions will give you the best results in the fastest, safest time.

**Get Strong** guides you through four major phases of strength, using a construction analogy: **Foundation, Brick and Mortar, Concrete and Iron and Forged Steel**. Just follow the master architects' blueprint as drawn—and you cannot fail but to grow a stronger and better-looking body. It's inevitable!

When you graduate from **Phase 3, Concrete and Iron**, you will already possess a beastly level of functional strength—with a body to match.

When you graduate from **Phase 4, Forged From Steel**, you will be at a world elite level for pound-for-pound strength. And the beauty of it all: you can do it!

### Once You've Got Strong, Then What?

Once you have completed the **Get Strong** 16-week transformation program, you won't want to stop and rest on your laurels. Because it's all too easy to let entropy take over and to start sliding. Or, perhaps you need a helping hand to complete the program...

The Kavadlos have anticipated your needs beautifully with **Part II, Stay Strong**.

First, Al borrows from his **Ask Al** blog formula and answers most of the questions you are likely to have about the 16-week program. Here's where to go if you're stuck in any manner whatsoever...

Then Doctor Danny delivers the **Dos and Don'ts** of "right conduct" in the quest for bodily fame and fortune. Preach it Danny! Invaluable tips from a man who seen just about everything in the training world, from good to bad to ugly...



Next, we have a dynamite set of **Supplemental Exercises** you'll want to mix in at some stage. All those Kavadlo favorites that didn't make the cut for one reason or another in the 16-week program: like muscle-ups, flags, dips...

Want variety in your workouts? Sure thing, the Brothers deliver the goods in **Supplemental Workouts**...

Hungry for more variety still? **Partner Exercises** are an awesome way to add fun and challenge to your calisthenics. The Brothers share some of their most iconic moves with you—with some mind-boggling displays of strength.

The Kavadlos are two of the most esteemed and influential article writers on the web. As a great **Bonus Section** in **Get Strong** they have each reworked their five favorite articles to immortalize them in print. Frankly, these ten wisdom-saturated articles are worth the price of admission alone...

"I have read every word the brothers have written at least a dozen times, and there is no doubt about it—**this is definitely the best book they have ever produced**. Both the brothers teamed up for this one, and the elite-level calisthenics knowledge and passion these men have accumulated over decades of training and coaching at the highest level really shows on every page.

It's got all the programming you need to get to the highest possible level of bodyweight strength, plus, it's full of the wisdom and tactics you need to be able to apply that programming. I am very, very excited to see what students of bodyweight strength—newcomers and old dogs—are gonna be able to achieve with this book!!"

—PAUL "COACH" WADE, author of **Convict Conditioning**

# ATHLETES: WANT TO FIX YOUR FLAWS? HERE'S HOW...

**W**hat fails you now as a competitive athlete? Could it be fatal flaws like: weak wrists, suspect shoulders, lack of power, poor mobility, painful joints, mediocre grip strength, bad balance, an unstable core or poor recovery times?

If you have any ONE of these flaws, you'll be a loser more often than a winner when they hit you with the hard stuff. More flaws than one? You'll be history, all too soon...



It's a fact: most of us do a lousy job of fixing our flaws—and set ourselves up for failure. But with the arrival of Jon Bruney's combo of Neuro-Grip tool and multi-method training system, all of that has changed. Simply implement Bruney's secrets—and become the unstoppable athlete you've always wanted to be...

For martial artists, fighters, grapplers and full-contact athletes, the Bruney Neuro-Grips program helps fix numerous flaws—and helps you go beyond what you ever imagined possible for yourself.

## IMAGINE YOURSELF BEING ABLE TO:

- *Punch holes through walls—with your reinforced concrete fists, unbreakable wrists and massive forearms*
- *Stagger the competition with your brute biceps, impregnable shoulders, etched abs and magnificent chest*
- *Shock opponents with your crushing, limb-wrenching grip*
- *Explode into a lethal fury of strikes—that would have the baddest hombre reeling backwards in dismay*
- *Glide with an eye-popping, fluid grace—with your newfound movement skills*
- *Master the secrets of extreme muscle control so you can effortlessly swing from full tension to utter relaxation—just like the most elite of athletes*
- *Injury-proof your joints—to dramatically reduce your liability as a warrior athlete*
- *Possess the potent endurance of a stallion on steroids*
- *Own a dynamic core—that sends a powerful warning signal to all comers*
- *Enjoy the pleasure of a bulging extra muscle pump—with the special Bruney occlusion secrets*

**THIS ALL CAN BE YOURS WHEN YOU  
FIX YOUR FLAWS THE BRUNEY WAY...**



"Jon Bruney's *The Neuro-Grip Challenge* isn't just a book about a training device: this book contains some of the most interesting insights on teaching tension I have ever seen in my career.

The sections on wrist care are as good as anything I have seen. And, that is what I like about *The Neuro-Grip Challenge*: regressions, corrections, rehab, prehab, programming and exciting new ideas and techniques drip off every page.

Jon understands the need to bring the nervous system first and foremost into our strength training. Jon is a master at engineering new ways to challenge and refocus our nervous system—which leads to "more." More on the bar, more reps, more sets and more success.

I love this book." —DAN JOHN author of *Never Let Go*

## WHY NEURO-GRIPS SHOULD BE IN EVERY ATHLETE'S TOOLBOX

Neuroscience studies have shown that a large portion of the brain is committed to controlling and using the hands. Therefore, by increasing the difficulty of grip strength in one of the all-time greatest exercises, the mind-body connection is also increased.

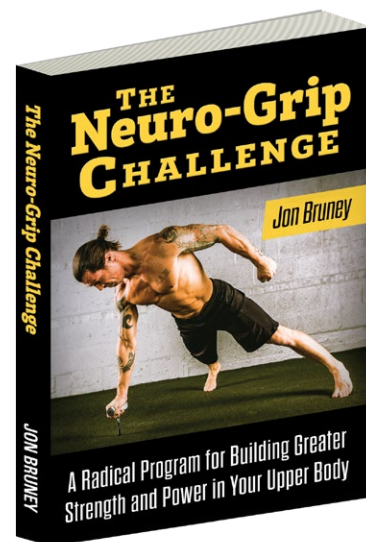
Incorporating Neuro-Grips into your training regimen will increase neuromuscular efficiency and provide a myriad of benefits. These implements can be used for so much more than a basic push-up.

### NEURO-GRIP BENEFITS

- **INCREASED** neuromuscular efficiency
- **INCREASED** core strength
- **IMPROVED** shoulder health and resilience
- **GREATER** wrist strength and mobility
- **ENHANCED** balancing skills
- **GREATER** overall strength
- **INCREASED** muscle mass and muscle tone
- **BETTER** problem solving and greater creativity
- **BETTER** body control
- **ENHANCED** athletic performance

### CONTENTS

- How to enhance shoulder mobility and heal up old injuries
- How to guard against the perils of hyper-tonicity
- How to simultaneously increase your strength AND mobility
- Strategic stretching and deep tissue mobility work for healthier shoulders
- THIS is an essential drill for healthy and mobile shoulders
- How the Neuro-Grip Scap Up will enhance your athleticism
- THIS is a great technique for releasing tightness in the chest and avoid shoulder issues
- This dramatic version of the Neuro-Grip push up will develop stunning punching power and strength the entire upper body
- Why the Neuro-Grip Hindu push up is one of the best shoulder mobility drills on the planet—stretches and stretches the whole body as a big bonus
- An "extreme strength yoga" method that will skyrocket your lifting gains
- Here's a tremendous—and eye-popping—drill to strengthen your shoulders and core in one fell swoop
- How wrist mobility drills can help protect your hands and arms—here are the best to do
- Why strategic stops and isometric holds are some of the all-time most powerful training secrets in the world
- How to massively increase your training intensity for tremendous extra strength gains
- THIS ultimate and incredibly demanding method will not only skyrocket your strength but induce mind-boggling hypertrophy
- How to use leverage with your Neuro-Grips to make your push-ups insanely tough—for impressive shoulders and nasty strength
- The best Neuro-Grip drills to help develop the essential skill of explosive power
- Partner-assisted explosive drills for added power
- How suspension drills can increase muscle activation
- Progressive Planks: The Key to the One-Arm and One-Leg Neuro-Grip Push-up
- A vital progression to accomplish before attempting the amazing one-arm Neuro-Grip push up
- How to perform an impeccable one-arm Neuro-Grip push up
- The amazing benefits of "blood flow resistance training" explained
- Why occlusion works better than any supplement for that magical pump
- It can be dangerous! How to effectively and safely incorporate occlusion training into your Neuro-Grip program
- How the Neuro-Grip Bear Crawl will absolutely torch your arms, chest and core



**The Neuro-Grip Challenge**  
A Radical Program for Building Greater Strength and Power in Your Upper Body  
By Jon Bruney

Book #B92 **\$24.95**

eBook #EB92 **\$14.95**

Paperback 8.5 x 11 • 146 pages

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**Order Neuro-Grip Challenge online:**  
**[www.dragondoor.com/b92](http://www.dragondoor.com/b92)**

# Reader Praise for *Convict Conditioning Ultimate Bodyweight Training Log*

## Above and Beyond!

"Not JUST a log book. TONS of great and actually useful info. I really like to over complicate programming and data entries at times. And honestly, All one has to do is fill in the blanks... Well that and DO THE WORK. Great product."

—NOEL PRICE, Chicagoland, IL

## A unique training log

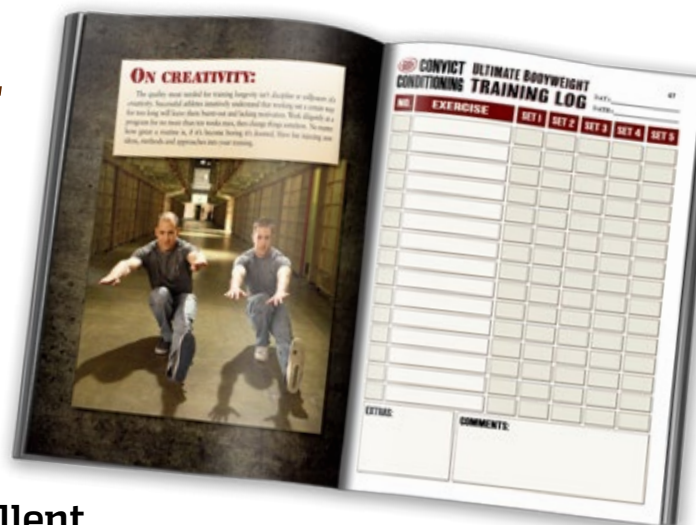
"This log book is one of a kind in the world. It is the only published body weight exclusive training log I have personally seen. It is well structured and provides everything for a log book in a primarily body weight oriented routine. The book is best integrated with the other books in the convict conditioning series however has enough information to act as a stand alone unit. It is a must have for anyone who is a fan of the convict conditioning series or is entering into calisthenics."

—CARTER D., Cambridge, Canada

## Excellent Companion to *Convict Conditioning 1 & 2*

"This is an amazing book! If you are a fan of *Convict Conditioning* (1 & 2) you need to get this training log. If you are preparing for the Progressive Calisthenics Certification then it's a must-have!!! The spiral bound format is a huge improvement over the regular binding and it makes it that much more functional for use in the gym. Great design, amazing pictures and additional content! Once again - Great job Dragon Door!"

—MICHAEL KRIVKA, RKC Team Leader, Gaithersburg, MD



## Excellent latest addition to the CC Program!

"A terrific book to keep you on track and beyond. Thank you again for this incredible series!"

—JOSHUA HATCHER, Holyoke, MA

## Calling this a Log Book is Selling it Short

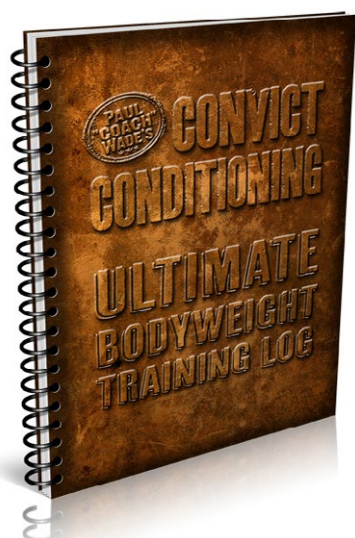
"I thought, what is the big deal about a logbook! Seriously mistaken. It is a work of art and with tips on each page that would be a great book all by itself. Get it. It goes way beyond a log book...the logging part of this book is just a bonus. You must have this!"

—JON ENGUM, Brainerd, MN

## The Ultimate Bodyweight Conditioning

"I have started to incorporate bodyweight training into my strength building when I am not going to the gym. At the age of 68, after 30 years in the gym the 'Convict Conditioning Log' is going to be a welcome new training challenge."

—WILLIAM HAYDEN, Winter Park, FL



## Convict Conditioning Ultimate Bodyweight Training Log

By Paul "Coach" Wade

Book #B67 \$29.95

eBook #EB67 \$19.95

Paperback (spiral bound) 6 x 9  
290 pages • 175 photos





# "HOW TO TOUGHEN YOURSELF UP IN A HURRY—MENTALLY, PHYSICALLY AND SPIRITUALLY..."

"After teaching specialized breathing techniques to SEALs for years, helping them focus, stay warm in the cold ocean and get centered in combat, I can attest to the authenticity and power of Wim Hof's methods. Wim Hof is providing a great service with his new book **The Way of The Iceman** by bringing breath training and simple, powerful health practices into mainstream consciousness. —**MARK DIVINE**, US Navy SEAL (ret), Founder SEALFIT, Best selling author of **Unbeatable Mind** and **Way of the SEAL**

"What fascinates me most about Wim Hof's method is the potential application for athletes...the science in this book shows that we can all amplify our recovery, maximize our pain tolerance, massively jack up energy levels and even learn to control inflammation...and it can be done without resorting to toxic drugs. In fact, the system outlined in this manual might just be the key to producing a generation of enhanced but drug-free athletes. —**PAUL "COACH" WADE**, author of **Convict Conditioning**

"What I like most about Wim and his book is how he taught me to trust my body, overcome fear and give me the best opportunity for success. He mixes personal experience and science—which becomes truly motivating. Wim provides the tools you need to master self-discipline, gain courage and live a vibrant life. He is Aquaman and Tony Robbins rolled into one. He is The Iceman!" —**JESSE ITZLER**, author of *Living with a SEAL*

"I am continuously searching for ways to expand my mind, body and spirit—Wim Hof and **The Way of The Iceman** have done just that! He shows us that human potential is limitless and we are ALL capable of anything we set our minds to." —**LEWIS HOWES**, New York Times bestselling author of **The School of Greatness**

"With **The Way of The Iceman**, Wim Hof has given a profound gift to public health. The science is solid and the results actual and measurable.

Through years of commitment and self-experimentation, Wim has empirically figured out how to exert significant control over the autonomic nervous system, a feat once thought impossible. His method has held up to scrutiny under the dispassionate lens of science, expanding our knowledge of what is possible with dedicated training in what is now known as the Wim Hof Method.

Deceptively simple, and incredibly powerful, **The Way of the Iceman** gives you not only the scientific framework, but actionable steps you can implement to take back control over your high-jacked brain, increase resilience from illness, and start healing yourself from the inside out. The Wim Hof Method has become a cornerstone in my personal daily wellness plan, and as a public health physician, I cannot recommend it highly enough." —**DR. CHRIS HARDY**, D.O. MPH, CSCS, Public Health Physician, Integrative Medicine Specialist

"**The Way of The Iceman** is one of only two books in my life that I have read cover to cover the first time I put my hands on it. What won me over was the simplicity of the explanations of diabetes, inflammation and the family of modern ills. Moreover, the discussion on diet, just a brief mention of 'Fast-Five,' is the first time I actually understood not only how inflammation is such an issue, but a means to deal with it. This book is the missing link for most of us: the discussion of breathing is so simple, yet so doable; coaches and athletes will understand a newer and simpler means of recovery.

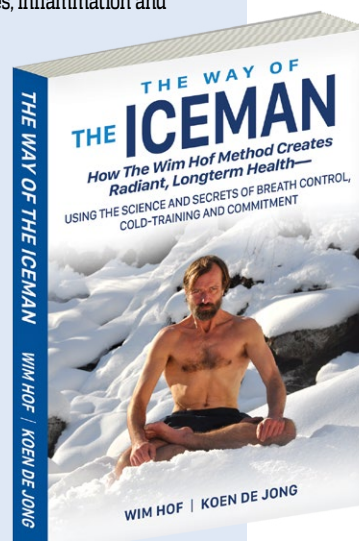
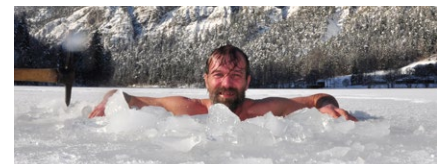
Nothing in the book is over the top and we are talking about a guy who swims under ice. The method is so simple, yet so elegant. It's marvelous and I think you will apply the techniques immediately." —**DANIEL JOHN**, author of **Never Let Go**

"I found **The Way of The Iceman** absolutely fascinating! Many of us are familiar with the numerous benefits of cold training, such as increased energy levels, better circulation and improved mood, but nothing on the subject has ever been presented of this magnitude before!

This book has everything from progressive cold submersion methods to breathing techniques. It delves into meditation and spirituality, but also presents the hard science to back it up. Any fan of physical culture or anybody curious about how far the human limits can be pushed needs to add this to their library."

—**DANNY KAVADLO**, author of **Strength Rules**

Science has now proved that the legendary Wim Hof Method of breath control and cold-training can dramatically enhance energy levels, improve circulation, reduce stress, boost the immune system, strengthen the body and successfully combat many diseases. While Wim Hof himself has run marathons in -30 C in shorts, swum hundreds of meters under the ice, sat in a tank of ice for 90 minutes without his core temperature changing and boosted his metabolism by over 300%, **The Way of The Iceman** documents how anyone can use Wim's methods to transform their health and strength, quickly and safely.



## The Way of the Iceman

How The Wim Hof Method Creates Radiant, Longterm Health—Using the Science and Secrets of Breath Control, Cold-Training and Commitment  
By Wim Hof and Koen de Jong

Book #B90 \$24.95  
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# YOUR ULTIMATE GUIDE TO FULL BODY FITNESS WITHOUT WEIGHTS: THE SECRETS OF “STREET WORKOUT” REVEALED...

## HOW TO RELEASE YOURSELF FROM THE GYM, RESTORE YOUR PRIMAL POWER AND RECLAIM YOUR INNER BEAST...

**A**ccording to the **Kavadlos**, working out should be fun, adventurous, primal and pure. And no training style embodies those elements quite like *Street Workout*. The outside world becomes your total gym—you roam free to get stronger using simply your own body and the environment at hand...

The great masters of *Street Workout* perform stunning physical feats that can intimidate lesser mortals. But the beauty of the Kavadlos' approach in *Street Workout* is to make even the toughest moves achievable by any enthusiast willing to follow their guidelines. *Street Workout's* multi-faceted, progressive approach leaves nothing to chance—allowing even a raw beginner to transcend his mortal frame and ascend to the goddiest heights of physical supremacy...

Intermediate and advanced calisthenics practitioners will discover a veritable treasure chest of tips, techniques and insider secrets—guaranteed to force-feed their future achievements in the realm of bodyweight mastery. Pushing, pulling and squatting your own bodyweight along with forward flexion and back bridging represent the basics of getting brutally strong, solid and unbreakable.

By utilizing basic principles of progression such as the manipulation of leverage, adding or removing points of contact and/or increasing the range of motion, you can continue to get stronger without ever having to pick up a weight—and have a helluva good time while you're at it!

*Street Workout* proves it so—with its mix of inspirational photography, exact detail on what to do when—and its step-by-step blueprints for off-the-charts, eye-popping physical excellence.



“Al and Danny Kavadlo—bodyweight coaches extraordinaire—have done it again. Their new book *Street Workout* is an incredibly comprehensive collection of calisthenics concepts, exercises and programs. In addition to their masterful demonstrations of every exercise, the Kavadlo brothers' colorful personalities and motivational talents leap off of every page. If you're serious about bodyweight training, you've gotta get this book!”

—MARK SISSON, author of *The Primal Blueprint*

“Al and Danny Kavadlo are acknowledged worldwide as masters of urban bodyweight training, so it's no surprise that this book is, without question, the new “bible” of the movement. This work is the greatest manual on progressive calisthenics available on the market today. It's loaded with incredible progressions, stacked with tips and techniques, and overflowing with philosophy and wisdom. The programming sections are beyond extensive. *Street Workout* is THE magnum opus of the two greatest calisthenics coaches on the planet today. All serious athletes and coaches must buy this book!!”

—PAUL “COACH” WADE, author of *Convict Conditioning*

“I truly LOVE this book—it is utterly sensational and brilliant! Al and Danny Kavadlo have a fun and informative way of explaining and demonstrating the key calisthenics exercises for a fit, healthy and happy life. Their sharp instructional images are joyfully inspirational and always motivate me to bust out some reps on the spot! I truly wish there had been a comprehensive workout guide like this when I first discovered the miracles of bodyweight training.”

—MARCUS BONDI, two time Official Guinness World Record Holder (weighted chin-ups & rope climb)

“Once again, an outstanding addition to our field of fitness from Danny and Al. I am a barbell/kettlebell guy first and foremost, but the Kavadlo brothers have finally convinced me of the pure value of using the body only as load.”

—DAN JOHN, author of *Never Let Go*

“This book brings together the vast knowledge and experience of two guys that definitely embody the whole street workout culture—hardcore, sometimes gritty but always extremely welcoming, with a whole lot of individual style and flare.”

—MIKE FITCH, creator of *Global Bodyweight Training* and *The Animal Flow Workout*





**Street Workout** fires its first barrage with a crucial section on the **Foundational Progressions**—future and ongoing physical greatness cannot be achieved without mastery of these five fundamental pillars of fitness...

You will immediately appreciate the nobility, virtue and integrity of these movement patterns. Absorb the wisdom of this first section and you have absorbed the very heart and soul of the Street Workout ethos...

Chapter 4 awards you the foundational progressions for the **Push**—in all its glory. Discover 30 different progressive drills from the Plank to the Claw Push-Up, to the One-Arm Push-Up to the Hindu Press, to the Ultimate Headstand Press to the Bench Dip to the Korean Dip...

Master all of these 30 moves and you can already tag yourself as a Monster :)

**Chapter 5** awards you the foundational progressions for the **Pull**—and we're all here for the Pull-Up right? Discover 26 different progressive drills from the Bent-Knee Aussie to the Flex Hang, to the Commando Pull-Up, to the L Pull-Up, to the One-Arm Pull Up...

Look, there is no substitute in strength training for the pull-up—all the more so in our hunched-over world of addiction to devices... And mastery of Chapter 5 earns you the Maestro tag for sure...

**Chapter 6** awards you the foundational progressions for the **Squat**—the ultimate movement needed to build jack hammer legs. Discover 28 different progressive drills from the Bench-Assisted Squat, to the Prisoner Squat, to the Archer Squat, to the Drinking Bird, to the Pole-Assisted Pistol to the Dragon Pistol, to the Advanced Shrimp to the Hawaiian Squat...

Let's face it, you are not a real man or woman without a powerful pair of posts—you are more of a liability to the species... Master this section and you get to represent the species with the Superman or Superwoman tag...

**Chapter 7** awards you the foundational progressions for the **Flex**—meaning "full body forward flexion". Discover 19 different progressive drills from the Lying Knee Tuck, to the L-Sit, to the Dragon Flag, to the Hanging Leg Raise, to the Rollover, to the Meathook...

Master this section and your etched abs and ripped upper-body musculature will earn you the Mister or Madam Magnificent tag...

**Chapter 8** awards you the foundational progressions for the **Bridge**. Discover 15 different progressive drills from the Hip Bridge, to the Candlestick Straight Bridge, to the One Leg Back Bridge, to the Stand-to-Stand Bridge...

Bridging is an invaluable yet often overlooked component of full body fitness. Bridge work will have a dramatic impact on your

power, balance and flexibility—and give you a back that would make a wild tiger proud...

Master this section—along with the previous four—and you can consider your Manhood or Womanhood beyond serious challenge...

So—thanks to mastering the five foundational keys of full body fitness—you can now count yourself as more magnificently in shape than 99% of the human race. But **Street Workout** encourages you to not stop there, not rest on your laurels...

If you've got this far, then why not shoot for the stars—and enter the immortal ranks of the top 1% of the planet's physical specimens? You can do it! As **Al Kavadlo** and **Danny Kavadlo** themselves bear witness—in photo after photo after photo...

Time to introduce the **"Skills & Tricks"** section of **Street Workout**...

Mastering the exercise progressions in this section will propel you to new heights, to the land where the giants of Street Workout strut their splendid will. And make no mistake, only the bold of heart, the iron-willed and the profoundly persistent will be godlike enough to make it all the way... If you have those qualities, then nothing should stop you—because the complete blueprint for mastery is laid out for you...

Exercises like the muscle-up, the handstand or the human flag demand the perfect mix of technical skill, hard training and thousands of progressive reps to attain. The Floor Holds, Bar Moves and Human Flag categories within this section contain the instructions you need to make it to the summit. The rest is up to you...

**Chapter 9** awards you the progressions for **Floor Holds**. Discover 34 different progressive drills from the Frog Stand, to the One Arm/One Leg Crow, to the Ultimate Headstand, to the Straddle Handstand, to the One Arm handstand, to the One Arm Elbow Lever, to the Scorpion Planche...

The final category to achieve here is the Planche which represents calisthenics strength, precision, skill and fortitude in the most advanced forms. Have at it and let us know how you do!

**Chapter 10** awards you the progressions for **Bar Moves**. Discover 20 different progressive drills from the Muscle-Up, to Skinning the Cat, to the Back Lever, to the Front Lever...

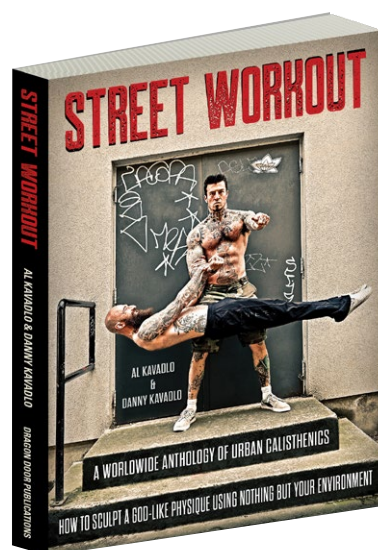
Nothing screams "Street Workout" like bar moves. Many practitioners of advanced calisthenics were roped in the first time they saw these exercises because they are so spectacular looking. The Kavadlos sure were!

These gravity-defying feats will suspend you in mid-air and have you feeling like king or queen of the world!

**Chapter 11** awards you the progressions for the **Human Flag**. Discover 25 different progressive drills from the Side Plank, to the Clutch Flag, to the Support Press, to the Vertical Flag, to the Human Flag Crucifix, to the One Arm Flag, to the Human Flag...

The full press flag has become synonymous with Street Workout. Perform it in public and watch as heads swivel, jaws drop, hearts pound and iPhones leap into action like there's no tomorrow!

Flags will give you—and require—beastly arms, shoulders, an iron chest and a back of sprung steel. The good news is that this chapter lays out the complete blueprint on how to go from Flag-newbie to Human Flag hellraiser...



**Street Workout**  
A Worldwide Anthology of Urban Calisthenics:  
How to Sculpt a God-Like Physique Using  
Nothing But Your Environment  
By Al Kavadlo and Danny Kavadlo

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# TOUGH AS NAILS

## HOW TO BE TOUGH AS NAILS— WHATEVER YOU DO, WHEREVER YOU GO, WHENEVER YOU NEED IT...

**W**ant to get classically strong—in every dimension of your life—gut, heart and mind...?

In other words, do you want to be:

- **More than** just gym-strong?
- **More than** just functionally strong?
- **More than** just sport-specific strong?
- **More than** just butt-kicker strong?
- **And**—certainly—**more than** just look-pretty-in-a-bodybuilding-contest strong?

Do you demand—instead—to be:

- **Tensile Strong?**
- **Versatile Strong?**
- **Pound-for-Pound Strong?**
- **The Ultimate Physical Dynamo?**
- **A Spiritual Force?**
- **An Emotional Rock?**

Then welcome to **Danny's World**... the world of **Strength Rules**—where you can stand tall on a rock-solid foundation of

classic strength principles... Arm-in-arm with a world leader in the modern calisthenics movement...

Then... with Danny as your constant guide, grow taller and ever-stronger—in all aspects of your life and being—with a Master Blueprint of progressive calisthenic training where the sky's the limit on your possible progress...

Do Danny's classical **Strength Rules**—and, for sure, you can own the keys to the strength kingdom...

Ignore Danny's classical **Strength Rules**—break them, twist them, lame-ass them, screw with them—then doom yourself to staying stuck in idle as a perpetual strength mediocrity...

The choice is yours!

Then... with Danny as your constant guide, grow taller and ever-stronger—in all aspects of your life and being—with a Master Blueprint of progressive calisthenic training

where the sky's the limit on your possible progress...

Do Danny's classical **Strength Rules**—and, for sure, you can own the keys to the strength kingdom...

Ignore Danny's classical **Strength Rules**—break them, twist them, lame-ass them, screw with them—then doom yourself to staying stuck in idle as a perpetual strength mediocrity...

The choice is yours!

**However brilliant most strength books might be, 99% of them have this fatal flaw...**

99% of otherwise excellent strength books focus on only one aspect of strength: how to get physically stronger through physical exercise. Health and multi-dimensional well-being is given at best a cursory nod... Nutritional advice is most often a thinly disguised pitch for a supplement line...



"I have been waiting for a book to be written on strength training that I can recommend to all of my patients, and **Danny Kavaddo** has delivered with **Strength Rules**. Danny has written a stripped-down approach to strength that is accessible to everyone.

He has distilled his wealth of knowledge and experience in coaching and bodyweight strength training into a program that is cohesive, scalable, and instantly applicable to all corners. He has also added a rock-solid approach to nutrition and ample doses of inspirational story-telling and philosophy, resulting in the gem that is **Strength Rules**.

I dare anyone to read this book and still give me an excuse why they can't strengthen their body and improve their health. No excuses. Get the book and get to work!" —**DR. CHRISTOPHER HARDY**, author of **Strong Medicine**



If you want a book that gives you the goods on full-body training, full-body health and full-body strength, then there's precious little out there... So, thank God for the advent of **Strength Rules!**

**Strength Rules** embodies all elements of strength—even how they work into our day-to-day existence, the highs and lows of our being, for better or for worse...

**Strength Rules** is dedicated to those who are down with the cause. Those who want to work hard to get strong. Who insist they deserve to build their own muscle, release their own endorphins and synthesize their own hormones.

**Strength Rules** has no interest in fly-by-night fitness fads. Classic exercises have stood the test of time for a reason. **Strength Rules** shouts a loud "just say no!" to cumbersome, complicated workout equipment. Strength Rules walks a path free from trendy diets, gratuitous chemical concoctions and useless gear...

Almost every strength exercise comes down to the basics. Essentially, Squat, Push and Pull. These three broad, essential movements are the granddaddies of 'em all. Throw in some Flexion, Transverse Bends and Extension, and you've got yourself the tools for a lifetime of full-body strength training...

That's why the exercises contained in **Strength Rules** are divided into these few, broad categories. Everything else is a variation. There is no reason to overcomplicate it.

The Strength Rules mission is to help anybody and everybody get in the best shape of their lives. Strength Rules lays out the truth clearly and succinctly, giving you the tools you need to grow stronger and persevere in this mad world—with your head held high and your body lean and powerful...

The exercise portion of Strength Rules (titled ACTIONS) is split into three levels: Basic Training (Starting Out), Beast Mode (Classic Strength) and Like A Boss (Advanced Moves).

Naturally, not everyone will fall 100% into one of these groups for all exercises in all categories and that's fine. In fact, it's likely that even the same individual's level will vary from move to move. That's cool; we all progress at different rates. Respect and acknowledge it. Trust your instincts.

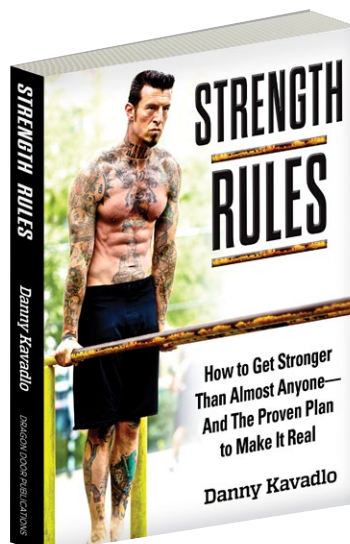
Speaking of instincts, we are wired with them for a reason. If our instincts are wrong then that's millions of years of evolution lying to us. A large part of Strength Rules embraces empowerment, faith in oneself and emotional awareness. Danny believes that being honest with yourself, physically, mentally and spiritually is a magnificent (and necessary) component of true, overall strength.

**Strength Rules** cries out to all body types, age groups, backgrounds and disciplines. It talks to the beginning student. It calls on the advanced practitioner, looking for new challenges. It speaks to the calisthenics enthusiast and all the hard-working personal trainers... **Strength Rules** is for everyone who wants to get strong—and then some...



"**Strength Rules** is one of the finest books on strength I've ever read. No ifs, ands or buts. Not just 'bodyweight strength'—strength, period. There are a million and one strength books out there about hoisting heavy iron and screwing up your joints...usually written by coaches and athletes using steroids and other drugs. But if you want to learn how to unleash *ferocious strength* and power while also improving your health and ridding yourself of extra fat and joint pain, THIS is the book you need to own.

If you are a bodyweight master, this is the bible you will want to go back to again and again, to keep you on the straight and narrow. If you are raw beginner—Jeez, then get this book right now, *follow the rules*, and save yourself years of wasted effort! **Strength Rules** is as good as it gets!"—PAUL WADE, author of *Convict Conditioning*



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How to Get Stronger  
Than Almost Anyone—  
And the Proven Plan to  
Make It Real  
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# Teach your body to be the lightning-fast, explosive, acrobatic super-hunter your DNA is coded to make you...

**W**ith **Explosive Calisthenics**, Paul Wade challenges you to separate yourself from the herd of also-ran followers—to become a leader, survivor and winner in the physical game of life. But he doesn't just challenge and inspire you. He gives you the direct means, the secrets, the science, the wisdom, the blueprints, the proven methods and the progressions—that make success inevitable, when you supply your end in consistent, diligent, skillful application.

Now a legendary international bestseller, **Convict Conditioning** can lay claim to be the Great Instigator when it comes to the resurgence of interest in bodyweight exercise mastery.

And—while **Convict Conditioning 2** cemented Wade's position as the preeminent authority on bodyweight exercise—there is no doubt that his magisterial new accomplishment, **Explosive Calisthenics** is going to blow the doors off, all over again.

What makes **Explosive Calisthenics** so exciting—and so profound in its implications?

See, it goes back to the laws of brute survival. It's not "Only the strongest shall survive". No, it's more like: "Only the strongest, quickest, most agile, most powerful and most explosive shall survive." To be a leader and dominator and survivor in the pack, you need to be the complete package...

A vanishing percent of people who workout even attempt to unlock their body's inherent power and speed—choose to be different: reclaim your pride and dignity as a fully-realized human being by fully unleashing your true athletic capacity...

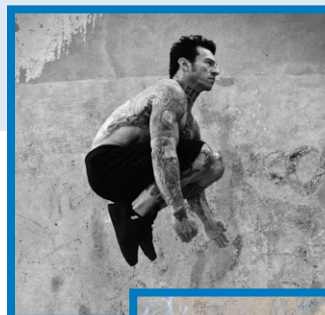
Now—for those who have the balls and the will and the fortitude to take it on—comes the next stage: Explosive Calisthenics. The chance not only to be strong and healthy but to ascend to the Complete Package. If you want it, then here it is...

You don't have to achieve a full back flip or kip up to get HUGE benefit from mastering the early progressions. It doesn't matter if you are a 20-year old looking to push your power and agility to new heights or approaching middle age, trying to slow the hands of time. Do yourself a favor and get this amazing work. This book will be the gold standard for developing bodyweight power, skill, and agility." —**CHRIS HARDY**, D.O. MPH, CSCS, author, **Strong Medicine**



"**Explosive Calisthenics** is an absolute Treasure Map for anybody looking to tear down their body's athletic limitations. Who doesn't want to be able to kip to their feet from their back like a Bruce Lee? Or make a backflip look easy? Paul makes you want to put down the barbells, learn and practice these step-by-step progressions to mastering the most explosive and impressive bodyweight movements.

The best part? You can become an absolute Beast in under an hour of practice a week. Way to go, Paul! AROO!" —**JOE DISTEFANO**, **Spartan Race**, Director of Training & Creator of the **Spartan SGX Certification**





“Martial arts supremacy is all about explosive power and speed, and you will possess both once you’ve mastered the hardcore exercises in **Explosive Calisthenics**. Take your solo training to a level you never even imagined with these teeth-gritting, heart-palpating exercises—from a master of the genre.”

—LOREN W. CHRISTENSEN, author of over 50 books, including **Fighting Power: How to Develop Explosive Punches, Kicks, Blocks, And Grappling** and **Speed Training: How to Develop Your Maximum Speed for Martial Arts**

## PART I: POWER, SPEED, AGILITY

### **Power Up! The Need for Speed**

The difference between complex power and simple power—and what it means for athletic success...P 7

Discover how to enhance your reflexes to generate higher levels of power, speed and agility...P 9

Why most gym-trained athletes lack THESE qualities—and will therefore never attain true athleticism...P 10

### **Explosive Training: Five Key Principles**

The 5 key principles for developing speed, power and agility...P 12

Why traditional box work, core training and Olympic lifting simply won't cut it—when your goal is high-level explosiveness...P 14

If you really want to build monstrous power, speed and agility in the shortest possible time—HERE is what you absolutely MUST stick with...P 18

The 6 movements you must master—for the ultimate in hardcore explosiveness...P 19

The true essence of calisthenics mastery lies here—and only here...P 19

## PART II: THE EXPLOSIVE SIX

### **4: Power Jumps: Advanced L Leg Spring**

If you really want to become explosive, then the legs are the source of it all—and the best way to train the legs is with progressive power jumps. Here is the 10-step blueprint for achieving ultimate leg power...

### **Power Pushups: Strength Becomes Power**

To round out a basic power training regime, you need to pair jumps with a movement chain which performs a similar job for the upper-body and arms. The best drills for these are power Pushups. Here is the 10-step blueprint for becoming an upper-body cyborg...

How to get arms like freaking jackhammers...P 73

How to skyrocket your power levels, maximize your speed and add slabs of righteous beef to your torso and guns...P 73

How to develop upper-body survival-power—for more effective punching, blocking, throwing and pushing...P 73

How speed-power training trains the nervous system and joints to handle greater loads...P 73

### **The Kip-Up: Kung Fu Body Speed**

The mesmerizing Kip-Up is the most explosive way of getting up off your back—and is a surprisingly useful skill to possess. Discover the secrets here...P 109

### **The Front Flip: Lightning Movement Skills**

The Front Flip is THE explosive exercise par excellence—it is the “super-drill” for any athlete wanting more speed, agility and power.

Discover how to attain this iconic test of power and agility—requiring your entire body, from toes to neck, to be whip-like explosive...P 141

### **The Back Flip: Ultimate Agility**

The Back Flip is the most archetypal acrobatic feat—displaying integrated mastery of some of the most fundamental traits required for total explosive strength.

If you want to be a contender for the power crown, then you have to get to own the Back Flip—which defines true agility...

Discover how to develop a super-quick jump, a massive hip snap, a powerful, agile waist and spine—and an upper body that can generate higher levels of responsive force like lightning...

Simply put, this is the single greatest test of explosive power, true speed and agility found in nature. Here is how to pass the test...

### **The Muscle-Up: Optimal Explosive Strength**

If ever one popular strength exercise qualified as a “complete” feat, it would probably be the mighty Muscle-Up—one of the most jealously-admired skills in all of bodyweight training...

The Muscle-Up requires a very explosive pull, plus a push—so works almost the entire upper-body; the back and biceps pull, while the chest, triceps and shoulders push. Your grip needs to be insanely strong, your stomach crafted out of steel and you require a highly athletic posterior chain.

Discover the complete blueprint for achieving the planet's hottest bodyweight move...

Learn how to achieve the elusive, total-body-sync, X factor the Muscle-Up requires—and build insane explosive power in a highly compressed time frame...

## PART III: PROGRAMMING: THEORY AND TACTICS

### **Making Progress: The PARC Principle**

If you can work your way up to the ice-cold, bad-ass master Step for all Explosive Six—you will become the most explosively powerful athlete you know. No question...

So how DO you move safely and effectively upwards through these chains—and achieve bodyweight immortality? The answers are fully contained in these next sections...

### **Power and Skill: Twin Training Methodologies**

How to express your power in a more sophisticated manner through skill-based movement training...P 274

Power Building: The Rule of Three and the Rule of Six

What is raw power?...P 275

The 3 main qualities you need to have established in order to successfully perform Kip-Ups and Flips...P 275

How to build enduring power and joint integrity throughout your whole athletic life...P 276

How to build a bigger and more turbo-charged “power vehicle”—fail to achieve this and you will be like a speedster running on empty...P 276

THIS is the bread-and-butter rule-of-thumb followed by most successful explosive athletes and coaches...P 280

### **Skill Development: Time Surfing and Consolidation Training**

### **Sample Programs: Session Templates**

Why you should focus on progressions, not templates...P 293

Some fundamental, applicable approaches to training plans that will fit different goals and objectives...P 294

How much and how should you warm up?...P 295

4 keys to an effective warm-up protocol...P 295

How to integrate explosive work with strength and bodybuilding programs...P 301

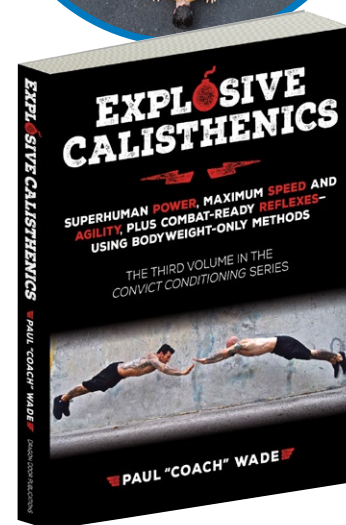
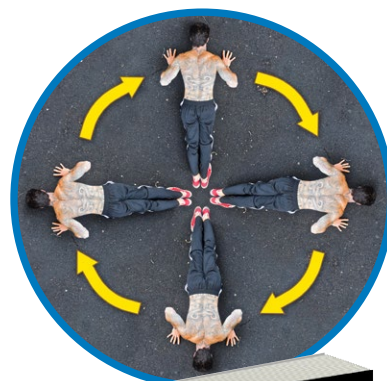
## BONUS MATERIAL

Bonus Section 1: Advanced Speed Training: “Coach” Wade’s Top Ten Tricks and Hacks

### **Bonus Section 2: Animal Agility Drills**

10 major animal-type movements that can be your wild card/X-factor in your power and strength training...P 327

These animal agility drills increase strength and efficiency while reducing the chance of injury. The legs stay “springy” whatever your age and total-body coordination



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By Paul “Coach” Wade

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# Your Ultimate Battle Plan for Reversing Disease, Restoring Your Vitality and Achieving Peak Physical Performance...

**A**ccording to **Strong Medicine**, there are two main drivers causing almost all preventable diseases like cancer, heart disease, diabetes, obesity and accelerated aging: chronic inflammation and chronic oxidative stress. High vitality, optimal health and sustainable strength can only be achieved by a properly-informed plan to understand, identify and conquer the enemies of our wellbeing.

The only way to sustain a healthy, vigorous life is to make long-term lifestyle changes—across the board, be it through nutrition, resistance training, cardio or stress management. **Strong Medicine** shows you how to achieve an utter and complete physical and physiological transformation in 3 months without any draconian training or concentration camp nutrition. Discover how to go from unhealthy and uncertain into ever-improving levels of health, wellness and fitness... Using the intersection of cutting-edge science and real-world medicine—melded with high-level athletics, results-producing coaching and elite military-preparedness training...

"Given the sad state of our society's health and wellness literacy, **Strong Medicine** is just what the doctor should order. Chris and Marty come together to provide the reader with sound information addressing health and wellness from all angles. Whether it's the impact of genetics, the use of biomarkers, proper physical training, the importance of sleep, and/or nutritional information, **Strong Medicine** has it covered.

It is time that we restore and strengthen the fabric of our society by arming its citizens with the understanding of 'why,' instead of allowing them to meander around in ignorance from one fad to the next. **Strong Medicine** should be on the bookshelf of anyone serious about their health and wellness. Gratitude, Chris and Marty for such a fine reference."

—DR. MIKE DAVIS, DPT

"**Strong Medicine** demonstrates the paradigm shift that we currently have in the world of physical development. We cannot put our fitness goals above our health goals. Health provides the foundation for fitness to start the process. Fitness in turn pays back health through maintenance and sustainability. The takeaway for this book: learn as much about your health as you do about your fitness and you'll do just fine."

—GRAY COOK, author, **Movement**, co-creator, **FMS**

"**Strong Medicine** is flat-out *amazing*. If you ever wanted to take your training and your nutritional theory to an elite level—better than 99.9% of certified personal trainers—this is the book for you. It's all in here: genetics, gut bacteria, cutting-edge stress biology, molecular nutrition...even better, the 'deep science' is all explained so clearly (with charts, key points, photos and diagrams) that it's almost impossible *not* to understand and absorb it all fully. An automatic classic in the field, which will surely prove impossible to surpass. I bow down to the Doc and to Marty!"

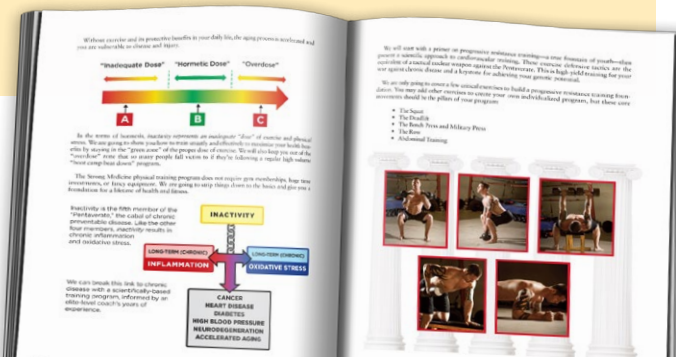
—PAUL WADE, author, **Convict Conditioning** and **Explosive Calisthenics**

"**Strong Medicine** by Chris Hardy, D.O. and Marty Gallagher is an exhaustively researched, clearly written, and practically useful guide to improving your health.

Improving health is fundamentally different than treating disease. This book represents the future of healthcare in our country. It requires the patient to assume responsibility, learn the basics, and then enhance their health through diet, exercise, sleep, and mindfulness.

If you are looking for a quick fix, this is not the book for you. If you understand that there is no quick fix, then read this book and trust what you read. The information is accurate and relevant, simple to understand, and actionable."

—Patrick Roth, M.D., author of **The End of Back Pain: Access Your Hidden Core to Heal Your Body**, Chairman of Neurosurgery at Hackensack University Medical Center and the director of its neurosurgical residency training program.





# HIGHLIGHTS OF THE STRONG MEDICINE PROGRAM

## Basic Training I Central Themes in Disease and Health

- The 4 cardinal signs of inflammation... P 7
- Why long-term inflammation and chronic stress oxidative stress are the underlying causes for chronic preventable diseases... P 14

## CENTRAL THEMES PART II THE GENE-ENVIRONMENT CONNECTION

- Understanding epigenetics... P 18

## CENTRAL THEMES PART III HORMESIS

- The science and art of correct dosage in all lifestyle decisions... P 23

## CENTRAL THEMES PART IV STRESS AND THE RESPONSE TO THREAT

## CENTRAL THEMES PART V ALLOSTASIS

- The difference between allostasis and hormesis... P 40
- The 4 key ways allostasis helps us adapt to challenge... P 40
- The Stress Cup and our capacity for stress... P 41
- Allostatic overload... P 41
- How regular exercise can increase the size of the stress cup... P 43

## BASIC TRAINING II NUTRITION AND METABOLISM 101

- The 4 fatal flaws with modern nutrition research and practice... P 50
- The Strong Medicine approach for healthy eating... P 53

## BASIC TRAINING II NUTRITION AND METABOLISM 101 MACRONUTRIENTS

- What You Need to Know About Fats... P 67
- Why saturated fats are NOT all bad... P 76

## Basic Training II Nutrition and Metabolism 101 Metabolism Basics

- How to raise your metabolic thermostat... P 99
- How to use intense exercise to create a large glucose "sink" in the muscle... P 101
- How to sleep your way thin... P 116

## KNOWING YOUR ENEMY I THE GUT: GUARDIAN AT THE GATE

The gut-brain connection... P 125

## GUARDIAN OF THE GATE: TRIGGERS OF INTESTINAL INFLAMMATION

- The 3 principal triggers for chronic inflammation in the gut... P 133
- The 7 steps to disease-causing inflammation in the gut... P 144
- The 6 major health benefits of beneficial bacteria... P 148
- How to break the link to chronic inflammation and the conditions resulting from it in the gut... P 165

## OBESITY—SINGLE BIGGEST THREAT TO 21ST CENTURY PUBLIC HEALTH

- How obesity transforms our fat cells into an "enemy within"... P 170
- How to fight your own battle with obesity—and win... P 172
- How low carb foods may help battle cancer... P 194
- Why counting calories is a waste of time... P 207

## HOW WE GET FAT: THE BRAIN, HORMONES AND APPETITE

- How we are hard-wired to prefer high-energy foods... P 208
- How to recruit fat to fight fat... P 210

## INTERVENTION: THE 8-STEP PROGRAM FOR OBESITY AND DIABETES

## KNOWING YOUR ENEMY III CHRONIC STRESS, THE SILENT KILLER

- The 8 major diseases associated with chronic stress... P 266
- How short-term, low-intensity stress builds resilience... P 271
- Chronic stress and high-intensity stress... P 272
- Chronic stress and premature aging... P 288

## CHRONIC STRESS II MIND INTERVENTION

- A mental strategy/approach to relieve stress, minimize projection, reflection, rumination and worry... P 293
- How to transform your mind from your worst enemy into your best friend... P 294
- How to regrow the stress-shrunken brain structures such as the hippocampus... P 303

## KNOWING YOUR ENEMY IV CIRCADIAN DISRUPTION: THIEF IN THE NIGHT

- How dysfunctional clocks lead to chronic disease... P 316
- The 9 main clocks... P 316—317

## SLEEP ARCHITECTURE: BUILDING A GOOD NIGHT'S SLEEP

## CIRCADIAN DISRUPTION, THE CONSEQUENCES OF A BROKEN CLOCK

- Longterm inadequate sleep is strongly associated with the following 9 conditions... P 334
- How poor sleep wreaks metabolic havoc on the obese... P 340
- Why you will not meet your body composition goals unless you fix your sleep... P 341

## Part III Battle Plan Physical Training: Unlocking Your Body's Potential

- The 9 primal benefits of exercise... P 361
- How to be muscular, ripped and functional... P 364
- Understanding Sarcopenia... P 365
- Understanding Osteoporosis... P 366
- Why resistance training is not optional... P 366
- Why Strong Medicine is a strength program for everyone... P 367

## PHYSICAL TRAINING II KING SQUAT

- Why the squat is the king of all progressive resistance exercises... P 368

## PHYSICAL TRAINING III THE DEADLIFT, HEALTHFUL CROWN PRINCE OF THE POSTERIOR

- Why, from a medical perspective, no other exercise translates better to protecting the back and preventing injury in everyday life... P 384
- Strong Medicine Deadlift Tactics—a signature technique rooted in structural architecture, physics and safety... P 388

## PHYSICAL TRAINING IV BENCH PRESS AND OVERHEAD PRESS

- How and why overhead pressing translates better into real-life applied strength... P 402

## PHYSICAL TRAINING V

- How to build incredibly strong and dense lats, rhomboids, lower traps, posterior deltoids—with minimal weight... P 408

## PHYSICAL TRAINING VI STRONG MEDICINE ABS

- The truth about what will and won't give you 6-pack abs... P 412

## PHYSICAL TRAINING VII STRONG MEDICINE BASIC CARDIO

- Why HIIT is the preferred way to maximize the adaptive response and lose fat in the shortest amount of time when exercising... P 420
- The Basic Cardio ramp up for the deconditioned... P 420

## PHYSICAL TRAINING VIII STRONG MEDICINE HIGH INTENSITY CARDIO

- The 5 main benefits of HIIT-based cardio... P 425
- The 7-Step HIIT protocol... P 426

## BURST CARDIO INDIVIDUALIZED HIIT

- Why Burst Cardio is great for people of different fitness levels training together... P 430

## PHYSICAL TRAINING IX EXERCISE PROGRAMMING

- Transformational Fitness... P 432

## BATTLE PLAN II STRONG MEDICINE NUTRITION: INDIVIDUALIZED STRATEGIES FOOD SOURCES AND QUALITY

- The template for an optimum, high-quality omnivorous diet... P 450
- The most important variable to monitor for nutritional value... P 461

## INDIVIDUALIZED STRATEGIES II "CARBOHYDRATE TOLERANCE"

- The case for "low carb" eating... P 466
- The 7 key principles for a successful LSS diet... P 467

## INDIVIDUALIZED STRATEGIES III FEED YOUR ACTIVITY

- How to optimize your metabolic blast furnace and prevent muscle wasting... P 469
- 4 general rules for optimizing nutritional intake... P 470-471
- The 4-point training day strategy for optimal eating... P 473

## CALORIC RESTRICTION AND "LOW CARB" DIETS

- Why caloric restriction has no place in a wellness plan that involves regular, intense exercise... P 474

## INDIVIDUALIZED STRATEGIES IV ONE WEEK OF FOOD

- Examples of easy to prepare meals, which emphasize food quality

## BATTLE PLAN III PUTTING IT ALL TOGETHER LIFESTYLE CHANGE

## PUTTING IT ALL TOGETHER II STRONG MEDICINE LIFESTYLE CHANGE, STRATEGIC PLANNING

- How to strategically plan your own assault on chronic disease, achieving victory with optimal health... P 497
- The 4 biomarkers most useful and meaningful for tracking physical improvement during lifestyle change... P 502
- Battle Plan IV Analytics "Stuff You Can Measure"... P 503
- Biomechanics and the "Holy Grail" of Correlation and Causation... P 504
- Why biomarker correlation does not necessarily cause health and disease, but is associated with it... P 505
- Understanding biomarkers as "engine warning lights"—indicating that you may be going in the wrong direction with your choices... P 506
- The best way to make use of biomarkers for your health and strength program... P 508

## STUFF YOU CAN MEASURE I CHOLESTEROL: WHAT ARE WE MEASURING?

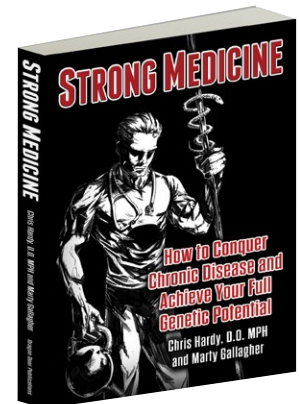
- The truth about cholesterol... P 510
- The 6 huge health benefits of cholesterol... P 510
- Why you can't significantly alter cholesterol levels by changing dietary intake... P 512
- What test results you really need to get to truly predict your risk of developing heart and vascular disease... P 525
- The 7 top take-home messages and considerations for an effective approach to cholesterol... P 534

## STUFF YOU CAN MEASURE II PHYSICAL MEASUREMENTS

- Stuff You Can Measure III Markers of Inflammation
- Why C-Reactive Protein (CRP) is the best current marker to use for chronic inflammation... P 541

## STUFF YOU CAN MEASURE IV HEART RATE VARIABILITY (HRV)

- Why HRV is your "desert island" biomarker for health... P 546



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# C-MASS

## How To Maximize Muscle Growth Using Bodyweight-Only Training

**WHAT IT REALLY TAKES TO GET BIG WITHOUT WEIGHTS...**

Is it really possible to add significant extra muscle-bulk to your frame using bodyweight exercise only? The answer, according to calisthenics guru and bestselling *Convict Conditioning* author Paul Wade, is a resounding Yes. Legendary strongmen and savvy modern bodyweight bodybuilders both, have added stacks of righteous beef to their physiques—using just the secrets Paul Wade reveals in this bible-like guide to getting as strong AND as big as you could possibly want, using nothing but your own body.

Paul Wade's trenchant, visceral style blazes with hard-won body culture insight, tactics, strategies and tips for the ultimate blueprint for getting huge naturally without free weights, machine supplements or—God forbid—steroids. With *C-Mass*, Paul Wade further cements his position as the preeminent modern authority on how to build extraordinary power and strength with bodyweight exercise only.

### 1. Bodyweight Muscle? No Problem!

Build *phenomenal* amounts of natural muscle mass and discover how to:

- Add 20-30+ pounds of solid muscle—with perfect proportions
- Reshape your arms with 2-3 inches of gnarly beef
- Triple the size of your pecs and lats
- Thicken and harden your abdominal wall into a classic six-pack
- Generate hard, sculpted quads and hamstrings that would be the envy of an Olympic sprinter
- Stand head and shoulders above the next 99% of natural bodybuilders in looks, strength and power
- Boost your testosterone naturally to bull-like levels
- Understand the radically different advantages you'll get from the two major types of resistance work, nervous system training and muscular system training.
- If you really want to explode your muscle growth—if SIZE is your goal—you should train THIS way...

### 2. The Ten Commandments of Calisthenics Mass

Why reps are key when you want to build massive stacks of jacked up muscle.

- Want to turn from a twig into an oak tree? Why working demonically hard and employing brutal physical effort is essential to getting nasty big...
- These are the very best dynamic exercises—for bigger bang for your muscle buck.
- How to ratchet up the heat with THIS kick-ass strategy and sprout new muscle at an eye-popping rate.
- What it takes to trigger explosive muscle growth.
- Why so few wannabe athletes ever achieve a good level of strength and muscle—let alone a great level—and what it really takes to succeed.
- How to transform miniscule, incremental gains into long-range massive outcomes.
- 10 secrets to optimizing the magic rest-muscle growth formula...
- Discover the 3 main reasons why, sleep, the natural alternative to steroids, helps prison athletes grow so big...
- Why your mind is your most powerful supplement...
- How 6 major training demons can destroy your bodybuilding dreams—and where to find the antidote...
- Understanding the relationship between the nervous system and the muscular system—and how to take full advantage of that relationship.
- Why, if you wish to gain as much muscle as your genetic potential will

allow, just training your muscles won't cut it—and what more you need to do...

- The secret to mixing and matching for both growth AND strength...

### 3. "Coach" Wade's Bodypart Tactics

Get the best bodyweight bodybuilding techniques for 11 major body areas.

#### 1. QUADZILLA! (...AND QUADZOOKIE.)

- Why the Gold Standard quad developer is squatting—and why you absolutely need to master the Big Daddy, the *one-legged squat*...
- How to perform the Shrimp Squat, a wonderful quad and glute builder, which is comparable to the one-leg squat in terms of body-challenge.
- Why you should employ THESE 7 jumping methods to put your quad gains through the roof...

#### 2. HAMSTRINGS: STAND SIDEWAYS WITH PRIDE

- Enter *Lombard's Paradox*: how and why you can successfully brutalize your hammies with calisthenics.
- Why bridging is a perfect exercise for strengthening the hamstrings.
- How to correctly work your hamstrings and activate your entire posterior chain.

- Why THIS workout of straight bridges and hill sprints could put muscle on a pencil.

- How to employ the little-known secret of the *bridge curl* to develop awesome strength and power in the your hammies.

#### 3. SOFTBALL BICEPS

THIS is the best biceps exercise in the world *bar none*. Discover what you are missing out on and learn to do it right...

#### 4. TITANIC TRICEPS

Paul Wade has *never* met a gym-trained bodybuilder who understands how the triceps work. Not one.

- Learn how the triceps **REALLY** work. This stuff is gold—pay attention. And discover the drills that are going to CRUCIFY those tris!

#### 5. FARMER FOREARMS

The forearms are best built through THESE exercises, and you can build superhuman grip by utilizing intelligent THESE progressions.

#### 6. IT'S NOT "ABS", IT'S "MIDSECTION"

The single greatest exercise for scorching your abs in the most effective manner possible is THIS...

- How to best train your obliques and lateral chain...
- Why crush-style grippers are a mistake and the better, safer alternative for a hand-pulping grip...



## 7. MAXIMUM CHEST

The roll call of classical bodyweight chest exercises is dynamic and impressive. It's an ancient, effective, tactical buffet of super-moves. Get the list here...

- THE best chest routine is THIS one...
- THIS could be the ultimate bodyweight drill to get thick, imposing pectoral muscles...

## 8. POWERFUL, HEALTHY SHOULDERS

If you want to give any of your shoulder heads an enhanced, specialist workout, a great tactic is THIS.

- If you *really* want to build your rear delts, THIS drill should be your number one exercise...
- THESE kinds of drills can result in shoulder injury, rotator cuff tears, frozen shoulder and chronic pain—what to stick with instead...
- THIS is a fantastic deltoid movement which will swell up those cannonballs fast...

## 9. AH'LL BE BACK

THIS exercise is the finest lat-widener in the bodybuilding world and should be the absolute mainstay of your back training. This one's a no-brainer—if adding maximum torso beef as fast and efficiently as possible appeals to you...

- Paul Wade demands that all his students begin their personal training with a brutal regime of THIS punishing drill. Why? Find out here...
- How bridging fully works all the deep tissues of the spine and bulletproofs the discs.
- The single most effective bridge technique for building massive back muscle...

## 10. CALVING SEASON

THIS squat method will make your calves larger, way more supple, more powerful, and your ankles/Achilles' tendon will be bulletproofed like a steel cable...

- Whether you are an athlete, a strength trainer or a pure bodyweight bodybuilder, your first mission should be to gradually build to THIS. Until you get there, you don't need to waste time on any specialist calf exercises.
- If you DO want to add specific calf exercises to your program, then THESE are a good choice.

## 11. TNT: TOTAL NECK AND TRAPS

Do bodybuilders even need to do neck work? Here's the answer...

- The best neck exercises for beginners.
- HERE is an elite-level technique for developing the upper trapezius muscles between the neck and shoulders.

## 4. Okay. Now Gimme a Program

If you want to pack on muscle using bodyweight, it's no good training like a *gymnast* or a *martial artist* or a *dancer* or a *yoga expert*, no matter how impressive those skill-based practitioners might be at performing advanced calisthenics. You need a different mindset. You need to train like a bodybuilder!

- Learn the essential C-Mass Paul Wade *principles* behind programming, so you can master your own programming...
- The most important thing to understand about bodybuilding routines...
- When to Move up the Programming Line
- Fundamental Program Templates

## 6. The Democratic Alternative... how to get as powerful as possible without gaining a pound

There is a whole bunch of folks who either want (or need) massive strength and power, but without the attendant muscle bulk. Competitive athletes who compete in weight limits are one example; wrestlers, MMA athletes, boxers, etc. Females are another group who, as a rule, want to get stronger when they train, but without adding much (or any) size. Some men desire steely, whip-like power but see the sheer weight of mass as non-functional—many martial artists fall into this category; perhaps Bruce Lee was the archetype.

But bodybuilders should also fall under this banner. All athletes who want to become as huge as possible need to spend some portion of their time focusing on *pure strength*. Without a high (and increasing) level of strength, it's impossible to use enough load to stress your muscles into getting bigger. This is even truer once you get past a certain basic point.

So: You want to build power like a Humvee, with the sleek lines of a classic Porsche? The following Ten Commandments have got you covered. Follow them, and we promise you *cannot* fail, even if you had trouble getting stronger in the past. Your days of weakness are done, my friend...

### ENTER THE "BULLZELLE"

There are guys who train for pure mass and want to look like bulls, and guys who only train for athleticism without mass, and are more like gazelles. Al Kavadlo has been described as a "bullzelle"—someone who trains mainly for strength, and has some muscle too, but without looking like a bulked-up bodybuilder. And guess what? It seems like many of the new generation of athletes want to be bullzelles! With Paul Wade's C-Mass program, you'll have what you

need to achieve bullzelle looks and functionality should you want it...

- If you want to generate huge strength without building muscle, here is the precise formula...
- How pure strength training works, in a nutshell...
- Why frequency—how often you train—is often so radically different for pure strength trainers and for bodybuilders...
- Training recipe for the perfect bodybuilder—and for the perfect strength trainer...

If there is a "trick" to being supremely strong, THIS is it...

- As a bodybuilder, are you making this huge mistake? If you want to get super-powerful, unlearn these ideas and employ THIS strategy instead...

Another great way to learn muscular coordination and control is to explore THESE drills...

- If there is a single tactic that's guaranteed to maximize your body-power in short order, it's bracing. Bracing is both an art-form and a science. Here's how to do it and why it works so well.
- If there is an instant "trick" to increasing your strength, it's learning the art of the breath. Learn the details here...
- When the old-time strongmen talked about strength, they rarely talked about muscle power—they typically focused on the integrity of the tendons. THIS is why...
- The concept of "supple strength" and how to really train the tendons for optimal resilience and steely, real-life strength...
- Why focusing on "peak contraction" can be devastating to your long-term strength-health goals...

THIS is the essential difference between a mere *bodybuilder* and a *truly powerful* human being...

- Pay extra attention to your weakest areas by including THESE 4 sets of drills as a mandatory part of your monster strength program...
- The nervous system—like most sophisticated biological systems—possesses different sets of *gears*. Learn how to safely and effectively shift to high gear in a hurry using THESE strategies...
- Why it is fatal for a bodyweight master to focus only on tension-generating techniques and what to do instead...
- The difference between "voluntary" and "involuntary" strength—and how to work on both for greater gains...
- How to train the mind to make the body achieve incredible levels of strength and ferocity—as if it was tweaking on PCP...

- 5 fundamental ways to harness mental power and optimize your strength...

## 7. Supercharging Your Hormonal Profile

Why you should never, ever, ever take steroids to enhance your strength...

### HORMONES AND MUSCLE GROWTH

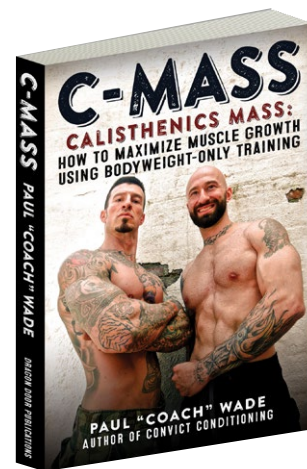
Your *hormones* are what build your muscle. All your training is pretty secondary. You can work out hard as possible as often as possible, but if your hormonal levels aren't good, your gains will be close to nil. Learn what it takes to naturally optimize a cascade of powerful strength-generating hormones and to minimize the strength-sappers from sabotaging your gains...

Studies and simple experience have demonstrated that, far from being some esoteric practice, some men have increased their diminished total testosterone levels by *over a thousand percent!* How? Just by following a few basic rules.

What rules? Listen up. THIS is the most important bodybuilding advice anyone will ever give you.

### THE 6 RULES OF TESTOSTERONE BUILDING

THESE rules are the most powerful and long-lasting, for massive testosterone generation. Follow them if you want to get diesel.



## C-MASS

### Calisthenics Mass: How To Maximize Muscle Growth Using Bodyweight-Only Training

By Paul "Coach" Wade

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# ***A BREAKTHROUGH PROGRAM FOR REAL-WORLD FUNCTIONAL STRENGTH AND TRUE ATHLETIC POWER***

**T**raditional weight training often involves lifting while sitting, lying down or standing in place. While there can be undeniable strength gains from lifting heavy in these positions, your functional strength in real-world activities can remain fatally flawed. Conventional seated and stationary exercise restricts dynamic full-body movement, providing a dangerously artificial stability—and training only a few specific muscles at a time.

The Intrinsic Strength Training® (IST) program helps you break free from the limitations and vulnerabilities of these restrictive exercise patterns. Instead of being “all show and no go”, IST challenges and enhances your ability to control your body in multiple movement planes—getting functionally stronger than you could possibly get through conventional lifting strategies.

By training the body as a dynamic, integrated unit, IST reduces the chance of injury and pain while increasing not only your overall strength but your posture, balance, coordination and precise body control. Traditional weight training too often puts the brakes on your athletic power—resulting in sub-par, erratic performance. IST releases the brakes on your strength gains and unlocks your full athletic potential.

IST is a unique—and much-needed—upgrade to classic resistance training. This upgraded system assures symmetrical and balanced physique improvements. Each IST exercise incorporates the entire body and activates more muscles, toning your physique faster and more efficiently than traditional resistance training. IST burns more calories and improves full-body strength, dynamic stability and movement literacy.

After using IST, you will look and feel like a superior version of yourself. IST provides the aesthetic benefits of following a bodybuilding training regimen with the athleticism and health benefits of the three-dimensional movement training you truly need for your daily activities. With IST, you can build yourself a body that combines a gorilla-like strength, a Ferrari-like level of performance and the fluid movement skills of a high-level ballet dancer...

## **Incredible Resource**

“What an incredible resource to improve fitness and strength in the real world. He has mapped out how to become strong in active planes of movement.

As he writes, sitting down and working out on machines does not translate to being strong in everyday situations and movements. We see the results daily in the Parker Chiro Clinic and Chiropractic Program. I will be using this book in patient rehab as well as making sure that I am keeping myself injury resistant.

I highly recommend that you have this book in your library.”

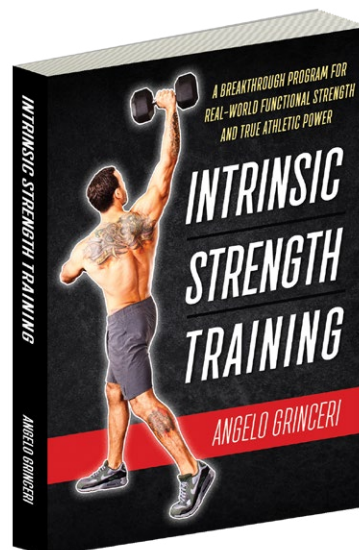
—PAUL BRITT, Heath, Texas

## **Evolutionary approach to resistance training!**

“Congrats to Angelo! I read the book and can’t tell you enough what a great job he did bringing some light to the training community. Through **Intrinsic Strength** trainers will relate the Principles of Functional Science to the work they already do with their clients.

They will understand the “why” behind the “what”!

This great book is direct, efficient and simple. It simplifies complex concepts into useful information.”—SANTIAGO MCCARTHY, New York, NY



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Strength and True  
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# “We Make the **BEST** in the World **STRONGER, MORE MUSCULAR** and **MORE POWERFUL**— Now It's Your Turn...”

**T**he “Grandmaster of Absolute Strength,” **Marty Gallagher**, originally developed the **CrossCore® Hardcore** program at the request of **US Tier One Spec Ops**. These elite, “best-of-the-best” warrior-athletes sought a portable training device that could still provide a powerful strength workout in the most challenging of locations.

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needed to achieve fast, superlative strength gains...

Do you want access to the same strength secrets—and the physical results—that have the proudest, toughest and strongest men in the world cry Uncle within just a few reps—and at the hands of a light, portable device?

Then the **CrossCore® Hardcore** program is your ticket...

Marty Gallagher, with the help of co-author **Dr. Chris Hardy** and with **Michael Krivka**, has poured his heart, his soul and over 40 years of strength wisdom into **CrossCore® Hardcore**. The hard-won secrets revealed on every page are pure gold...

Marty’s overriding goal is the radical transformation of the human body—in the fastest, most effective manner possible. His system is rooted in the cumulative, collective, empirical experience of his world champion and world record-holding strength mentors.

Engage full-on with the **CrossCore® Hardcore** program and you will trip the high threshold hypertrophy switch—accelerating the production of growth hormone and testosterone—for a dramatic surge in your power and raw strength...

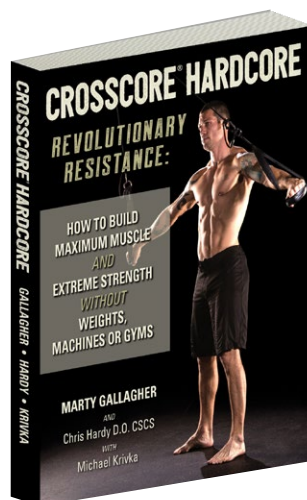
If you are man enough, then now’s your chance to rip a page from the ultimate strength playbook and expropriate the techniques, tactics, intensity and mental tenacity of the elite athlete—and reap performance rewards you’d never dreamed possible for yourself...

“Using Gallagher’s **CrossCore® Hardcore** protocols, I was able to bring my biceps and triceps to positive failure within ten reps. I would never have thought that possible. The **CrossCore® Hardcore** strategies will tax the strongest amongst you on a lot of exercises. Some of the crazy angles you can use are unlike anything I have ever encountered in 40 years of training...as far as a mobile, portable, take-anywhere training tool, this thing rocks!”—**KIRK KARWOSKI, 6-time IPF world champion, 7-time US national champion, Current IPF world record holder**

“I love training tools that are heavily researched and that diversify my programming. **CrossCore® Hardcore** offers ideas for how to train athletes with intention—with purpose. It shows how this one great tool has benefits that can be very sport specific, and it demands that you progressively train in all planes of motion utilizing the athlete’s bodyweight. **CrossCore® Hardcore** as a study and as a method is AWESOME!”—**STEVE HESS, professional basketball strength and conditioning coach**

## HERE’S A FURTHER TASTE OF WHAT YOU’LL DISCOVER WITHIN **CROSSCORE® Hardcore**:

- How to use intensity amplifiers—for faster and more dramatic strength gains 27
- THIS little-but-powerful secret of the resistance trade causes maximal flexion and contraction—beyond what you previously considered possible 28
- Why it is a serious mistake to try to trick your way through sticking points—if big gains are your goal 29
- This magically effective motor-pathway is accessible only through the use of **CrossCore®** 30
- How to become adept at modulating payload with the **CrossCore®** 31
- The 7 non-negotiable **CrossCore®** techniques for getting superior strength gains 38
- How to override the brain’s protective mechanisms against fatigue 38
- The key and telling difference between mainstream and **hard-core** resistance training 41
- How to properly prepare for explosive training 44
- How to build low-end, pure bulldog torque 44
- How to make light weights heavy 45
- How to send your performance into the stratosphere 45
- **This one technique can make an exercise 25% harder—for equivalent gains in real-world strength 48**
- The single most heretical intensity amplifier for additional power and strength 48
- These 3 **CrossCore®** methods improve flexibility, keep joints functioning, make muscles pliable when relaxed and hard as wood when flexed 49



## **CrossCore® Hardcore**

**Revolutionary Resistance: How to Build Maximum Muscle and Extreme Strength Without Weights, Machines or Gyms**  
**By Marty Gallagher and Dr. Chris Hardy, with Michael Krivka**

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# “WHO ELSE WANTS TO BE ULTRA-TOUGH?”

**S**ome of the world's toughest—and most successful—men have endorsed Zach Even-Esh's ***Encyclopedia of Underground Strength and Conditioning*** as a must-have, go-to resource for developing the supreme athletic durability, multi-functional strength and spiritual fortitude they most prize...Men like **JOE DE SENA**, founder of **The Spartan Race**:

“At **Spartan**, we have always said the world needs a thorough encyclopedia on strength and conditioning. Whether it is our own athletes attending our races, moms, or even the elite special forces we speak to, everyone is looking for an edge. Zach's ***Encyclopedia of Underground Strength and Conditioning*** is exactly what today's society needs to build a stronger mind, body and life, just as we encourage here at Spartan.

The inspirational life lessons shared in this book along with these training methods are what make this book powerful and timeless. **You owe it to yourself to read this book if you want to change your life.**”

And men like the warrior-athlete CDR MARK DIVINE, founder of SEALFIT and Unbeatable Mind, NYT bestselling author of ***8 Weeks to SEALFIT*** and ***The Way of the SEAL***:

“When it comes to functional strength and conditioning—old school style—Zach Even-Esh has been there, done that. Zach is a master at developing young athletes who not only become world class at their sport, but also develop the strength of character to be successful at whatever they choose in life. I highly recommend this book, as it will open your eyes to reality-based training.”

Or take this from **AJ ROBERTS**, 2x All-Time Powerlifting World Record Holder

“From the minute I began reading I was completely captivated. The mixture of life lessons along with powerful workout information is what makes this book truly phenomenal and one that belongs on any strength enthusiast's book shelf.”

And then there's the legendary author of the world's #1 bodyweight exercise book ***Convict Conditioning***, **PAUL WADE**, who weighs in with this praise:

“If there's a hardcore, super-functional tool or tactic for maximizing strength, speed or muscle, it's here—body-

weight, kettlebells, barbells, tires, ropes, sandbags, kegs and sleds. The *bodyweight* section alone is worth more than the price of the book—it's a 'must read' for calisthenics fans. What interests me particularly is Zach's emphasis on bodyweight for athleticism and conditioning, as *well* as raw strength.

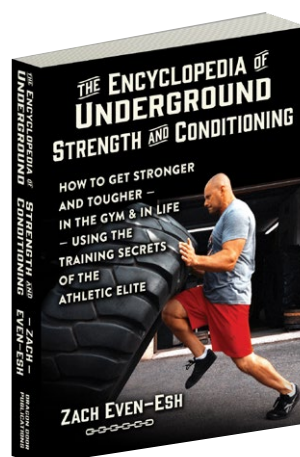
There are dozens of very, very powerful drills and unique approaches here. **I've no doubt this book will be considered the bible of old school athletic strength training over the coming decades.**”

Or how about revered strength coach and powerlifting world champion **MARTY GALLAGHER's** ringing endorsement:

“This big book has a lot of soul. I love the mix of bodybuilding and wrestling and power training and farm-boy strength combined with the sincere earnestness of his ongoing quest for continual physical improvement. I love his crazed, gonzo approach towards fitness and strength and functionality. Zach has thrown a big lasso around a hell-of-a-lot of athletic modes.

Zach has transformed himself, and ergo, he knows of what he speaks. Best of all, most important of all, he gets irrefutable results for his people. **I love the functional, uber-fit physiques of Zach's students, the final finished products.** In one word, Zach, Awesome!”

Who else wants to bust beyond their current athletic limitations—and transform themselves physically, mentally and spiritually? ***The Encyclopedia of Underground Strength and Conditioning*** shows you how...



## The Encyclopedia of Underground Strength and Conditioning

How to Get Stronger in the Gym & in Life Using the Training Secrets of the Athletic Elite  
By Zach Even-Esh

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# Beyond The Six-Pack!

"Diamond-Cut Abs condenses decades of agonizing lessons and insight into the best book on ab-training ever written. Hands down."  
**—PAUL WADE**, author of *Convict Conditioning*

"Danny has done it again! *Diamond-Cut Abs* is a no-nonsense, results driven approach that delivers all the goods on abs. Nutrition, training and progression are all included, tattoos optional!"—**ROBB WOLF**, author of *The Paleo Solution*

"There are a lot of abs books and products promising a six-pack. What sets Danny's book apart is the realistic and reasonable first section of the book... His insights into nutrition are so simple and sound, there is a moment you wish this book was a stand alone dieting book."—**DAN JOHN**, author of *Never Let Go*

"Danny flexes his expert advice in a way that's solid, applicable and often entertaining. If you want the abs of your dreams, stop looking for the quick solution everyone claims to have and get ready to learn how to maximize your efforts towards your very own set of *Diamond-Cut Abs*."—**MIKE FITCH**, creator of *Global Bodyweight Training*

"As soon as I received *Diamond-Cut Abs*, I flipped to the table of contents. Amazingly I found what I have been fruitlessly looking for in ab books for decades: 66 pages dedicated to NUTRITION. Kavadlo passed his second Marty audition by not echoing all the bankrupt politically-correct, lock-step, mainstream nutritional commandments. When Dan starts riffing about eating like a horse, eating ample amounts of red meat, shellfish and the divine pig meat (along with all kinds any types of nutrient-dense food), I knew I had to give my first ever ab book endorsement. When he noted that he drank whiskey while getting his abs into his all time best shape, it sealed the deal for me. Oh, and the ab exercises are excellent."—**MARTY GALLAGHER**, 3-Time Powerlifting Champion, Author of *The Purposeful Primitive*

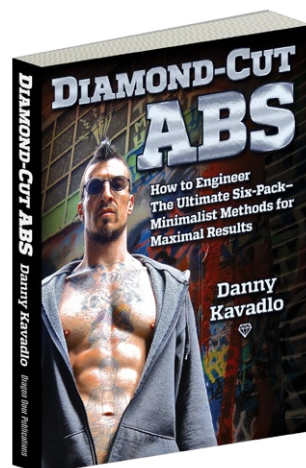
**A**re you dissatisfied with your abs? Does it seem a distant dream for you to own a rock-solid center? Can you only hanker in vain for the chiseled magnificence of a Greek statue? Have you given up on owning the tensile functionality and explosive power of a cage-fighter's core?

According to Danny Kavadlo, training your abs is a whole-life endeavor. It's about right eating, right drinking, right rest, right practice, right exercise at the right time, right motivation, right inspiration, right attitude and right lifestyle. If you don't have that righteous set of abs in place, it's because you have failed in one or more of these areas.

With his 25-plus years of rugged research and extreme physical dedication into every dimension of what it takes to earn world-class abs, Danny Kavadlo is a modern-day master of the art. It's all here: over 50 of the best-ever exercises to develop the abs—from beginner to superman level—inspirational photos, no BS straight talk on nutrition and lifestyle factors and clear-cut instructions on what to do, when. Supply the grit, follow the program and you simply cannot fail but to build a monstrous mid-section.

In our culture, Abs are the Measure of a Man. To quit on your abs is to quit on your masculinity—like it or not. *Diamond-Cut Abs* gives you the complete, whole-life program you need to reassert yourself and reestablish your respect as a true physical specimen—with a thunderous six-pack to prove it.

"Danny's new book definitely hits the mark. *Diamond-Cut Abs* outlines pretty much everything you'd ever need to know about building the best midsection your genetic potential allows for and without the need for any equipment. Keep up the great work, Danny!"—**BJ GADDOUR**, CSCS, author of *Men's Health Your Body is Your Barbell*, CEO of StreamFIT.com



**Diamond-Cut Abs**  
 How to Engineer the  
 Ultimate  
 Six-Pack—Minimalist  
 Methods for Maximum  
 Results  
 By Danny Kavadlo

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"Danny Kavadlo's training helped me to discover strengths I never knew I had, and I can take those lessons with me wherever I go, for the rest of my life. The wisdom and insight contained in **Everybody Needs Training** not only relates to being a successful fitness trainer, but can be applied for peace and success in many of life's ventures. Danny is the best!"—**ELIZABETH GILBERT, #1 New York Times Best Selling Author, *Eat, Pray, Love*. One of *TIME Magazine's* 100 Most Influential People in the World**

**M**ost folk who embark on a career as a trainer, do so initially out of a personal passion for fitness and a strong desire to help other achieve results. Be it weight loss, conditioning, strength gains, flexibility or enhanced performance.

But a passion for working out and an earnest desire to help others—alone—does not a successful personal trainer make. The sad fact is that the turn over rate for personal trainers after one year is over 80%. Why? It's almost always because the trainer didn't have a proper understanding of the BUSINESS of being a fitness professional.

The bottom line is that without the appropriate success blueprint, the most skilled and knowledgeable personal trainer is usually doomed to failure. Unfortunately, until now, there has been no such battle-tested blueprint available either to the novice trainer or the professional struggling to stay alive. Now, however that's all changed, thanks to Danny Kavadlo's **Everybody Needs Training**.

"**Everybody Needs Training** is quite 'something.' I don't think I have ever seen this kind of depth in the field. It's both obvious and 'wow' as you read it. Amazing stuff. It fills a gap in the community that, frankly, surprises me no one has really filled."—**DAN JOHN**, author, *Never Let Go*

"Danny Kavadlo has personally helped me become a more successful trainer and coach. I cannot recommend **Everybody Needs Training** enough. It's the best book I've ever seen on the subject of being a professional trainer."—**ADEL GABER**, World Class Trainer & 3-Time Olympic Wrestling Coach

"**Everybody Needs Training** is a solid collection of tried-and-true best practices that can help personal trainers on any level reach their full potential in their chosen field."—**ROLANDO GARCIA**, RKC II, CK-FMS

"**Everybody Needs Training** is a must-read for every personal trainer wanting to take it to the next level, and everyone who has ever dreamed of becoming a personal trainer. This book allows you to get inside the genius PT mind of Danny Kavadlo, a master of his craft, speaking off the cuff to you about training—priceless!"—**ERRICK MCADAMS**, Personal Trainer, Model, Fitness Personality

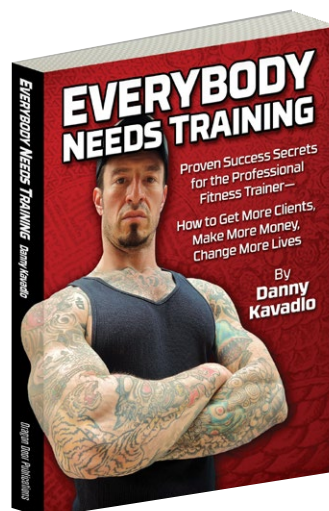
## Good for any profession or business

"I'm not a trainer, but took Danny and Al's PCC Class. This is a great book for anyone going into business as either an employee or owner, whether a fitness trainer or any other kind of business. I'm a lawyer, and I'm thinking about making it required reading for my newly hired lawyers. Good practical advice, with the focus on the customer, which is a focus that seems to be lost these days. Easy reading, but pithy, with lots of great tips and ideas, with an excellent overriding theme. Oh yea -- well written too!"—**Mark Walker**, McAllen, Texas



"Christmas wishes DO come true....Danny Kavadlo has written a training book! Imagine if you could squeeze all the hard-earned wisdom, secrets and tactics of one of the world's hottest personal trainers between the covers of a beautifully illustrated tell-all manual, and you have imagined **Everybody Needs Training**.

Like Danny himself, this groundbreaking book is incredibly smart, brutally honest, laugh-out-loud funny, and totally out of left field...if you train others (casually or professionally), want a career training others, or if you just love the now-famous "Kavadlo approach" to getting in shape, you owe it to yourself to grab a copy of this masterpiece. I cannot recommend it highly enough."—**PAUL WADE**, author of *Convict Conditioning*



**Everybody Needs Training**  
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By Danny Kavadlo

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# How to Function at Full Capacity —All Day Long

In the full-contact arena, athletes contend with an ever-shifting set of challenges: sudden changes in velocity, power, force, weight, and energy-demand. The athlete needs to withstand powerful blows directed at any part of the body, to accelerate and decelerate at a moment's notice, to strike back with blinding power and to remain stable in a highly unstable environment. The athlete needs to be this dynamic—while simultaneously minimizing the risk of personal injury. He needs a cat's agile movement skills, a bull's rock-like strength and a stallion's enduring power.

The rest of us are “everyday athletes”. Yet—while the level of physical challenge may be less intense—we can still strive to cultivate the same foundational movement skills, the same foundational strength and the same foundational power. Because we want to be in the best shape we can be—to be truly fit for anything life throws at us...high-energy, less prone to injury, more capable, more self-reliant, vigorous and physically appealing.

Whether as a highly-ranked basketball player, as a strongman, as a coach, or as a personal trainer, **Josh Henkin** has been on a lifelong search for the perfect tools and the perfect system to cultivate this level of multi-functional athleticism. After years of frustration and years of diligent applied-research, Josh designed a very specific type of sandbag device—and formulated a remarkably thorough training system—which has proven to meet exactly those functional athletic needs. As the name implies, **Dynamic Variable Resistance Training (DVRT™)** prepares ANY athlete to handle whatever challenge comes their way—with a far greater likelihood of success and with a much-reduced chance of injury.

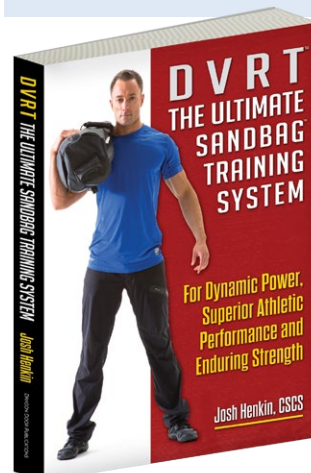
Besides the magic design of the **Ultimate Sandbag** itself, the great secret of DVRT is in the skillful use of incremental progressions for the development of strength, power and elegant movement. As a result, you'll find yourself mastering crucial moves like the squat pattern, much faster. You'll find yourself a master of whole body synergistic connection. You'll find yourself challenge by true multi-planar training—with extraordinary benefits for you in the “real” world. You'll find yourself with a new mastery of inter and intra muscular coordination—the key to high level athletic skill in all activities.

In his extraordinarily thorough and meticulously illustrated DVRT book, Josh Henkin provides a complete blueprint for developing your athletic skills to any level you wish—and for any physical arena in which you need to excel.



“Josh has revolutionized the functional fitness industry in a very short period of time. His DVRT program has become a cornerstone for elite programs like the US Army Special Forces Recruiting Battalion, SWAT teams, and top fitness facilities from around the world. Coaches from over 80 countries are now using the DVRT system worldwide...and this population is growing at a record pace. Why? IT WORKS.” —**ROBERT DOS REMEDIOS, MA, CSCS, MSCC, Collegiate Strength & Conditioning Coach, Author**

“Easy to understand and well thought out, this is a complete breakdown of Henkin's DVRT system and all of the movement progressions that are contained within. Complete and thorough, yet concise and simple at the same time—highly recommended!” —**ALWYN COSGROVE, owner of Results Fitness, co-author of the *New Rules of Lifting* series**



## DVRT The Ultimate Sandbag Training System

**For Dynamic Power, Superior Athletic Performance and Enduring Strength**  
**By Josh Henkin, CSCS**

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# TESTED TRAINING PROTOCOLS TO DOMINATE IN THE RING, IN THE CAGE—OR ON THE STREET

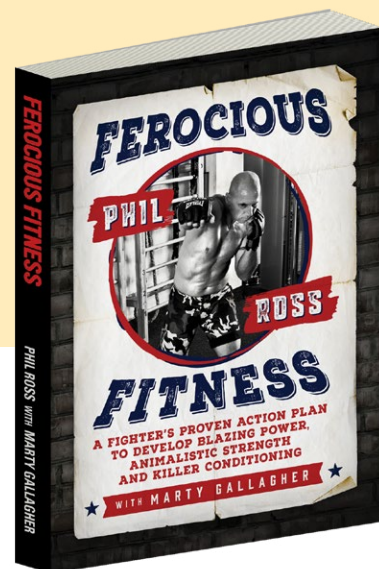
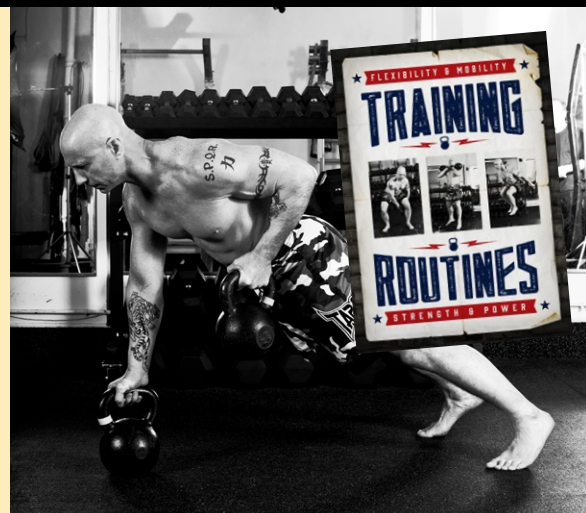
"Ferocious Fitness is a how-to-kick-ass manual for anyone who wants to take their training to the next level. Phil Ross speaks with an authority backed by over 30 years of experience in martial arts and fitness, tested in combat around the world. These pages reveal an authenticity and a science that will forever change your workout routine." —**FRANK SHAMROCK**, 5 x UFC and Strike Force World Champion, King of Pancrase, WEC Light Heavyweight Champion

"When it comes to training, Phil Ross has 'seen it all'. If there are pitfalls, Phil has seen them. If there are shortcuts, Phil has tried them. If there's a new way of doing it, Phil's looked into it. If there's a Fountain of Youth, Phil has found it and drank his weight's worth! And finally, he's sharing his experiences and proven methods with the rest of us. I only wish I could have had **Ferocious Fitness** in my travel bag over the last seven years. I've spent those last seven years traveling the world (for training and competition), and this book would have surely simplified and amplified my fitness efforts." —**BRAIN EBERSOLE**, UFC Fighter, Division 1 Wrestler, Coach

"**Ferocious Fitness** will be considered without question the definitive Bible of functional strength for the next generation of fighters. If you are a martial artist or combat athlete looking for an edge, you've got to have this book: but I'd also argue that if you're interested in improving your strength and conditioning period, you need this volume for your personal library."

—**PAUL "COACH" WADE**, author of the **Convict Conditioning** series.

"The fitness industry has been peddling 'pretend-fighting' for decades. Cardio Kickboxing, Box-r-cise, Cage Conditioning, just so much nonsense. Ferocious Fitness cuts through that crap like a brain-scrambling left hook. This is a **REAL** book about **REAL** fight training written by a **REAL** fighter. There's nothing but the truth in these pages, the kind of truth that comes from someone who's lived the life. Co-writer and strength-expert emeritus Marty Gallagher no doubt helped shaped the tone and rhythm of the text, but it's Phil Ross's experience and methods that are front and center. If you want to feel like a fighter you have to train like a fighter and if you want to train like a fighter, you need this book!" —**MIKE GILLETTE**, author of **Rings of Power**



## HIGHLIGHTS OF WHAT YOU'LL GET WITH *FEROCIOUS FITNESS*...

- **What it really takes to be a dominant fighter**—the 9 gotta-have success components that make or break you in the ring or on the street...
- **How to develop explosive power**—and deliver jaw-shattering knockouts at will...
- **How to develop Herculean strength**—and toss your opponents around like rag dolls...
- **How to develop "fighter cardio"**—to keep firing at maximum intensity and maximum speed, while your opponent is gasping for air...
- **Why all you need for ferocious fitness are 3 tools**: your rope, your kettlebell and your own body...
- **You ARE gonna get hurt!**—how to stack on the armor to minimize future injury and spring back from even catastrophic damage...
- **Why all fighters** need to train for THIS particular kind of strength and power...
- **Why the kettlebell lends** itself so perfectly to sport and combat fighting...
- **The correct exercise circuits, groupings and strategies** to ensure maximum strength, power and conditioning—so you can blow holes through anyone who dares challenge you...
- **The 7 must-do kettlebell drills** that will transform you from man to monster—when done the **Ferocious Fitness** way...
- **The 6 critical bodyweight exercises** you must master—for all-round resiliency and superb fighter-functional fitness...
- **Don't listen to THIS dangerous nutrition nonsense** preached to fighters—what you should and absolutely should not do with your diet...
- **Why cutting weight before a fight** is almost always a disaster waiting to happen...
- **The great Cosmo's secret 6-point formula** for a fighter's perfect eating strategy—when winning is all that matters...
- **KO power punching protocols**—Mike Tyson type power and how to get it...
- **The 6 types of training essential** for complete fighter-attribute development...
- **The little-understood yet hugely important way to enhance** your fighting—using correct "planes of motion" science...

**Ferocious Fitness**  
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Plan to Develop Blazing  
Power, Animalistic Strength  
and Killer Conditioning  
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Gallagher

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# How to Make Impossible Feats of Strength Become Easy—And Bust Far Beyond Your Current PRs...

**I**magine you have under 7 minutes to increase the reps on your hardest exercise by 350%, without any changes to your physical technique. Well, there is ONLY ONE way you can achieve this kind of a jump in your PRs, without any adjustment to your form... It is only by employing certain little-known secrets of mind-control that you can ever hope to blow through your PR barriers with this level of instant success...

Want to make the impossible possible on a routine basis? Want to discover instant strength gain secrets hidden from 99.97% of all current personal trainers? Utilized successfully by a tiny handful of elite strongmen and world-class athletes? Then **Mental Muscle** is your magic bullet.

**"Mental Muscle** is THE mind manual for people who want to intentionally connect their brain to their body and experience amazing results now. As in RIGHT NOW. In this breakthrough book, Logan completely demystifies mental training, making it as easy to understand as hoisting a barbell. You'll get the 'how' and the 'why' and immediately be able to plug in easy-to-understand techniques to improve yourself and crush obstacles like a sledgehammer.

I can think of no other manual that gives you as many workable methods and can get you moving forward as quickly as **Mental Muscle**. Trust me, you've been waiting for this book. Thankfully, it's finally here."

—MIKE GILLETTE, Member, Martial Arts Masters Hall of Fame, Bodyguard to Fortune 500 execs, Subject-Matter Expert for TSA and Department of Homeland Security, author of *Rings of Power*

Here is the complete blueprint on how to make instant, massive strength gains a reality—step-by-step, with nothing overlooked and nothing held back, in a format you can replicate at will, over and over and over and over.

**The first section, HOW YOUR MIND CONTROLS YOUR BODY**, gives background information showing just how powerful the mind truly is. A large portion of this section is dedicated to the placebo effect as the research in that area is amazing and showcases how powerful the mind-body is when it believes it can do something.

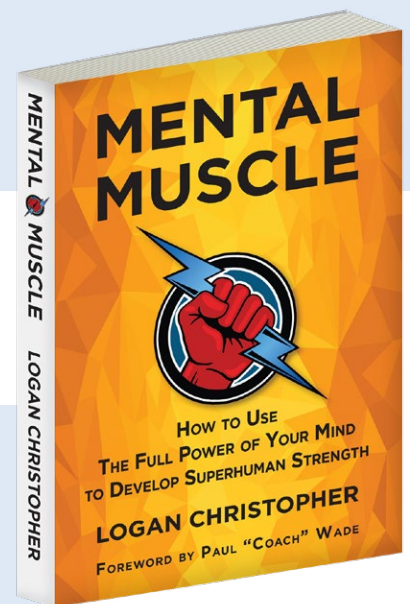
**The second section, MENTAL TRAINING TACTICS AND TECHNIQUES**, shows you some of the most important focus areas in mental training. This includes how to properly set an outcome, use hypnosis, visualization—including the all-important sub-modalities—and anchoring. These skills form the foundation of your mental training, and with them you can move into the next section.

**The third section, PEAK PERFORMANCE DRILLS FOR STRENGTH, MUSCLE, FAT LOSS AND SKILLS**, covers specific drills based on the methods covered in the previous section. In this section, training goals are broken up into four main chapters: training for strength, adding muscle, losing weight and finally for sports and other skill-based movements. This section wraps up with a lengthy and in-depth drill for achieving flow on demand.

**The final section, TRANSCRIPTS OF MENTAL TRAINING WITH CLIENTS**, shows you these methods and drills in action. You'll read word for word transcripts of Logan coaching clients through the drills and into achieving success with various exercises.

"In **Mental Muscle**, Logan Christopher provides an excellent blueprint to master your mind and unleash your true strength potential. In fact, the techniques in this book are so powerful, they can be applied to improving all aspects of life, not just physical performance."

—AL KAVADLO, author of *Zen Mind, Strong Body*



"The mind is a great reservoir of untapped potential. Logan Christopher shows not only the importance of training the mind, but how to do it. If you want to overcome obstacles and surpass preconceived limits, you must develop mental power and strength. Mental Muscle will provide you with the tools to build extraordinary strength and athleticism."

—JON BRUNEY, author of *Neuro-Mass*

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By Logan Christopher

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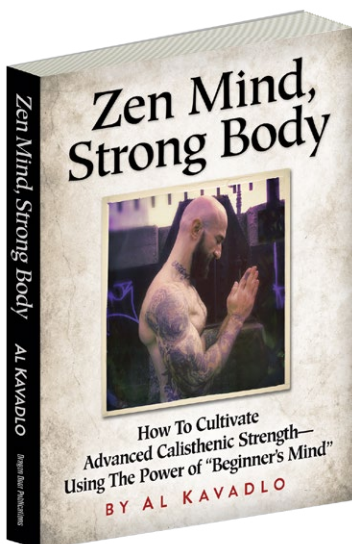
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# Discover How a “Less-Is-More” Approach to Your Training Can Translate into Safer, More Sustainable and Longer-Term Strength Gains...

In *Zen Mind, Strong Body*, acclaimed bodyweight exercise expert **Al Kavadlo** presents his “philosophy of fitness”—a philosophy that has allowed him to endure injury-free, while achieving some of the world’s most challenging movements, be it the One-arm Pull-up, the Human Flag, the Stand-to-stand Bridge, or the Front Lever. It’s also a philosophy that’s allowed Al to sculpt a magnificent physique—while maintaining an ever-burning passion to further develop his calisthenic excellence.

Al’s “secret sauce”? A Zen-like attitude to physical cultivation—which marries intense focus with a light-hearted “joy-in-the-journey.” Zen-like too, is Al’s insistence on intuitive simplicity and his celebration of personal, direct experience as the most trustworthy teacher.

*Zen Mind, Strong Body* culls 26 of Al’s favorite articles, elaborating his position on a wide spectrum of fitness subjects from diet and supplements, to machines and free weights, to cardio options, to mental training. For Al, though, all roads finally lead to Bodyweight Exercise—as the supreme path for all-around, everyday athleticism and practical functionality.



**Zen Mind, Strong Body**  
How to Cultivate Advanced Calisthenic Strength—Using the Power of “Beginner’s Mind”  
By Al Kavadlo

Book #B81 **\$19.99**  
eBook #EB81 **\$9.99**  
Paperback 8.5 x 11 • 124 pages, 118 photos

## Invest in the Wisdom of Zen Mind, Strong Body and Discover:

- How to put the fun back into your fitness—instead of retraining your workouts as a chore...
- How to combine “presence” and joy—for a deeper, more rewarding training experience...
- How “light heart” translates to “heavy payload”—when it comes to spectacular, long-term physical gains...
- How to infuse “warrior spirit” into your body-mind—and attain the calisthenic ideal of physical excellence...
- How to recruit the power of the “Big 3”—Experience, Logic and Intuition—as your preferred allies in the battle against weakness, fatness, slowness and tiredness...
- Why to beware of the “Tricky 3”—Dogma, Faith and Science—when it comes to wise practice in diet and exercise...
- The empowering secret of “open-ended” program design—to free you from the shackles and restrictions of one-size-fits-all fitness shibboleths...
- The key differences between gymnastics and calisthenics—when considering your optimal goals for physical development...
- How to make impressive gains year-after-year—while staying off the “injured reserve” list...
- How to marry fun and function—for athletic longevity and enhanced well being...
- How to use your mind to manifest what you choose—including the body of your dreams...
- Approach to getting better and better and better...
- The hows and whys of building strength without mass—when whipcord-functionality is your goal...
- The #1 factor to consider in practicing strength as a skill—it’s the difference between longterm success and the also-rans...
- What “business” you need to focus on first—if being a lean ‘n mean machine is what you want...
- Why “subtle nuance” can be more important than “gross motor”—when developing supreme movement skills...
- The 5 major levels of bodyweight strength—so you know where you stand in the chain of greatness...
- The 4 best bodyweight drills to emulate the benefits of the traditional deadlift—when you don’t want to bother with a barbell...
- The special significance of Back Bridges—for longevity in your strength practice...
- Why walking is overrated as a preferred exercise choice—for almost anyone...
- Why you don’t need to take a single supplement—yet still achieve peak levels of fitness...

“Al Kavadlo is a master of bodyweight training and calisthenics. If you want to gain strength and improve flexibility, and do it all without a single piece of gym equipment, Al’s the expert you should turn to.”—**MARK SISSON**, Author of *The Primal Blueprint*

“*Zen Mind, Strong Body* by Al Kavadlo should be the first book you look at when considering the world of bodyweight work.”—**DAN JOHN**, Author of *Never Let Go*

## TABLE OF CONTENTS

### PART I – ZEN MIND

1 Zen Mind/Calisthenics Mind.....	1
2 Sifting Through The Madness.....	3
3 Make Your Own Workout.....	6
4 It’s Not Gymnastics.....	10
5 No Year’s Resolutions.....	15
6 It’s All In Your Mind.....	17
7 The Specificity Principle.....	18
8 My Path To The PCC.....	21

### PART II – STRONG BODY

1 Strength Without Mass.....	29
2 Calisthenics And Body Awareness.....	35

3 Mastering Your Bodyweight.....	36
4 Bodyweight Deadlift Alternatives.....	39
5 Why I Don’t Wear Workout Gloves.....	43
6 Clean Up Your Muscle-up.....	45
7 Avoiding Injuries In Strength Training.....	48

### PART III – DO YOU DO CARDIO?

1 Is Walking Really The Best Exercise?.....	55
2 Bodyweight Conditioning.....	56
3 Beginning Running.....	63
4 Running The NYC Marathon.....	65
5 Racing The NYC Triathlon.....	67
6 Death To Cardio.....	70

### PART IV – STAY HUNGRY

1 Why I Don’t Use Supplements.....	75
2 Diet And Exercise.....	77
3 I Peanut Butter.....	79
4 The Best Exercise For Weight Loss.....	81
5 All Or Muffin.....	83

### BONUS SECTION:

#### SAMPLE WORKOUTS

1 Bodyweight Beginner.....	88
2 Bodyweight Baron.....	92
3 Bodyweight Beast.....	94



# HOW TO TRAIN AND GAIN WITHOUT PAIN



**R**ings can have a redemptive—and almost magical—impact on your long-term strength training... Why? Because ring work replicates natural, multi-dimensional, functional, self-correcting movement. Rings reduce the destructive stress on the joints often caused by traditional weight lifting—with its repetitive, forced, linear “grinding of the gears”. With ring work, the adaptive, strength-enhancing stress goes to the muscles—where it belongs...

The rings are strength saviors for the over-forties—and in many cases represent a wiser, safer choice for younger athletes seeking to push their physical capabilities to ever-greater heights.

**The forgiving, user-friendly rings have the power to:**

- **Restore** former strength lost to joint pain
- **Rekindle** your passion for intense, results-producing exercise
- **Reengineer** your body into a sleeker, tougher vehicle that continues to get stronger and stronger and stronger—pain-free
- **Reverse** the damage and imbalance wrought by an over-reliance on machine-based exercise
- **Release** you from the strength plateaus in your training—by introducing an infinite variability of adaptive challenge into your workouts
- **Reclaim** your full physical capabilities—and then help you exceed those capabilities

“At 45 years old, I am able to continue my strength pursuits unhindered by the joint and tendon injuries that plague many in the over-40 athletic community.

I wish I had **Mike Gillette's** book when I started with rings. The crystal clear instruction on techniques and progressions in this book would have saved me the countless hours of often-fruitless experimentation.

**Rings of Power** will help you harness the power of your entire body in optimal synergy with your nervous system to greatly surpass the strength results seen with traditional isolation training, while bullet-proofing your joints and tendons against injury. The result is true, useable strength that translates to both your most demanding athletic pursuits and your daily life. This is a fantastic book for all ages, but absolutely essential for the aging athlete.”—**DR. CHRIS HARDY**, author of **Strong Medicine**

“Finally—one of the great modern strength experts has taken the most powerful mass and power-building tool from pro gymnasts and ‘liberated’ this tool for the rest of us... Ring work is a very old method of total-body training, while being cutting-edge at the same time, and **Gillette** is clearly a master of this art. The finest book on this topic ever published.

When a legendary powerhouse like **Mike Gillette** dumps the bench presses and preacher curls for bodyweight methods, it's probably time to put the usual junk techniques on hold and listen up... and when **Gillette** tells you that he actually *gained* strength and mass with his new methods while *healing* his old joint problems, you'd be crazy not to want to hear what he has to say.

Possibly the best aspect of this book is that **Gillette** takes the athlete all the way from weak and shaky to *insanely badass-strong* with just a few technical modifications, and using a single training tool. Five stars from Paul!”—**PAUL WADE**, author of **Convict Conditioning**

- **Rejuvenate** your system—through a newfound freedom from pain and a newfound ease of movement

And the glory of it is that—in his inspirational **Rings of Power**—Mike Gillette gives you a super-simple yet immensely powerful plan to immediately transform yourself physically with rings alone. Follow Gillette's clear-cut guide—and your severely-enhanced athletic capability is a foregone conclusion...

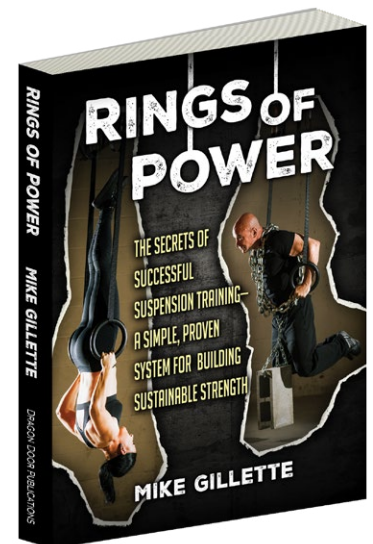
Ex-paratrooper, ex-cop, bodyguard to some of the wealthiest men on the planet, martial artist, performance coach for tactical operators, competitive fighters and D1 athletes—Mike Gillette is one of the toughest and pound-for-pound strongest men you could meet.

However, by his forties—due to a multitude of injuries—it looked like Mike was doomed to a crippled half-life of creeping weakness. Determined to avoid this fate, Mike researched his rehab and strength building options for the future—with the same drive, intelligence and intensity with which he approaches everything he does... His search led to the rings—and to a miraculous turn-around. A “salvation of the rings”, if you will...

Mike Gillette experienced a physical rebirth—a second chapter of life—when he turned to rings to save himself from his crippling injuries and joint pain. In **Rings of Power**, the now-legendary strongman has distilled the absolute essence of his discoveries about the “therapeutic strength” benefits of these wonder tools into a commanding guide to getting safely stronger over the long haul.

“**Mike Gillette** is one of the strongest men I've ever met in my life. I've seen him break bricks with his hands and bend iron with his neck. It thrills me to see that he's applied his training principles, both physical and mental, to the common man, using some of the most old-school, minimalist equipment available: suspension rings. Hell Yeah, Mike! Mr. Gillette can teach more about strength training and body mechanics in one hour than many could teach in a lifetime.”—**DANNY KAVADLO**, author of **Diamond-Cut Abs**

“**Rings of Power** is simple and to the point. No fluff or gimmicks here. Commitment to the Basics AND Technique is the theme. If you follow through on these workouts and methods provided by Mike, you WILL build impressive strength from top to bottom.”—**ZACH EVEN-ESH**, author of **The Encyclopedia of Underground Strength and Conditioning**



**Rings of Power**  
The Secrets of Successful  
Suspension Training—  
A Simple, Proven System  
for Building Sustainable  
Strength  
By Mike Gillette

Book #B82 \$29.95

eBook #EB82 \$9.99

Paperback 8.5 x 11 • 116 pages, 110 photos

## TABLE OF CONTENTS

FOREWORD.....	3
• Introduction .....	5
• The Way of the Rings .....	9

### SECTION 2 - RING PRINCIPLES

• Principle 1 – Gravity .....	13
• Principle 2 – Ergonomics .....	17
• Principle 3 – Planes of Movement .....	19
• Principle 4 – Leverage & Loading .....	25

• Principle 5 – Tension as Technique.....	27
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### SECTION 3 - RING PROGRESSIONS

• Setting Up the Rings .....	31
• Horizontal Pushing .....	35
• Horizontal Pulling .....	43
• Vertical Pulling .....	47
• Vertical Pushing .....	51
• Lower-Limb Pushing .....	55

• Trunk Extension .....	59
• Trunk Flexion .....	63

### SECTION 4 - ADVANCED RING CONCEPTS

• Finessing Form with the PRT.....	69
• Inverted Ring Progressions.....	81
• External Loading.....	85
• Ring Workouts .....	97

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# “The Kettlebell-Lover’s One-Stop-Shop for Quick, Safe Gains and Fundamental Athletic Excellence...”

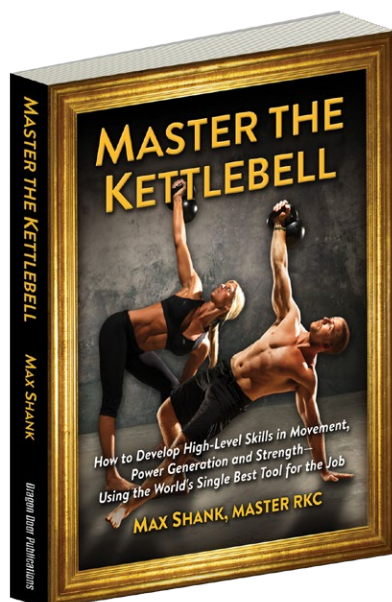
**T**he kettlebell, this almost magical “gym-in-the-palm-of-your-hand”, can deliver spectacular results—be it in strength, conditioning, power or movement quality. Warrior-athletes revere the kettlebell for the added resilience and hitting-power it gives them. Endurance athletes value the extreme conditioning challenge. Kyphotic desk-jockeys see salvation in the end to their back-pain and a renewed vitality. Both genders appreciate the dramatic toning and firming of butt, thighs and abs. Physical culturists embrace the total-body impact of the kettlebell’s explosive moves.

The health-strength benefits of vigorous, dedicated, skilled exercise with kettlebells can indeed be off-the-charts. But note the all-important word “skill”. Because without the proper know-how, the kettlebell reverts to just an iron ball with a handle—or to a misused, misunderstood tool that heaps abuse and perhaps injury on its unskilled user. Which is the reason for **Master RKC, Max Shank’s Master the Kettlebell...**

Max Shank champions an approach to kettlebell training that emphasizes safe, sustainable gains for a long, strong and above-all healthy life.

**Master the Kettlebell** accordingly presents straightforward, practical programs that allow a beginner to make steady yet dramatic progress—while providing strategies and methods for even the most accomplished athlete to up their game.

You will see immediately from the photographs illustrating the book, that Max is indeed a magnificent athletic specimen—combining a great physique with impressive strength and terrific form. Study Max—either in this book or in person—and if you replicate what you see, athletic gold awaits you. As importantly, you’ll be rewarded in **Master the Kettlebell** with an absolutely fluff-free blueprint on how to develop your own high-level skills in movement, power generation and strength—using the world’s single best tool for the job.

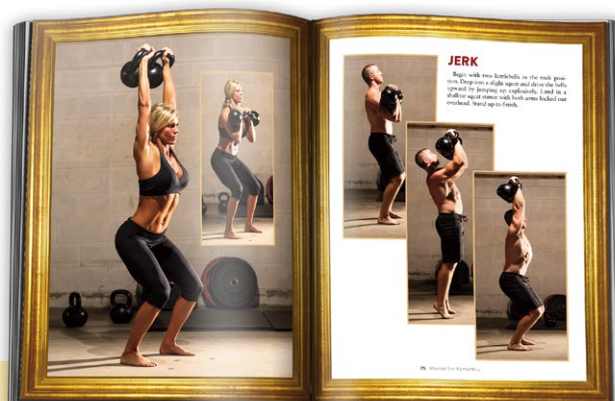


## Master The Kettlebell How to Develop High-Level Skills in Movement Power Generation and Strength—Using the World’s Single Best Tool for the Job By Max Shank, Master RKC

Book #B78 **\$29.95**

eBook #EB78 **\$19.95**

Paperback 8.5 x 11 • 178 pages, 216 photos



### Wish I had had this book as a beginner!

“Simply put, I wish this was the book I had had when first starting out with kettlebells. So many useful photos, and seeing both Max and Beth demonstrate the exercises makes them so much easier to understand—for men and women. This book is a must-have for current or aspiring RKC or HKC instructors, or anyone who needs real, practical, and POWERFUL advice for kettlebell use.

The exercise descriptions, mobility information, and solid program design strategies are incredibly worthwhile. My advanced clients will love having a resource to reference when practicing new intermediate/advanced moves at home too. A great all around approach and one that I will be very proud to regularly reference and share.”—ADRIENNE HARVEY, Senior PCC, Winter Park, FL

### My New Go-to Book in the Gym!

“This kettlebell book is a must-have for the personal trainer, strength coach or fitness buff who is learning to use kettlebells or who has been using them for awhile and wants to refine their technique. The format is easy-to-use and the layout, design and photographs are spectacular with both Max Shank and Beth Andrews demonstrating the movements. What I found most useful is that Max has included lots of cues, tips and coaching

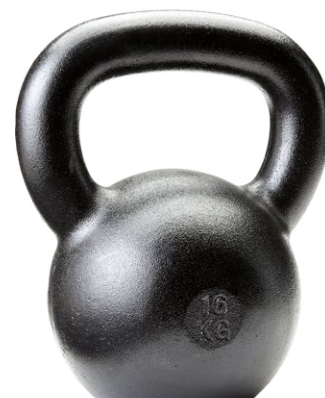
points on the movements/lifts, mobility and programming based on his vast experience as an athlete and a coach. He gets to the point on all of the key kettlebell movements without getting bogged down in too much detail. His real-world perspective on how to assess, teach, correct and regress/progress students with the kettlebell movements is fresh and inspiring.”—LORI CROCK, RKC Team Leader, Dublin, OH

### Next Generation

“This is the kettlebell book I have been waiting on... we have seen several titles on kettlebell training that, for the most part, have been very similar in content... regardless of title, the information has been basically rehashed over and over... Max has done something very special with **Master the Kettlebell**... he’s taken the information and moved it forward... not only is he bringing, in my mind, a fresh approach to our beloved system but he’s also giving us so many other tools to use when developing our programs... Mobility, assessments, program design, he hits it all... the book itself is visually beautiful... the framing of the pages is such a clever way of making each page its own masterpiece... and Beth and Max are in such beautiful shape that they really convey the “potential” of Max’s message... so well done...”—DR. CHRIS HOLDER, Senior RKC, San Luis Obispo, CA



# HOW TO DOMINATE WITH THE KETTLEBELL!



**The kettlebell.** AK-47 of physical training hardware. Hunk of iron on a handle. Simple, sinister, brutal—and ferociously effective for developing explosive strength, dramatic power and never-say-die conditioning. The man's man's choice for the toughest, most demanding, highest-yield exercise tool on the planet. Guaranteed to forge a rugged, resilient, densely-muscled frame—built to withstand the hardest beating and dish it right back out, 24/7.

Once the prized and jealously-guarded training secret of elite Russian athletes, old-school strongmen and the military, the kettlebell has invaded the West. And taken no prisoners—thanks to former **Soviet Special Forces** physical training instructor and strength author, **Pavel Tsatsouline's** 2001 publication of ***The Russian Kettlebell Challenge*** and Dragon Door's manufacture of the first traditional Russian kettlebell in modern America.

American hardmen of all stripes were quick to recognize what their Russian counterparts had long known—nothing beats the kettlebell, when you're looking for a single tool to dramatically impact your strength and conditioning. A storm of success has swept the American Strength and Conditioning landscape, as kettlebell "Comrades" have busted through to new PRs, broken records, thrashed their opponents and elevated their game to new heights of excellence.

Pavel lays out a foolproof master system that guarantees you success—if you simply follow the commands!

- **Develop all-purpose strength**—to easily handle the toughest and most unexpected demand
- **Maximize** staying power—because the last round decides all
- **Forge** a fighter's physique—because the form must follow the function

**Enter the kettlebell!**—and follow the three-stage plan to kettlebell mastery:

## 1. The New RKC Program Minimum

With just two kettlebell exercises, takes you from raw newbie to solid contender—well-conditioned, flexible, resilient and muscular in all the right places.

## 2. The RKC Rite of Passage

Jumps you to the next level of physical excellence with Pavel's proven RKC formula for exceptional strength and conditioning.

## 3. Become a Man Among Men

Propels you to a Special Forces level of conditioning and earns you the right to call yourself a man.

When you rise to the challenge—and **Enter the Kettlebell!**—there will be no more confusion, no more uncertainty and no more excuses—only raw power, never-quit conditioning and earned respect.

The kettlebell has proved its worth many times over since Pavel has introduced it to America. Elite athletes, fighters, special operators, and regular hard Comrades swear by the extraordinary strength and conditioning delivered by this ancient Russian tool.

Now, it is YOUR turn to **Enter the Kettlebell!**

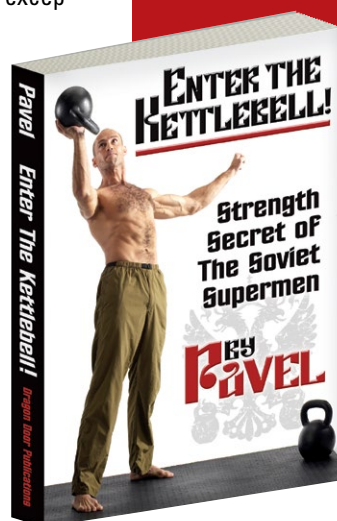
For a kettlebell novice, the hardest part is knowing where to begin. And what you really need to do to get off to a **quick—yet rock-solid—start.**

## Pavel delivers...

*For the Comrade who's already put in a year or two of kettlebell time, it's easy to hit a plateau after explosive early gains. Pavel **knocks him out of his sophomore slump** and helps him take his game to a higher level.*

*Then there's the grizzled KB vet who's been around the block and got too arrogant to practice his fundamentals (or never learned them in the first place). Pavel **hammers the fundamentals** because "it is the mastery of the basics that separates the elite from the rest."*

*With **Enter the Kettlebell!** Pavel has done all the work for you—**honing a masterplan of essential training secrets that guarantee to make you powerful, resilient, and enduring**—if you simply follow the proven guidelines.*



**Enter the Kettlebell!**  
**Strength Secret of The Soviet Superman**  
by Pavel  
#B94 **\$29.95**  
eBook #EB33 **\$19.95**  
Paperback 200 pages  
6" x 9"

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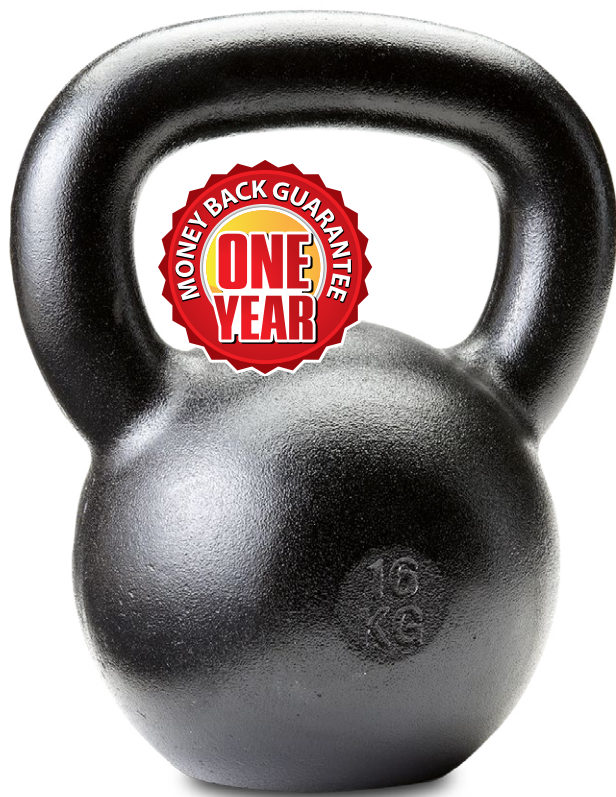
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# Add a Dragon Door Kettlebell to Your Arsenal—Durable, Resilient and Perfectly Designed to Give You Years of Explosive Gains in Strength, Endurance and Power

**E**ven a man of average initial strength can immediately start using the 16kg/35lb kettlebell for two-handed swings and quickly gravitate to one-handed swings, followed by jerks, cleans and snatches. Within a few weeks you can expect to see spectacular gains in overall strength and conditioning—and for many—significant fat loss.

Dragon Door re-introduced kettlebells to the US with the uniquely designed 35lb cast iron kettlebell—and it has remained our most popular kettlebell. Why? Let Dragon Door's own satisfied customers tell the story:



Our most popular kettlebell weighs 35lb (16kg)—and is the ideal size for most men to jumpstart their new cardio, conditioning and strength programs.

## Excellent Quality

"Unlike other kettlebells I have used, Dragon Door is of far superior quality. You name it, Dragon Door has got it! Where other bells lack, Dragon Door kettlebells easily meet, if not exceed, what a bell is supposed to have in quality! Great balance, nice thick handle for grip strength, and a finish that won't destroy your hands when doing kettlebell exercises."

—BARRY ADAMSON, Frederick, MD

## Continually Impressed

"Dragon Door never fails to impress with their quality service and products. I bought the 16kg last month and since adding it to my kettlebell 'arsenal', I am seeing huge improvement from the heavier weight. I have larger hands for a woman so the handle on the 16kg fits my hands perfectly and it feels great... This is my fifth month using kettlebells and I cannot imagine NOT using them. They have changed my life."

—TRACY ANN Mangold, Combined Locks, WI

## Dragon Door bells just feel better

"I purchased this 35lb bell for a friend, and as I was carrying it to him I was thinking of ways I could keep it for myself. Everything about this bell is superior to other brands. The finish is the perfect balance of smooth and rough. The handle is ample in both girth and width even for a 35 lb bell, and the shape/ dimensions make overhead work so much more comfortable. There is a clear and noticeable difference between Dragon Door bells and others. Now I am looking to replace my cheap bells with Dragon Door's. On a related note, my friend is thrilled with his bell."

—RAPHAEL SYDNOR, Woodberry Forest, VA

## Made for Heavy-Duty Use!

"These kettlebells are definitely made for heavy-duty use! They are heftier than they appear, and the centrifugal force generated while swinging single or two-handed requires correct form. I have read numerous online reviews of different companies who manufacture kettlebells, and I have yet to read a negative review of the kettlebells sold by Dragon Door. I have both the 35 and 44 lbs KBs, and I expect to receive a 53 lbs KB from Dragon Door by next week. And as I gain in strength and proficiency, I will likely order the 72 lbs KB. If you like to be challenged physically and enjoy pushing yourself, then buy a Russian Kettlebell and start swinging!"

—MIKE DAVIS, Newman, CA

## New Dragon Door Bells—Best Ever!

"Just received a new e-coat 16 yesterday. Perfect balance, perfect texturing, non-slip paint, and absolutely seamless."

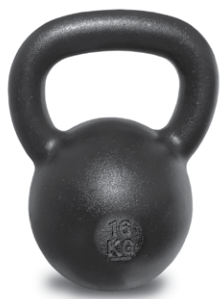
—DANIEL FAZZARI, Carson City, NV

## Dragon Door Kettlebells: The Real Deal!

"The differences between Dragon Door's authentic Russian kettlebell and the inferior one which I had purchased earlier at a local big box sports store are astounding! The Dragon Door design and quality are clearly superior, and your kettlebell just 'feels' right in my hand. There is absolutely no comparison (and yes, I returned the substandard hunk of iron to the big box store for a credit as soon as I received your kettlebell). I look forward to purchasing a heavier kettlebell from dragondoor.com as soon as I master the 16kg weight!"

—STEPHEN WILLIAMS, Arlington, VA





# Are You Serious About Your Training?—Then Insist On Dragon Door's Premium **RKC** Kettlebells

Since 2001...Often Imitated, Never Equaled...



## US ORDERING

- Kettlebells are shipped via UPS ground service, unless otherwise requested.
- Kettlebells ranging in size from 4kg To 24kg can be shipped to P.O. boxes or military addresses via the U.S. Postal Service, but we require physical addresses for UPS deliveries for all sizes 32kg and heavier.

Check on website or by phone for shipping charges.

## ALASKA/HAWAII KETTLEBELL ORDERING

Dragon Door now ships to all 50 states, including Alaska and Hawaii, via UPS Ground. 32kg and above available for RUSH (2-day air) shipment only.

## CANADIAN KETTLEBELL ORDERING

Dragon Door now accepts online, phone and mail orders for Kettlebells to Canada, using UPS Standard service. UPS Standard to Canada service is guaranteed, fully tracked ground delivery, available to every address in all of Canada's 10 provinces. Delivery time can vary between 3 to 10 business days.

4 kg	(approx. 10 lbs.) Kettlebell	#P10N	\$41.75 (plus s/h)
6 kg	(approx. 14 lbs.) Kettlebell	#P10P	\$54.95 (plus s/h)
8 kg	(approx. 18 lbs.) Kettlebell	#P10M	\$65.95 (plus s/h)
10 kg	(approx. 22 lbs.) Kettlebell	#P10T	\$71.45 (plus s/h)
12 kg	(approx. 26 lbs.) Kettlebell	#P10G	\$76.95 (plus s/h)
14 kg	(approx. 31 lbs.) Kettlebell	#P10U	\$87.95 (plus s/h)
16 kg	(approx. 35 lbs.) Kettlebell	#P10S	\$96.95 (plus s/h)
Narrow Handle			
16 kg	(approx. 35 lbs.) Kettlebell	#P10A	\$96.75 (plus s/h)
18 kg	(approx. 40 lbs.) Kettlebell	#P10W	\$102.75 (plus s/h)
20 kg	(approx. 44 lbs.) Kettlebell	#P10H	\$107.75 (plus s/h)
22 kg	(approx. 48 lbs.) Kettlebell	#P10X	\$112.75 (plus s/h)
24 kg	(approx. 53 lbs.) Kettlebell	#P10B	\$118.75 (plus s/h)
26 kg	(approx. 57 lbs.) Kettlebell	#P10Y	\$129.99 (plus s/h)
28 kg	(approx. 62 lbs.) Kettlebell	#P10J	\$142.95 (plus s/h)
30 kg	(approx. 66 lbs.) Kettlebell	#P10Z	\$149.99 (plus s/h)
32 kg	(approx. 70 lbs.) Kettlebell	#P10C	\$153.95 (plus s/h)
36 kg	(approx. 79 lbs.) Kettlebell	#P10Q	\$179.95 (plus s/h)
40 kg	(approx. 88 lbs.) Kettlebell	#P10F	\$197.95 (plus s/h)
44 kg	(approx. 97 lbs.) Kettlebell	#P10R	\$241.95 (plus s/h)
48 kg	(approx. 106 lbs.) Kettlebell	#P10L	\$263.95 (plus s/h)
60 kg	(approx. 132 lbs.) Kettlebell	#P10I	\$329.99 (plus s/h)

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# Dragon Door's Premium, Heavy-Duty Kettlebell Rack is Built Like a Tank—Will Handle Your Complete Arsenal of Bells...

**Convenience:** Save space, keep it professional—with up to **1,400 lbs of kettlebells safely stored** yet immediately available for your instant training needs...

**Top shelf** can hold up to 80 kg (approx 176 lbs) of smaller kettlebells

**Second shelf** can hold up to 120 kg (approx 264 lbs) of medium-size kettlebells

**Third shelf** can hold up to 200 kg (approx 440 lbs) of medium/large-size kettlebells

**Fourth shelf** can hold up to 250 kg (approx 550 lbs) of large/extra large-size kettlebells

**Enhanced safety feature:** specially engineered to allow you to chain up your kettlebells—and avoid potential injury to young children or uneducated users.

**Are you tired** of kettlebells lying around all over your house or facility, taking up WAY too much space and messing with the professional elegance of your environment?

**Would you like** to have one simple, sturdy, safe yet highly accessible storage device for your kettlebells—that also LOOKS terrific?

**As the proud possessor already** of the world's premier kettlebells, don't you want to match them with the housing they deserve?

Then we invite to improve your training life with this magnificent Kettlebell Rack today...



## Dragon Door Kettlebell Rack

#KR001 \$377.00  
SH: \$186.00  
Weight: 63.50 kg (Approx.  
140 lbs) Durable powdercoat

# ALMOST $\frac{3}{4}$ OF A TON OF LOAD-BEARING CAPACITY!



# Customer Acclaim for Dragon Door's Bestselling **12kg/26lb** Kettlebell

## Converted Gym Rat....

"I have seen DRASTIC changes in EVERYWHERE on my body within a very short time. I have been working out religiously in the gym for the past 15 years. I have seen more change in JUST 1 month of kettlebell training. KB's build bridges to each muscle so your body flows together instead of having all of these great individual body parts. The WHOLE is GREAT, TIGHT and HARD. Just what every woman wants."

—Terri Campbell, Houston, TX

## Best Kettlebells Available

"Okay, they cost a lot and, with the shipping costs, it's up there. However, the local kettlebells were far inferior in quality—do you want rough handles when you're swinging? And, if you order a cheaper product online, you won't even KNOW the quality until you have them. Dragon Door kettlebells are well formed, well-balanced and have no rough edges. Sometimes you just have to go with the best and these are the best!"

—Judy Taylor/ Denver, CO

## Awesome tool for the toolbox!!!

"I took some time off from grappling to focus on strength using my new kettlebells... Needless to say my training partners knew something was up. My 'real' total body strength had increased dramatically and I had lost about 5 pounds of bodyfat weight. We are getting more!!!!"

—Jason Cavanaugh, Marietta, PA



## More Fun Than a Dumbbell or Barbell

"Very satisfied. A lot of fun. Indestructable. Delivered quickly. Much more fun to use than dumbbells or barbells. Everytime I see the bells I pick them up and do something with them. Great!"—

Sonny Ritscher, Los Angeles, CA

## Beautiful Cast Iron

"The casting was so well done that the kettlebell doesn't look like a piece of exercise equipment."—  
Robert Collins, Cambridge, MA

## Changing a 64 year old's life!

"After being very fit all my life with everything from Tae Kwon Do to rock climbing and mountain biking, I hit 60 ... had a heart valve repair and got horribly out of condition. It was difficult for me just to get up off the floor when I sat to put wood in the wood burning fireplace. In just 6 weeks with a 12 kilo kettlebell I've improved dramatically. The 'real life' strength that you develop is amazing. The difference to your 'core' is dramatic. Wish I'd discovered kbells years ago!"—Lowell Kile, Betchworth, United Kingdom

## I Love My Kettlebell!

"I am really enjoying my kettlebell. When I received mine, I was so pleased with the finish and the handle. It is definitely a high quality product and when I work my strength up, I will order my next kettlebell from DragonDoor as well."—Diana Kerkis, Bentonville, AR



## GREAT Piece of Equipment

"Excellent quality and finish. I'm a runner who doesn't do heavy weights; this 26 lb. KB is a great addition to my training and has made a meaningful difference, even in the first few weeks. Something about the shape INVITES you to work with it!

Highly recommended."—Matthew Cross, Stamford, CT

## Maximum Results

"There is not a product around that compares to the 26 lb kettlebell. It is a health club, of its own. In my opinion anybody of any age or fitness level can achieve results."—Jim Thoma, Shoreline, WA

## The Handler

"The Kettlebell is the authority of weights. I'm 50 years old and have been working out since I was 12. I purchased the 12kg kettlebell, and at the present time used it for six different exercises. Its shape makes such a big difference; you can be creative using it to strengthen areas of your body simultaneously in one motion. In the future I will purchase the 35 kg."

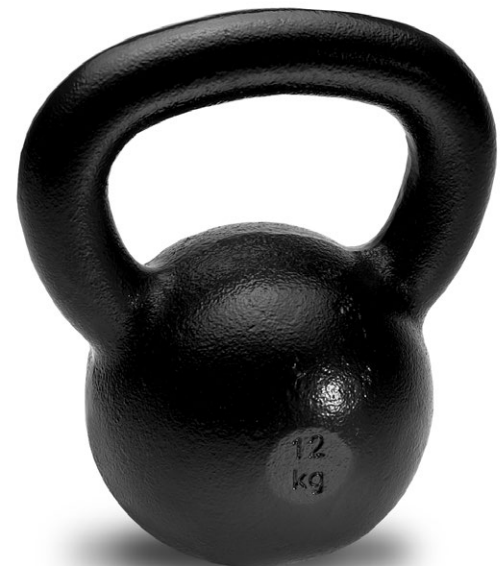
—Ronald Bradley, Alpharetta, GA



## Excellent Product

"I have bought two other (competitor's) kettlebells since the purchase of this product, and there's an obvious difference in quality. I am very pleased with the purchase from DragonDoor. Thanks."

—Steve Crocker, Coupeville, WA



## Russian Kettlebell - 12kg (26 lbs.)

Authentic Russian kettlebell, w/rust resistant e-coat #P10G **\$76.95**

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[www.dragondoor.com/p10g](http://www.dragondoor.com/p10g)

# MOVE STRONG, LOOK STRONG, BE STRONG

**P**icture yourself with the elegant lines and eye-catching flexibility of a Himalayan Yogi. **Watch yourself** move with the fluidity and grace of a great dancer. **Feel your strength** as you power into and hold the most challenging of bodyweight exercise moves. **See yourself ripple** with the muscular, toned, symmetrical physique that signals the perfect marriage of form and function.

All of this could be yours—with the right mindset, the right knowledge, the right mentor and the right blueprint for success. Enter **Al Kavadlo books**. His hard-earned skills in the world of bodyweight exercise training are displayed through his words. This is a man who walks the walk of his talk—and then some. A man who models the capabilities and qualities of a bodyweight master—while also being able to teach and inspire others in the most practical of manners.

In *Stretching Your Boundaries*, Al provides a blueprint that anyone can follow to achieve supreme

physical elegance, mobility and strength—and to amp up their game in any aspect of physical performance.

*Stretching Your Boundaries* could have been called “Yoga Meets Calisthenics”. Or “Zen and the Art of Stretch”. Because—as with the best of the physical culturists—there is a deep, yet lightly-carried spiritual “vibe” to Al’s teachings. There is a humble joy and a sense of well-being emanating from the man—that speaks volumes about his program.

If you really want to succeed as a physical culturist—and if you really want to live a healthy, happy, long life—then the right combination of spirit, wisdom and hard, skilled practice is the essential recipe, or template if you will. In *Stretching Your Boundaries* you will find the time-tested tools you need to continue cultivating yourself as a magnificent human artwork.

Fitting **Al Kavadlo’s** message is the medium: the book has gorgeous design and stunning photography—that will inspire you for years to come.

“The ultimate bodyweight mobility manual is here! Al Kavadlo’s previous two Dragon Door books, *Raising the Bar* and *Pushing the Limits*, are the most valuable bodyweight strength training manuals in the world. But strength without mobility is meaningless. Al has used his many years of training and coaching to fuse bodyweight disciplines such as yoga, martial arts, rehabilitative therapy and bar athletics into the ultimate calisthenics stretching compendium. *Stretching your Boundaries* belongs on the shelf of any serious athlete—it’s bodyweight mobility dynamite!”

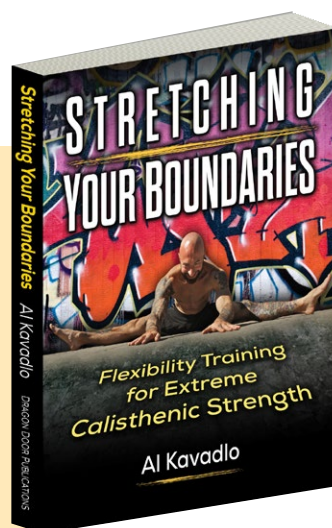
—“COACH” PAUL WADE, author of *Convict Conditioning*

“In this book, Al invites you to take a deeper look at the often overlooked, and sometimes demonized, ancient practice of static stretching. He wrestles with many of the questions, dogmas and flat out lies about stretching that have plagued the fitness practitioner for at least the last decade. And finally he gives you a practical guide to static stretching that will improve your movement, performance, breathing and life. In *Stretching Your Boundaries*, you’ll sense Al’s deep understanding and love for the human body. Thank you Al, for helping to bring awareness to perhaps the most important aspect of physical education and fitness.” —ELLIOTT HULSE, creator of the *Grow Stronger* method

“An absolutely masterful follow up to *Raising The Bar* and *Pushing The Limits*, *Stretching Your Boundaries* really completes the picture. Both easy to understand and fully applicable, Al’s integration of traditional flexibility techniques with his own unique spin makes this a must have. The explanation of how each stretch will benefit your calisthenics practice is brilliant. Not only stunning in its color and design, this book also gives you the true feeling of New York City, both gritty and euphoric, much like Al’s personality.” —MIKE FITCH, creator of *Global Bodyweight Training*

“Stretching Your Boundaries is a terrific resource that will unlock your joints so you can build more muscle, strength and athleticism. Al’s passion for human performance radiates in this beautifully constructed book. Whether you’re stiff as a board, or an elite gymnast, this book outlines the progressions to take your body and performance to a new level.” —CHAD WATERBURY, M.S., author of *Huge in a Hurry*

“Al Kavadlo has done it again! He’s created yet another incredible resource that I wish I had twenty years ago. Finding great material on flexibility training that actually enhances your strength is like trying to find a needle in a haystack. But look no further, because *Stretching Your Boundaries* is exactly what you need.” —JASON FERRUGGIA, Strength Coach



## Stretching Your Boundaries

Flexibility Training for Extreme Calisthenic Strength by Al Kavadlo

Book #B73 \$39.95  
eBook # EB73 \$19.95  
Paperback 8.5 x 11  
214 pages • 235 photos



# Al Kavadlo's Progressive Plan for Primal Body Power

**W**hat is more satisfying than owning a primally powerful, functionally forceful and brute-strong body? A body that packs a punch.

A body that commands attention with its etched physique, coiled muscle and proud confidence...A body that can **PERFORM** at the highest levels of physical accomplishment...

Well, both Al Kavadlo—the author of *Pushing the Limits!*—and his brother Danny, are supreme testaments to the primal power of body culture done the old-school, ancient way—bare-handed, with your

body only. The brothers Kavadlo walk the bodyweight talk—and then some. The proof is evident on every page of *Pushing the Limits!*

Your body is your temple. Protect and strengthen your temple by modeling the methods of the exercise masters. Al Kavadlo has modeled the masters and has the “temple” to show for it. Follow Al's progressive plan for primal body power within the pages of *Pushing the Limits!*—follow in the footsteps of the great bodyweight exercise masters—and you too can build the explosive strength and possess the magnificent physique you deserve.

“When people ask me about bodyweight strength training, I point them to Al Kavadlo. *Pushing the Limits!* is a must-have for bodyweight training enthusiasts or anyone looking to build strength without lifting weights. Al lays out dozens of effective exercises for every fitness level, while making the journey fun and encouraging.” —**MARK SISSON**, author of *The Primal Blueprint*

“In this awesome new book, Al only asks that you find ONE piece of equipment—your body! Stoic, Spartan, perfection...this book is bodyweight strength training for the ultimate purist!” —**PAUL WADE**, author of *Convict Conditioning*

“This is the book I wish I had when I first started working out. Knowing Al's secrets and various progressions would have saved me years of wasted time, frustration and injuries. The variations of The Big Three and progressions Al lays out will keep you busy for years.” —**JASON FERRUGGIA**

“Whether you are an advanced bodyweight conditioning athlete or a wet behind the ears newbie, Al's *Pushing the Limits!* has something for you. Easy to follow progressions allow you to master advanced push up, squat and bridging variations. All you need is the will to do it! No gym required.”

—**ROBB WOLF**, author of *The Paleo Solution*

“I LOVE this freaking Book!!! Every time you put out a new book it becomes my NEW favorite and my inspiration! I love the blend of strength, power, health and overall athleticism in this book! This book covers the BIG picture of training for ALL aspects of human performance.

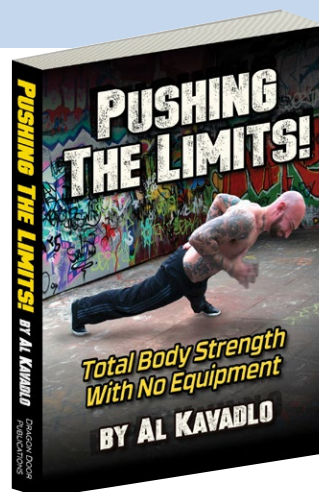
I will use it with my athletes, with the adults I train, in my own training and absolutely these books will be the books I share with my kids. This stuff reminds me of the old school Strength & Health Magazine, I'm fired UP!” —**ZACH EVEN-ESH**, author of *Bodyweight Bodybuilding Training System*

## **Phenomenal** By Jeff Rynard / Kelowna, Canada

Fantastic book, it is extremely well written and way a joy to read! Not only that but it was inspiring and motivational and PUSHED me to advance my own body weight training. The details, exercises and progressions are clear and easy to understand. Highly recommended for anyone who enjoys body weight training!!

## **Al you did it again!** By Dr. Rob Balza / Ohio, USA

I'm a doctor that uses functional rehab to get my patients better. This book has helped so much with all the great pics and showing and explaining what and why they are doing these exercises. Also when I get down and show them myself they can see that it is totally achievable! If you are wavering on getting this book, get it! I promise you won't regret it! From a functional stand point Al, Danny, and Paul are spot on! I've seen and experienced “miracles” from doing these workouts! I have had a bad shoulder, low back, and hyperextended both knees in college football and was told I needed multiple surgeries and was always going to have pain..... WRONG! I am completely pain free and thank these hard working guys for everything they do! I can't wait to see what's next!



## **Pushing the Limits!**

**Total Body Strength With No Equipment**  
By Al Kavadlo

Book #B69 **\$39.95**

eBook # EB69 **\$19.95**

Paperback 8.5 x 11  
224 pages • 240 photos

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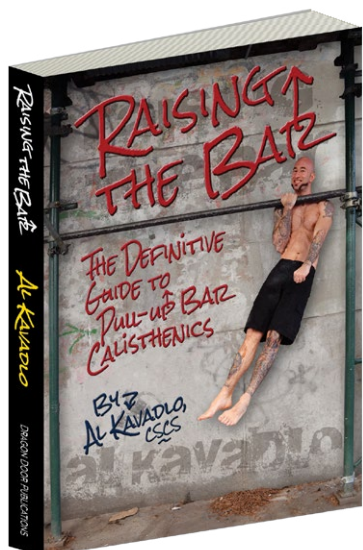
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# Go Beyond Mere “Toughness”— When You Master The Art of Bar Athletics and Sculpt the Ultimate in Upper Body Physiques



## Raising the Bar The Definitive Guide to Bar Calisthenics By Al Kavadlo

Book #B63 **\$39.95**

eBook #EB63 **\$19.95**

Paperback 8.5 x 11 • 224 pages, 330 Photos



“is very likely the most important book on strength and conditioning to be published in the last fifty years. If you only ever get your hands on one training manual in your life, make it this one. Buy it, read it, use it. This book has the power to transform you into the ultimate bar athlete.”

—Paul “Coach” Wade, author of *Convict Conditioning*

**R**aising the Bar breaks down every type of exercise you can do with a pull-up bar. From the basic two arm hang, to the mighty muscle-up, all the way to the elusive one arm pull-up, “bar master” Al Kavadlo takes you step by expert step through everything you need to do to build the chiseled frame you’ve always wanted.

Whether you’re a die-hard calisthenics enthusiast or just looking to get in the best shape of your life, *Raising the Bar* will meet all your expectations—and then some!

**The message is clear:** you can earn yourself a stunning upper body with just 3 basic moves and 1 super-simple, yet amazingly versatile tool.

And what’s even better, this 3 + 1 formula for upper body magnificence hides enough variety to keep you challenged and surging to new heights for a lifetime of cool moves and ever-tougher progressions!

Cast in the “concrete jungle” of urban scaffolding and graffiti-laden, blasted walls—and sourced from iconic bar-athlete destinations like Tompkins Square Park, NYC—*Raising the Bar* rears up to grab you by the throat and hurl you into an inspiring new vision of what the human body can achieve. Embrace Al Kavadlo’s vision, pick up the challenge, share the Quest, follow directions—and the Holy Grail of supreme upper body fitness is yours for the taking.

“With *Raising the Bar*, Al Kavadlo has put forth the perfect primal pull-up program. Al’s progressions and demonstrations make even the most challenging exercises attainable. Anyone who is serious about pull-ups should read this book.” —Mark Sisson, author of *The Primal Blueprint*.

## A Kick Ass Encyclopedia of Bodyweight Exercises

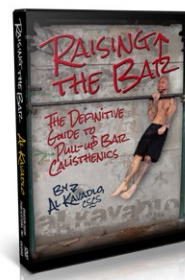
“Al Kavadlo has put together a kick ass encyclopedia of the most powerful and most commonly used bodyweight exercises amongst the various groups of bodyweight masters.

From the most simple form of each exercise progressing to the most challenging form of each exercise, Al covers it. As a Coach and bodyweight training addict I loved all the variations shown. This book is far beyond just pull ups and there are countless exercises for upper body and abs. Al covers what is probably EVERY exercise he knows of, uses and teaches others, breaking down proper techniques, regressions and progressions. This is HUGE for the trainers out there who do NOT know how to adapt bodyweight exercises to each individual’s fitness level.

If you’re a fan of bodyweight training, between this book and *Convict Conditioning* you can turn your body into a deadly weapon!!!” —Zach Even-Esh, Manasquan, NJ

“Al has put together the companion manual for all the crazy bar calisthenics videos that you find yourself watching over and over again—a much needed resource. Within this book is a huge volume of bar exercises that will keep your pullup workouts fresh for years, and give you some insane goals to shoot for.”

—Max Shank, Senior RKC



## Raising the Bar The Definitive Guide to Bar Calisthenics DVD with Al Kavadlo

#DV090 **\$29.95**

Running time: 51 Minutes



# How to Master Sustained Strength

"I keep thinking I have seen it all in the fitness industry, but *Neuro-Mass*, by Jon Bruney has taken the gems from the world of Strongman competition and linked it with the systematic approach of the kettlebell world's grinds and ballistics. So, what you have is something different: it's the connection between strongman, armor building, grinding and ballistics that I'm not sure any one has explored before in print.

Jon is a big guy and this is a big book. I keep shaking my head as I go through this and realize that we are still learning amazing things about how to improve performance. I love the book."—DAN JOHN, author, *Never Let Go*

"Jon Bruney's *Neuro-Mass* is a masterpiece in the world of strength and conditioning. *Neuro-Mass* is a must read for anyone wanting to succeed in athletics, coaching, training or life in general. The methods and principles in Jon's book teach you to sustain and work through difficulty. These principles in return will make you strong and successful in every aspect of your life. Finally, a book that teaches real life-changing methods to help you succeed in your chosen battlefield."

—JOHN BROOKFIELD, multiple world record holder, creator of the *Battling Ropes training system, Chain Reaction program and Beyond Bodyweight training*

"Neuro-Mass is right up my alley—and what I love to see other strength and power athletes following. It's also a blueprint for those who want to develop a strong, durable body, one that not only looks strong, but truly is strong. Prepare to push yourself out of your comfort zone and remember, that is exactly what it takes if you are into results!"—ZACH EVEN-ESH, Founder, *The Underground Strength Gym*

"I love *Neuro-Mass*! Books like this are the reason Dragon Door remains the world's finest strength and conditioning publisher. Jon's knowledge of advanced strength and muscle-building strategies is just off the scale. The training tactics in *Neuro-Mass* go from cutting edge, to ancient, to downright strange and arcane—and the principles here all work like hell for weights or bodyweight training. If you are looking to inject some nitrous into your program, buy this book today. There's a lifetime of knowledge in here, and trust me, you can forget about finding most of this on the internet."—PAUL WADE, author of *Convict Conditioning*

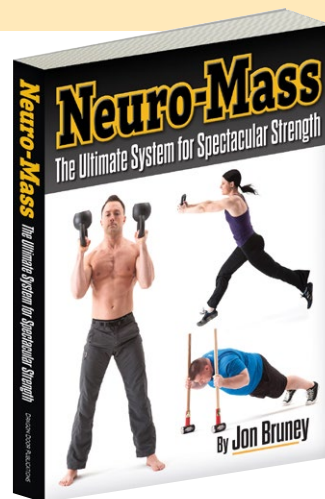
"Jon Bruney's *Neuro-Mass* program combines ancient wisdom with modern science. His Neuro-Sets combine three time-tested training methods to create one dynamic, strength and mass building program, designed to help athletes and weekend warriors alike break through to new heights in their performance. This book supplies a step-by-step program, giving you everything you need to take your training to the next level."—JORDAN RUBIN NMD, PhD, New York Times Bestselling author, *The Maker's Diet*, Founder, Garden of Life and Beyond Organic

"Jon Bruney brings his straightforward, cohesive and clear approach to training in *Neuro-Mass*, telling you what to do, why and how—combining grinders, dynamic movements and isometrics in a training program that can help you redefine your best."—RANDALL J. STROSSEN, Ph.D., Founder & President, IronMind Enterprises, Inc.; Publisher & Editor-in-chief, *MILO: A Journal For Serious Strength Athletes*.

"Anyone looking to blast themselves out of whatever quagmire they find themselves mired in need look no further than the protocols and strategies outlined in this excellent book. Any team sport athlete would be well advised to immediately commence a cycle incorporating Jon Bruney's methods.

Athletes need what Jon is offering: pure power combined with amazing capacity for sustained and continual strength output. This type of training can provide users an entirely new strength approach that will prove particularly beneficial to fighters, athletes, military and law enforcement types. The approach will also allow regular folks a method with which to round out their current capacities and capabilities."

—MARTY GALLAGHER, 3-time World Master Powerlifting Champion, author of *The Purposeful Primitive*



amazon ★ Bestseller

**Neuro-Mass**  
**The Ultimate System**  
**for Spectacular**  
**Strength**  
**By Jon Bruney**

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eBook #EB70 **\$19.95**  
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# NEURO-GRIPS

## Torture Your Core, Develop a Vice-Like Grip, Toughen Your Wrists, Sculpt Your Forearms, Hammer Your Pecs—With the Neuro-Grip Push-Up Challenge!

**S**trongman and *Neuro-Mass* author, **Jon Bruney**, specializes in blitzing the body with special combinations of grinds, isometrics and explosives. Jon calls them **Neuro-Sets**. When performed with proper intensity and in the correct sequence, Neuro-Sets put your system into neural overdrive—and they explode your strength.

When choosing an exercise for a Neuro-Set, Jon looks for what will place the greatest possible demand on his muscles—then savagely attacks with every ounce of effort. The concept is: “what can make this harder?” The practice is: to DO IT.



### *Does More Than Strengthen the Chest*

By Sean O'Neil / Scottsdale, AZ, USA

It would be easy to dismiss the Neuro-Grip as an overpriced gimmick that simply adds extra challenge to doing push ups. In fact, it works the entire body - and the mind. Strength, stability, balance, focus, and concentration are all required, with very little room for sloppiness or fear. And that's just to hold a basic plank! If the body becomes loose or the mind starts to drift, a faceplant will quickly follow. Fortunately, the Neuro-Grip is a solid tool that feels great in the hands and is much better constructed than

No surprise, then, that Jon Bruney sought ways to intensify the Granddaddy of all bodyweight exercises, the push-up. Jon found a suitably primitive device that was up to the challenge—a nail welded to a piece of pipe. Attempting to stabilize while performing perfect push-ups with this T-shaped tool, was a Man-Buster alright!

But Jon felt the tool needed improvement. Let's make it more durable, cooler-looking AND lighter. Dragon Door has obliged. These heavy-industrial steel Neuro-Grips come in a grip-friendly, powder coat finish and will stand up to years of abuse from the most demanding of athletes.

similar products. The price may seem steep for something so basic, but the payoff of developing a stronger mind-body connection (not to mention tighter muscles) is immeasurable.

### *Great for rehab*

By Dan Swinscoe / Issaquah, WA, Peak Sports and Spine Physical Therapy

I've been using these for my advanced shoulder stability patients and they work great. The patients love them too. You can immediately see the “athlete” come out in a person when they take on the challenge of using these. I love using them myself

## We invite you to take the Neuro-Grip Challenge and reap the rewards!

### WHY NEURO-GRIPS SHOULD BE IN EVERY ATHLETE'S TOOLBOX

Neuroscience studies have shown that a large portion of the brain is committed to controlling and using the hands. Therefore, by increasing the difficulty of grip strength in one of the all-time greatest exercises, the mind-body connection is also increased.

Incorporating Neuro-Grips into your training regimen will increase neuromuscular efficiency and provide a myriad of benefits. These implements can be used for so much more than a basic push-up.





"Normally I can bang out fifty straight push-ups without much trouble, but the first time I used Neuro-Grips I struggled to perform just ten reps! The unique stability challenge of Neuro-Grips activated muscles in my hands and forearms that I've never felt before during push-ups!" —**AL KAVADLO**, author of *Pushing the Limits*

"It's very, very difficult to find a tool that can actually amplify the effects of bodyweight movements, but Neuro-Grips fit the bill. They are simple, raw, and hardcore. What hanging rings are for pulling work, Neuro-Grips are for movements on the floor...they will add serious strength to your pushing exercises, while increasing your upper-body mass, protecting your joints and adding radical grip power plus forearm size." —**PAUL WADE**, author of the *Convict Conditioning series*

## WARRIOR ATHLETES: WANT TO FIX YOUR FATAL FLAWS? HERE'S HOW...

What fails you now as a competitive warrior athlete? Could it be fatal flaws like: weak wrists, suspect shoulders, lack of power, poor mobility, sick joints, mediocre grip strength, bad balance, an unstable core or poor recovery times?

If you have any ONE of these fatal flaws, you'll be a loser more often than a winner when they hit you with the hard stuff. More flaws than one? You'll be history, all too soon...

It's a fact: most of us do a lousy job of fixing our flaws—and set ourselves up for failure. But with the arrival of Jon Brune's combo of Neuro-Grip tool and his multi-method training system revealed in The Neuro-Grip Challenge, all of that has changed forever. Simply implement Brune's secrets—and become the unstoppable warrior athlete you've always wanted to be...

When you've trained the Brune way with Neuro-Grips, you'll need to come with a warning label: Beware of The Specimen!

For martial artists, fighters, grapplers and full-contact athletes, the Brune

Neuro-Grips program helps fix ALL of your flaws—and go beyond what you ever imagined possible for yourself. It's a set of devastating advantages you'd be a fool to miss out on...

### IMAGINE YOURSELF BEING ABLE TO:

- **PUNCH HOLES** through walls—with your reinforced concrete fists, unbreakable wrists and massive forearms
- **STAGGER** the competition with your brute biceps, impregnable shoulders, etched abs and magnificent chest
- **SHOCK** opponents with your crushing, limb-wrenching grip
- **MASTER** the secrets of extreme muscle control so you can effortlessly swing from full tension to utter relaxation—just like the most elite of athletes
- **INJURY-PROOF** your joints—to dramatically reduce your liability as a warrior athlete
- **OWN** a dynamic core—that sends a powerful warning signal to all comers

*This all can be yours when you fix your flaws the Brune way...*

## NEURO-GRIP BENEFITS

- **INCREASED** neuromuscular efficiency
- **INCREASED** core strength
- **IMPROVED** shoulder health and resilience
- **GREATER** wrist strength and mobility
- **ENHANCED** balancing skills
- **GREATER** overall strength
- **INCREASED** muscle mass and muscle tone
- **BETTER** problem solving and greater creativity
- **BETTER** body control
- **ENHANCED** athletic performance



**Neuro-Grips™**  
2 Neuro-Grips per box,  
heavy-industrial steel,  
powder coat finish.  
Black. Approx 2 lbs  
12oz.

#NM002 \$39.99 plus SH

### Push-up to the Next Level

By Phil Ross / Ho-Ho-Kus, New Jersey, United States

I've been using Jon Brune's Neuro-Grip Push-up tool for almost a year now. I absolutely LOVE the results that I have gotten with them! I don't Bench Press any longer, I perform various Push-up movements instead. The Neuro-Grip tool has given me a new challenge and has increased the strength of my chest and aided me in rehabilitating my hand. My core fires and my upper body, in particular, my pecs get an

incredible amount of work. I have my students, athletes and fighters use them on a regular basis.

I waited almost a year to provide a review. I wanted to see if I were going to experience any improvement or if this was some type of gimmicky item to shelved after the initial use. Well, it's NOT! I use the Neuro-Grips on a regular basis and plan on continued improvement! As a long time trainer and former competitive athlete, this product receives my full endorsement! Phil Ross, Master RKC, 8th Degree Black Belt, Bodyweight Specialist

**WEEKDAYS**

**9:30AM-5:30PM CST**

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# How Do YOU Stack Up Against These 6 Signs of a TRUE Physical Specimen?

**According to Paul Wade's *Convict Conditioning* you earn the right to call yourself a 'true physical specimen' if you can perform the following:**

1. **AT LEAST one set of 5 one-arm pushups each side—  
with the ELITE goal of 100 sets each side**
2. **AT LEAST one set of 5 one-leg squats each side—  
with the ELITE goal of 2 sets of 50 each side**
3. **AT LEAST a single one-arm pullup each side—  
with the ELITE goal of 2 sets of 6 each side**
4. **AT LEAST one set of 5 hanging straight leg raises—  
with the ELITE goal of 2 sets of 30**
5. **AT LEAST one stand-to-stand bridge—  
with the ELITE goal of 2 sets of 30**

**Well, how DO you stack up?**

**Here's just a small taste of what you'll get with *Convict Conditioning*:**

Can you meet these 5 benchmarks of the *truly* powerful?...  
Page 1

The nature and the art of real strength... Page 2

Why mastery of *progressive calisthenics* is the ultimate secret for building maximum raw strength... Page 2

A dozen one-arm handstand pushups without support—anyone? Anyone?... Page 3

How to rank in a powerlifting championship—*without ever training with weights*... Page 4

Calisthenics as a hardcore strength training technology...  
Page 9

Spartan "300" calisthenics at the Battle of Thermopylae...  
Page 10

How to cultivate the perfect body—the Greek and Roman way... Page 10

The difference between "old school" and "new school" calisthenics... Page 15

The role of prisons in preserving the older systems... Page 16

Strength training as a primary survival strategy... Page 16

The 6 basic benefits of bodyweight training... Pages 22–27

Why calisthenics are the *ultimate* in functional training...  
Page 23

The value of cultivating *self-movement*—rather than *object-movement*... Page 23

The *real* source of strength—it's not your *muscles*... Page 24

One crucial reason why a lot of convicts deliberately avoid weight-training... Page 24

How to progressively strengthen your joints over a lifetime—and even heal old joint injuries...  
Page 25

Why "authentic" exercises like pullups are so perfect for strength and power development... Page 25

Bodyweight training for quick physique perfection... Page 26

How to normalize and regulate your body fat levels—with bodyweight training only...  
Page 27

Why weight-training and the psychology of overeating go hand in hand... Page 27

The best approach for rapidly strengthening your whole body is this... Page 30

This is the most important and revolutionary feature of *Convict Conditioning*... Page 33

A jealously-guarded system for going from puny to powerful—when your life may depend on the speed of your results... Page 33

The 6 "Ultimate" Master Steps—only a handful of athletes in the whole world can correctly perform them all. Can you?... Page 33

How to Forge Armor-Plated Pecs and Steel Triceps... Page 41

Why the pushup is the *ultimate* upper body exercise—and better than the bench press... Page 41

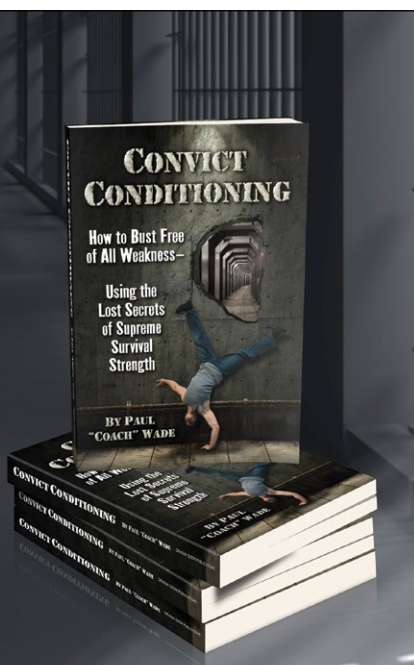
How to effectively bulletproof the vulnerable rotator cuff muscles...  
Page 42

**C**hances are that whatever athletic level you have achieved, there are some serious gaps in your OVERALL strength program. Gaps that stop you short of being able to claim status as a truly accomplished strength athlete.

The good news is that—in *Convict Conditioning*—Paul Wade has laid out a brilliant 6-set system of 10 progressions which allows you to master these elite levels.

And you could be starting at almost any age and in almost in any condition...

Paul Wade has given you the keys—ALL the keys you'll ever need—that will open door, after door, after door for you in your quest for supreme physical excellence. Yes, it will be the hardest work you'll ever have to do. And yes, 97% of those who pick up *Convict Conditioning*, frankly, won't have the guts and the fortitude to make it. But if you make it even half-way through Paul's Progressions, you'll be stronger than almost anyone you encounter. Ever.





Observe these 6 important rules for power-packed pushups... Page 42

**How basketballs, baseballs and kissing-the-baby all translate into greater strength gains... Page 44**

How to guarantee steel rod fingers... Page 45

Do you make this stupid mistake with your push ups? This is wrong, wrong, wrong!... Page 45

How to achieve 100 consecutive one-arm pushups each side... Page 64

**Going Beyond the One-Arm Pushup... Pages 68–74**

Going up!—how to build elevator-cable thighs... Page 75

Where the *real* strength of an athlete lies... Page 75

Most athletic movements rely largely on this attribute... Page 76

The first thing to go as an athlete begins to age—and what you **MUST** protect... Page 76

THE best way to develop truly powerful, athletic legs... Page 77

The phenomenon of *Lombard's Paradox*—and it contributes to power-packed thighs... Page 78

**Why** bodyweight squats blow barbell squats away... Page 79

The enormous benefits of mastering the one-leg squat... Page 80

15 secrets to impeccable squatting—for greater power and strength... Pages 81–82

Transform skinny legs into pillars of power, complete with steel cord quads, rock-hard glutes and thick, shapely calves... Page 102

How to achieve one hundred perfect consecutive one-leg squats on each leg... Page 102

**Going Beyond the One-Leg Squat... Pages 106–112**

How to add conditioning, speed, agility and endurance to legs that are already awesome... Page 107

How to construct a barn door back—and walk with loaded guns... Page 113

Why our culture has failed to give the pullup the respect and attention it deserves... Page 113

**Benefits of the pullup—king of back exercises... Page 114**

**The dormant superpower for muscle growth waiting to be released if you only do this... Page 114**

Why pullups are the single best exer-

**cise for building melon-sized biceps... Page 115**

**Why the pullup is THE safest upper back exercise... Page 115**

The single most important factor to consider for your grip choice... Page 118

How to earn lats that look like wings and an upper back sprouting muscles like coiled pythons... Page 138

How to be strong enough to rip a body-builder's arm off in an arm wrestling match... Page 138

How to take a trip to hell—and steal a Satanic six-pack... Page 149

**The 5 absolute truths that define a genuine six-pack from hell... Page 150**

This is the **REAL** way to gain a six-pack from hell... Page 152

3 big reasons why—in prisons—leg raises have always been much more popular than sit-ups... Page 152

Why the hanging leg raise is the greatest single abdominal exercise known to man... Page 153

**10 waist training secrets to help you master the hanging leg raise... Pages 154–155**

How to correctly perform the greatest all-round midsection exercise in existence... Page 174

Going beyond the hanging straight leg raise... Page 178

Setting your sights on the most powerful midsection exercise possible—the V raise... Page 178

How to develop abdominal muscles with enormous contractile power—and iron hip strength... Page 178

How to combat-proof your spine... Page 185

Why the bridge is the most important strength-building exercise in the world... Page 185

**How to train your spine—as if your life depended on it... Page 185**

Why you should sell your barbell set and buy a cushioned mat instead... Page 188

How to absorb punitive strikes against your spine—and bounce back smiling... Page 188

Why lower back pain is the foremost plague of athletes the world over... Page 189

Why bridging is the *ultimate* exercise for the spinal muscles... Page 189

**The 4 signs of the perfect bridge... Page 191**

How to master the bridge... Page 192

How to own a spine that feels like a steel whip... Page 193

How the bridging series will grant you an incredible combination of strength paired with flexibility... Page 216

Why bridging stands alone as a *total* training method that facilitates development in practically every area of fitness and health... Page 216

How to look exceptionally masculine—with broad, etched, and powerful shoulders... Page 219

**Those vulnerable shoulders—why they ache and the best way to avoid or fix the pain... Page 220**

**How to choose authentic over artificial shoulder movements... Page 223**

Why an understanding of *instinctive* human movement can help solve the shoulder pain problem... Page 224

Remove these two elements of pressing—and you will remove virtually all chronic shoulder problems... Page 225

**The ultimate solution for safe, pain-free, powerful shoulders... Page 225**

**The mighty handstand pushup... Page 226**

Using the handstand pushup to build *incredibly* powerful, muscularized shoulders in a short span of time... Page 225

How to strengthen the *vestibular system*—using handstand pushups... Page 225

8 secrets to help you perfect your all-important handstand pushup technique... Pages 228–229

Discover the ultimate shoulder and arm exercise... Page 248

**Going beyond the one-arm handstand pushup... Page 252**

The master of this old technique will have elbows strong as titanium axles... Page 255

**The cast iron principles of Convict Conditioning success... Page 259**

The missing “x factor” of training success... Page 259

**The best ways to warm up... Page 260**

**How to create training momentum... Page 262**

**How to put strength in the bank... Page 263**

This is the real way to get genuine, lasting strength and power gains... Page 265

**Intensity—what it is and what it isn't... Page 265**

Why “cycling” or “periodization” is unnecessary with bodyweight training... Page 266

**How to make consistent progress... Page 266**

5 powerful secrets for busting through your plateaus... Page 267

**The nifty little secret of consolidation training... Page 268**

Living by the buzzer—and the importance of regime... Page 275

**5 major Convict Conditioning training programs... Page 276**

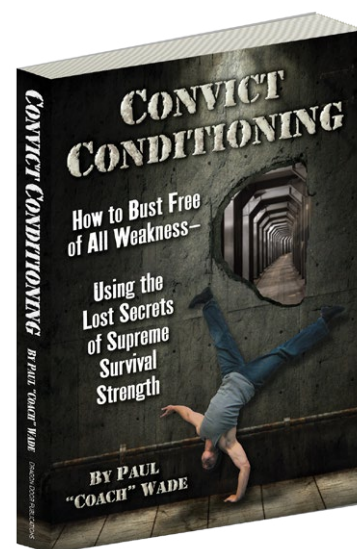
**The New Blood training program... Page 278**

**The Good Behavior training program... Page 279**

**The Veterano training program... Page 280**

**The Solitary Confinement training program... Page 281**

**The Supermax training program... Page 282**



**Convict Conditioning**  
**How to Bust Free of All Weakness—Using the Lost Secrets of Supreme Survival Strength**  
**By Paul “Coach” Wade**

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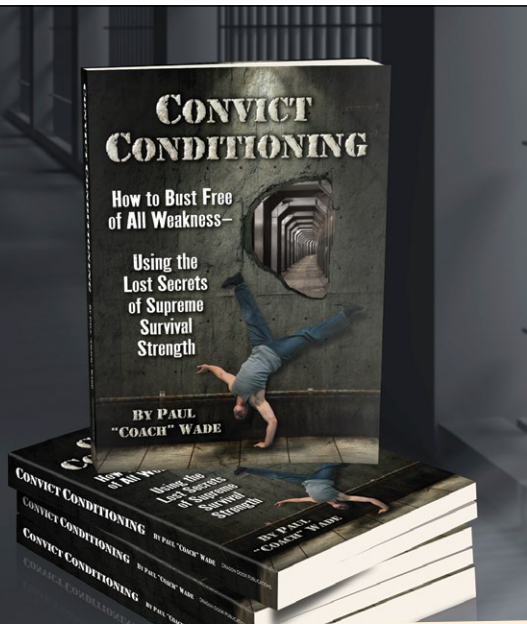
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# Dragon Door Customer Acclaim for Paul Wade's *Convict Conditioning*



## A Strength Training Guide That Will Never Be Duplicated!

"I knew within the first chapter of reading this book that I was in for something special and unique. The last time I felt this same feeling was when reading *Power to the People!* To me this is the Body Weight equivalent to Pavel's masterpiece.

Books like this can never be duplicated. Paul Wade went through a unique set of circumstances of doing time in prison with an 'old time' master of calisthenics. Paul took these lessons from this 70 year old strong man and mastered them over a period of 20 years while 'doing time'. He then taught these methods to countless prisoners and honed his teaching to perfection.

I believe that extreme circumstances like this are what it takes to create a true masterpiece. I know that 'masterpiece' is a strong word, but this is as close as it gets. No other body weight book I have read (and I have a huge fitness library)...comes close to this as far as gaining incredible strength from body weight exercise.

Just like *Power to the People*, I am sure I will read this over and over again...mastering the principles that Paul Wade took 20 years to master.

Outstanding Book!"—*Rusty Moore - Fitness Black Book - Seattle, WA*

## A must for all martial artists

"As a dedicated martial artist for more than seven years, this book is exactly what I've been looking for.

For a while now I have trained with machines at my local gym to improve my muscle strength and power and get to the next level in my training. I always felt that the modern health club, technology based exercise jarred with my martial art though, which only required body movement.

Finally this book has come along. At last I can combine perfect body movement for martial skill with perfect body exercise for ultimate strength.

All fighting arts are based on body movement. This book is a complete textbook on how to max out your musclepower using only body movement, as different from dumbbells, machines or gadgets. For this reason it belongs on the bookshelf of every serious martial artist, male and female, young and old."—*Gino Cartier - Washington DC*

## I've packed all of my other training books away!

"I read CC in one go. I couldn't put it down. I have purchased a lot of bodyweight training books in the past, and have always been pretty disappointed. They all seem to just have pictures of different exercises, and no plan whatsoever on how to implement them and progress with them. But not with this one. The information in this book is AWESOME! I like to have a clear, logical plan of progression to follow, and that is what this book gives. I have put all of my other training books away. CC is the only system I am going to follow. This is now my favorite training book ever!"—*Lyndan - Australia*

## Brutal Elegance.

"I have been training and reading about training since I first joined the US Navy in the 1960s. I thought I'd seen everything the fitness world had to offer. Sometimes twice. But I was wrong. This book is utterly iconoclastic.

The author breaks down all conceivable body weight exercises into six basic movements, each designed to stimulate different vectors of the muscular system. These six are then elegantly and very intelligently broken into ten progressive techniques. You master one technique, and move on to the next.

The simplicity of this method belies a very powerful and complex training paradigm, reduced into an abstraction that obviously took many years of sweat and toil to develop.

Trust me. Nobody else worked this out. This approach is completely unique and fresh.

I have read virtually every calisthenics book printed in America over the last 40 years, and instruction like this can't be found anywhere, in any one of them. *Convict Conditioning* is head and shoulders above them all. In years to come, trainers and coaches will all be talking about 'progressions' and 'progressive calisthenics' and claim they've been doing it all along. But the truth is that Dragon Door bought it to you first. As with kettlebells, they were the trail blazers.

Who should purchase this volume? Everyone who craves fitness and strength should. Even if you don't plan to follow the routines, the book will make you think about your physical prowess, and will give even world class experts food for thought. At the very least if you find yourself on vacation or away on business without your barbells, this book will turn your hotel into a fully equipped gym.

I'd advise any athlete to obtain this work as soon as possible."—*Bill Oliver - Albany, NY, United States*



# More Dragon Door Customer Acclaim for **Convict Conditioning**

## Fascinating Reading and Real Strength

"Coach Wade's system is a real eye opener if you've been a lifetime iron junkie. Wanna find out how really strong (or weak) you are? Get this book and begin working through the 10 levels of the 6 power exercises. I was pleasantly surprised by my ability on a few of the exercises...but some are downright humbling. If I were on a desert island with only one book on strength and conditioning this would be it. (Could I staple Pavel's 'Naked Warrior' to the back and count them as one???) Thanks Dragon Door for this innovative new author."—**Jon Schultheis**, *RKC (2005) - Keansburg, NJ*

## Single best strength training book ever!

"I just turned 50 this year and I have tried a little bit of everything over the years: martial arts, swimming, soccer, cycling, free weights, weight machines, even yoga and Pilates. I started using **Convict Conditioning** right after it came out. I started from the beginning, like Coach Wade says, doing mostly step one or two for five out of the six exercises. I work out 3 to 5 times a week, usually for 30 to 45 minutes.

Long story short, my weight went up 14 pounds (I was not trying to gain weight) but my body fat percentage dropped two percent. That translates into approximately 19 pounds of lean muscle gained in two months! I've never gotten this kind of results with anything else I've ever done. Now I have pretty much stopped lifting weights for strength training. Instead, I lift once a week as a test to see how much stronger I'm getting without weight training. There are a lot of great strength training books in the world (most of them published by Dragon Door), but if I had to choose just one, this is the single best strength training book ever. **BUY THIS BOOK. FOLLOW THE PLAN. GET AS STRONG AS YOU WANT.**"—**Wayne** - *Decatur, GA*

## Best bodyweight training book so far!

"I'm a martial artist and I've been training for years with a combination of weights and bodyweight training and had good results from both (but had the usual injuries from weight training). I prefer the bodyweight stuff though as it trains me to use my whole body as a unit, much more than weights do, and I notice the difference on the mat and in the ring. Since reading this book I have given the weights a break and focused purely on the bodyweight exercise progressions as described by 'Coach' Wade and my strength had increased more than ever before. So far I've built up to 12 strict one-leg squats each leg and 5 uneven pull ups each arm.

I've never achieved this kind of strength before - and this stuff builds solid muscle mass as well. It's very intense training. I am so confident in and happy with the results I'm getting that I've decided to train for a fitness/bodybuilding comp just using his techniques, no weights, just to show for real what kind of a physique these exercises can build. In sum, I cannot recommend 'Coach' Wade's book highly enough - it is by far the best of its kind ever!"—**Mark Robinson** - *Australia, currently living in South Korea*

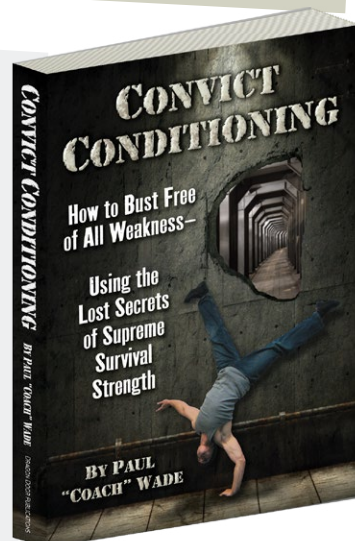
## A lifetime of lifting...and continued learning.

"I have been working out diligently since 1988 and played sports in high school and college before that. My stint in the Army saw me doing calisthenics, running, conditioning courses, forced marches, etc. There are many levels of strength and fitness. I have been as big as 240 in my powerlifting/strongman days and as low as 185-190 while in the Army. I think I have tried everything under the sun: the high intensity of Arthur Jones and Dr. Ken, the Super Slow of El Darden, and the brutality of Dinosaur Training Brooks Kubic made famous.

This is one of the BEST books I've ever read on real strength training which also covers other just as important aspects of health; like staying injury free, feeling healthy and becoming flexible. It's an excellent book. He tells you the why and the how with his progressive plan. This book is a GOLD MINE and worth 100 times what I paid for it!"—**Horst** - *Woburn, MA*

## This book sets the standard, ladies and gentlemen

"It's difficult to describe just how much this book means to me. I've been training hard since I was in the RAF nearly ten years ago, and to say this book is a breakthrough is an understatement. How often do you really read something so new, so fresh? This book contains a complete new system of calisthenics drawn from American prison training methods. When I say 'system' I mean it. It's complete (rank beginner to expert), it's comprehensive (all the exercises and photos are here), it's graded (progressions from exercise to exercise are smooth and pre-determined) and it's totally original. Whether you love or hate the author, you have to listen to him. And you will learn something. This book just makes SENSE. In twenty years people will still be buying it."—**Andy McMann** - *Ponty, Wales, GB*



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# CONVICT CONDITIONING 2

## Advanced Prison Training Tactics for Muscle Gain, Fat Loss and Bulletproof Abs

In his sequel, *Convict Conditioning 2*, Coach Wade takes us even deeper into the subtle nuances of training with the ultimate resistance tool: our bodies. With an amazing understanding of anatomy, physiology, and kinesiology, Coach Wade explains very simply how to work the smaller but just as important areas of the body such as the hands and forearms, neck and calves and obliques in serious functional ways.

His minimalist approach to exercise belies the complexity of his system and the deep insight into exactly how the body works and the best way to get from A to Z in the shortest time possible. Paul teaches us how to strengthen our bodies with the

simplest of movements while at the same time balancing our structures in the same way: simple exercises that work the whole body.

Sprinkled throughout the entire book are too-many-to-count insights and advice from a man who has come to his knowledge the hard way and knows exactly of what he speaks. But what Coach Wade does better than any before him is his unbelievable progressions on every exercise and stretch. He breaks things down and tells you exactly how to proceed to get to whatever level of strength and development you want, and gives you the exact metrics you need to know when to go to the next level.

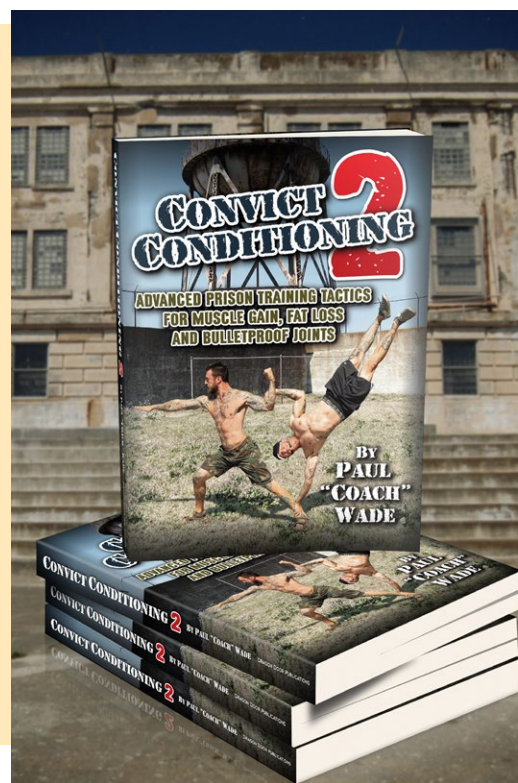
"I've been lifting weights for over 50 years and have trained in the martial arts since 1965. I've read voraciously on both subjects, and written dozens of magazine articles and many books on the subjects. This book and Wade's first, *Convict Conditioning*, are by far the most commonsense, information-packed, and result producing I've read. These books will truly change your life.

Paul Wade is a new and powerful voice in the strength and fitness arena, one that is commonsense, inspiring, and in your face. His approach to maximizing your body's potential is not the same old hackneyed material you find in every book and magazine piece that pictures steroid-bloated models screaming as they curl weights. Wade's stuff has been proven

effective by hard men who don't tolerate fluff. It will work for you, too—guaranteed.

As an ex-cop, I've gone mano-y-mano with ex-cons that had clearly trained as Paul Wade suggests in his two *Convict Conditioning* books. While these guys didn't look like steroid-fueled bodybuilders (actually, there were a couple who did), all were incredibly lean, hard and powerful. Wade blows many commonly held beliefs about conditioning, strengthening, and eating out of the water and replaces them with result-producing information that won't cost you a dime."

—LOREN W. CHRISTENSEN, author of *Fighting the Pain Resistant Attacker*, and many other titles





# —TABLE OF CONTENTS—

## Foreword

*The Many Roads to Strength*  
by Brooks Kubik

Opening Salvo: *Chewing Bubblegum and Kicking Ass*

1. Introduction: *Put Yourself Behind Bars*



## PART I: SHOTGUN MUSCLE

### Hands and Forearms

2: Iron Hands and Forearms: *Ultimate Strength—with Just Two Techniques*

3: The Hang Progressions: *A Vice-Like Bodyweight Grip Course*

4: Advanced Grip Torture: *Explosive Power + Titanium Fingers*

5: Fingertip Pushups: *Keeping Hand Strength Balanced*

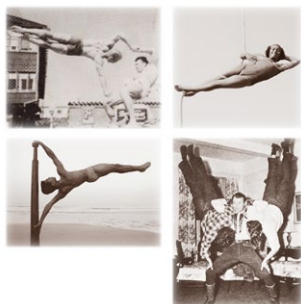
6: Forearms into Firearms: *Hand Strength: A Summary and a Challenge*

### Lateral Chain

7: Lateral Chain Training: *Capturing the Flag*

8: The Clutch Flag: *In Eight Easy Steps*

9: The Press Flag: *In Eight Not-So-Easy Steps*



### Neck and Calves

10. Bulldog Neck: *Bulletproof Your Weakest Link*

11. Calf Training: *Ultimate Lower Legs—No Machines Necessary*

## PART II: BULLETPROOF JOINTS

12. Tension-Flexibility: *The Lost Art of Joint Training*

13: Stretching—the Prison Take: *Flexibility, Mobility, Control*

14. The Trifecta: *Your “Secret Weapon” for Mobilizing Stiff, Battle-Scarred Physiques—for Life*

15: The Bridge Hold Progressions: *The Ultimate Prehab/Rehab Technique*



16: The L-Hold Progressions: *Cure Bad Hips and Low Back—Inside-Out*



17: Twist Progressions: *Unleash Your Functional Triad*

## PART III: WISDOM FROM CELLBLOCK G

18. Doing Time Right: *Living the Straight Edge*

19. The Prison Diet: *Nutrition and Fat Loss Behind Bars*

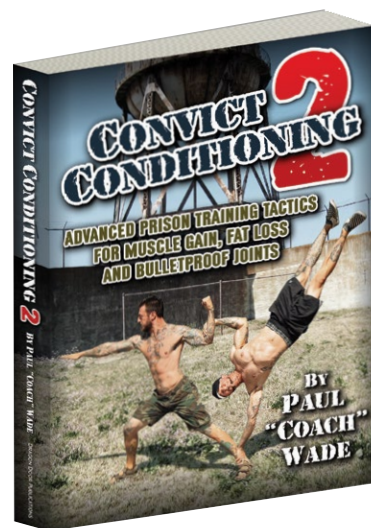
20. Mendin’ Up: *The 8 Laws of Healing*



21. The Mind: *Escaping the True Prison*

## !BONUS CHAPTER!

Pumpin’ Iron in Prison: *Myths,*



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Advanced Prison Training  
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Loss and Bulletproof Joints  
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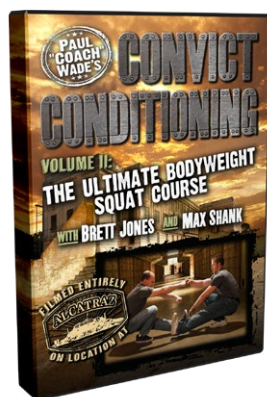
# GET Dynamic, Chiselled, Power-Jack Legs and Develop Explosive Lower-Body Strength— With Paul “Coach” Wade’s Ultimate **BODYWEIGHT SQUAT COURSE**



**P**aul Wade’s *Convict Conditioning Ultimate Bodyweight Squat Course* explodes out of the cellblock to teach you in absolute detail how to progress from the ease of a simple shoulderstand squat—to the stunning “1-in-10,000” achievement of the prison-style one-leg squat. Ten progressive steps guide you to bodyweight squat mastery. Do it—and become a Bodyweight Squat Immortal.

This home-study course in ultimate survival strength comes replete with bonus material not available in Paul Wade’s original *Convict Conditioning* book—and numerous key training tips that refine and expand on the original program.

A heavily and gorgeously-illustrated 80-plus-page manual gives you the entire film script to study at your leisure, with brilliant, precise photographs to remind you of the essential movements you absorbed in the DVD itself.



**Convict Conditioning**  
Volume 2: The Ultimate  
Bodyweight Squat Course  
By Paul “Coach” Wade featuring  
Brett Jones and Max Shank

#DV084 \$29.95 DVD 59 minutes

Paul Wade adds a bonus **Ten Commandments for Perfect Bodyweight Squats**—which is worth the price of admission alone. And there’s the additional bonus of **5 major Variant drills** to add explosivity, fun and super-strength to your core practice.

Whatever you are looking for from your bodyweight squats—be it supreme functional strength, monstrous muscle growth or explosive leg power—it’s yours for the progressive taking with *Convict Conditioning, Volume 2: The Ultimate Bodyweight Squat Course*.

**Why every self-respecting man will be religious about his squats...**

Leg training is vital for every athlete. A well-trained, muscular upper body teetering around on skinny stick legs is a joke. Don’t be that joke! The mighty squat is the answer to your prayers. Here’s why:

- Squats train virtually every muscle in the lower body, from quads and glutes to hips, lower back and even hamstrings.

- Squat deep—as we’ll teach you—and you will seriously increase your flexibility and ankle strength.

- All functional power is transmitted through the legs, so without strong, powerful legs you are *nothing*—that goes for running, jumping and combat sports as much as it does for lifting heavy stuff.

**Are you failing to build monstrous legs from squats—because of these mistakes?**

Most trainees learn how to squat on two legs, and then make the exercise harder by slapping a barbell across their back. In prison, this way of adding

strength wasn’t always available, so cell trainees developed ways of progressing using only bodyweight versus gravity. The best way to do this is to learn how to squat all the way down to the ground and back up on just one leg.

Not everybody who explores prison training will have the dedication and drive to achieve strength feats like the one-arm pullup, but the legs are much stronger than the arms. If you put in the time and work hard, the one-leg squat will be within the reach of almost every athlete who pays their dues.

But the one-leg squat still requires very powerful muscles and tendons, so you don’t want to jump into one-leg squatting right away. You need to build the joint strength and muscle to safely attempt this great exercise. Discover how to do that safely, using ten steps, ten progressively harder squat exercises.

**In the strength game, fools rush in where angels fear to tread**

The wise old Chinese man shouted to his rickshaw driver: “Slow down, young man, I’m in a hurry!” If ever a warning needed to be shouted to our nation of compulsive strength-addicts, this would be it. You see them everywhere: the halt, the lame, the jacked-up, the torn, the pain-ridden—the former glory-seekers who have been reduced to sad husks of their former selves by rushing helter-skelter into heavy lifting without having first built a firm foundation.

Paul Wade reveals the ten key points of perfect squat form. The aspects of proper form apply to all your squats, and they’ll not only unlock the muscle and power-building potential of each rep you do, but they’ll also keep you as safe as you can be.

## COMPLEX MADE SIMPLE

Having read both *Convict Conditioning* and *Convict Conditioning 2*, the complementary DVD series is an excellent translation of the big six movement progressions into a simple to follow DVD. The demonstration of movement progression through the 10 levels is well described and easy to follow.

As a Physical Therapist it is a very useful way to teach safe progressions to patients/clients and other professionals. I have already used Volume 1 (the

push up progression) to teach high school strength coaches how to safely progress athletes with pressing activity and look forward to using volume 2 with these same coaches. I think anyone who studies movement realizes very few athletes can properly squat with two legs, let alone one.

You will not find an easier way to teach the squat. Well done again Paul. Look forward to the rest of the series.”

—Andrew Marchesi PT/MPT, FAFS, Scottsdale, AZ

## NAVY SEAL ON THE ROAD

“My whole team uses it. We can work out effectively anywhere and I mean anywhere!”  
—Tyler Archer, Navy





# Demonic Abs Are a Man's Best Friend— Discover How to Seize a Six-Pack from Hell and OWN the World...

## LEG RAISES

**P**aul Wade's *Convict Conditioning* 3, *Leg Raises: Six Pack from Hell* teaches you in absolute detail how to progress from the ease of a simple Knee Tuck—to the magnificent, "1-in-1,000" achievement of the Hanging Straight Leg Raise. Ten progressive steps guide you to inevitable mastery of this ultimate abs exercise. Do it, seize the knowledge—but beware—the Gods will be jealous!

This home-study course in ultimate survival strength comes replete with bonus material not available in Paul Wade's original *Convict Conditioning* book—and numerous key training tips that refine and expand on the original program.

Prowl through the heavily and gorgeously-illustrated 80-plus-page manual and devour the entire film script at your animal leisure. Digest the brilliant, precise photographs and reinforce the raw benefits you absorbed from the DVD.

Paul Wade adds a bonus **Ten Commandments for Perfect Bodyweight Squats**—which is worth the price of admission alone. And there's the additional bonus of **4 major Variant drills** to add explosivity, fun and super-strength to your core practice.

Whatever you are looking for when murdering your abs—be it a fist-breaking, rock-like shield of impenetrable muscle, an uglier-is-more-beautiful set of rippling abdominal ridges, or a monstrous injection of lifting power—it's yours for the progressive taking with *Convict Conditioning, Volume 3, Leg Raises: Six Pack from Hell*

### Prison-style midsection training—for an all show AND all go physique

When convicts train their waists, they want real, noticeable results—and by "results" we don't mean that they want cute, tight little defined abs. We mean that they want thick, strong, muscular midsections. They want *functionally* powerful abs and hips they can use for heavy lifting, kicking, and brawling. They want guts so strong from their training that it actually hurts an attacker to punch them in the belly. Prison abs aren't about all show, no go—a prison-built physique has to be all show and all go. Those guys don't just want six-packs—they want six-packs from Hell.

And, for the first time, we're going to show you how these guys get what they want. We're not going to be using sissy machines or easy isolation exercises—we're going straight for the old school secret weapon for gut training: progressive leg raises.

If you want a six-pack from Hell, the first thing you need to do is focus your efforts. If a weightlifter wanted a very thick, powerful chest in a hurry, he wouldn't spread his efforts out over a dozen exercises and perform them gently all day long. No—he'd pick just one exercise, probably the bench press, and just focus on getting

stronger and stronger on that lift until he was monstrously strong. When he reached this level, and his pecs were thick slabs of meat, only then would he maybe begin sculpting them with minor exercises and higher reps.

It's no different if you want a mind-blowing midsection. Just pick one exercise that hits all the muscles in the midsection—the hip flexors, the abs, the intercostals, the obliques—then blast it.

And the one exercise we're going to discover is the best midsection exercise known to man, and the most popular amongst soldiers, warriors, martial artists and prison athletes since men started working out—the leg raise.

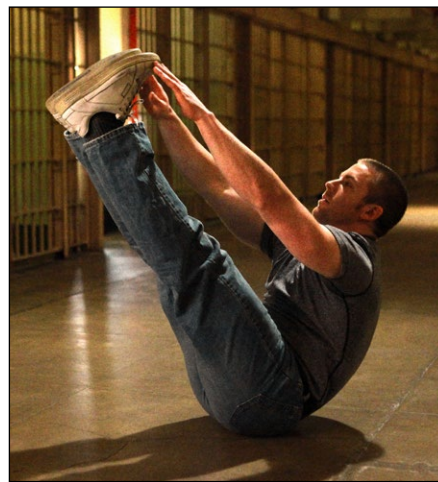
You'll discover ten different leg raise movements, each one a little harder than the last. You'll learn how to get the most out of each of these techniques, each of these ten steps, before moving up to the next step. By the time you get through all ten steps and you're working with the final Master Step of the leg raise series, you'll have a solid, athletic, stomach made of steel, as well as powerful hips and a ribcage armored with dense muscle. You'll have abs that would've made Bruce Lee take notice!

### The Ten Commandments You Must Obey to Earn a Real Monster of an Athletic Core

Paul Wade gives you ten key points, the "Ten Commandments" of leg raises, that will take your prison-style core training from just "okay" to absolutely phenomenal. We want the results to be so effective that they'll literally shock you. This kind of accelerated progress can be achieved, but if you want to achieve it you better listen carefully to these ten key pointers you'll discover with the DVD.

Bodyweight mastery is a lot like high-level martial arts. It's more about *principles* than individual techniques. Really study and absorb these principles, and you'll be on your way to a six-pack from Hell in no time.

The hanging straight leg raise, performed strictly and for reps, is the Gold Standard of abdominal strength techniques. Once you're at the level where you can throw out sets of twenty to thirty rock solid reps of this exercise, your abs will be thick and strong, but more importantly, they'll be



functional—not just a pretty six-pack, but a real monster of an athletic core, which is capable of developing high levels of force.

Hanging will work your serratus and intercostals, making these muscles stand out like fingers, and your obliques and flank muscles will be tight and strong from holding your hips in place. Your lumbar spine will achieve a gymnastic level of flexibility, like fluid steel, and your chances of back pain will be greatly reduced.

The bottom line: If you want to be stronger and more athletic than the next guy, you need the edge that straight leg raises can give you.



### Convict Conditioning Volume 3: Leg Raises Six Pack from Hell By Paul "Coach" Wade featuring Brett Jones and Max Shank

#DV085 \$29.95

DVD 57 minutes with full color Companion Manual, 82 pages

WEEKDAYS

9:30AM-5:30PM CST

CALL: 1-800-899-5111  
Visit: [www.dragondoor.com](http://www.dragondoor.com)

Order *CC Ultimate Leg Raises* online:  
[www.dragondoor.com/dv085](http://www.dragondoor.com/dv085)



# Erect Twin Pythons of Coiled Beef Up Your Spine and Develop Extreme, Explosive Resilience— With the Dynamic Power and Flexible Strength of

## ADVANCED BRIDGING

**P**aul Wade's *Convict Conditioning* system represents the ultimate distillation of hardcore prison bodyweight training's most powerful methods. What works was kept. What didn't, was slashed away. When your life is on the line, you're not going to mess with less than the absolute best. Many of these older, very potent solitary training systems have been on the verge of dying, as convicts begin to gain access to weights, and modern "bodybuilding thinking" floods into the prisons. Thanks to Paul Wade, these ultimate strength survival secrets have been saved for posterity. And for you...

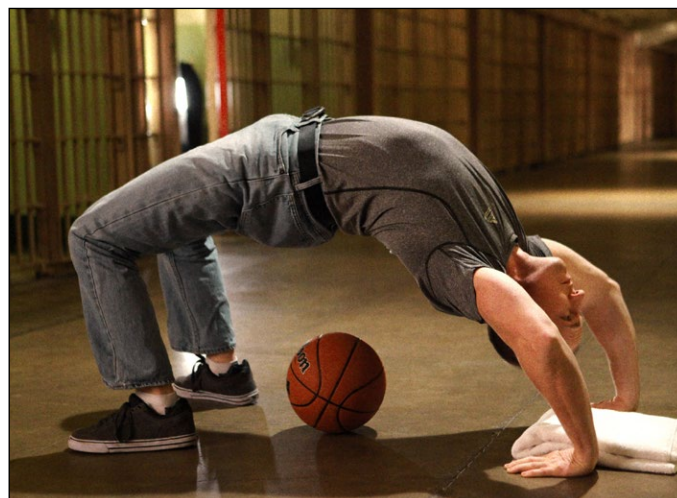
Filmed entirely—and so appropriately—on "The Rock", Wade's *Convict Conditioning Volume 4, Advanced Bridging: Forging an Iron Spine* explodes out of the cellblock to teach you in absolute detail how to progress from the relative ease of a Short Bridge—to the stunning, "1-in-1,000" achievement of the Stand-to-Stand Bridge. Ten progressive steps guide you to inevitable mastery of this ultimate exercise for an unbreakable back.

This home-study course in ultimate survival strength comes replete with bonus material not available in Paul Wade's original *Convict Conditioning* book—and numerous key training tips that refine and expand on the original program.

Prowl through the heavily and gorgeously-illustrated 80-plus-page manual and devour the entire film script at your animal leisure. Digest the brilliant, precise photographs and reinforce the raw benefits you absorbed from the DVD.

Paul Wade adds a bonus **Ten Commandments for Perfect Bridges**—which is worth the price of admission alone. And there's the additional bonus of 4 major **Variant drills** to add explosivity, fun and super-strength to your core practice.

Whatever you are looking for from your pushups—be it supreme functional strength, monstrous muscle growth or explosive upper-body power—it's yours for the progressive taking with *Convict Conditioning Volume 4: Advanced Bridging: Forging an Iron Spine*.



**Convict Conditioning**  
**Volume 4: Advanced Bridging:**  
**Forging an Iron Spine**  
By Paul "Coach" Wade featuring  
Brett Jones and Max Shank

#DV087 \$29.95

DVD 59 minutes with full color Companion  
Manual, 88 pages



# Tap into the Dormant Ancestral Power of the Mighty Pullup—to Develop a Massive Upper Back, Steel-Tendon Arms, and Etched Abs Mastering **THE ONE-ARM PULLUP**

**P**aul Wade's *Convict Conditioning Volume 5, Maximum Strength: The One-Arm Pullup Series* explodes out of the cellblock to teach you in absolute detail how to progress from the relative ease of a Vertical Pull—to the stunning, "1-in-1,000" achievement of the One-Arm Pull-Up. Ten progressive steps guide you to inevitable mastery of this ultimate exercise for the upper back, steely, bulging biceps and etched abs.

This home-study course in ultimate survival strength comes replete with bonus material not available in Paul Wade's original *Convict Conditioning* book—and numerous key training tips that refine and expand on the original program.

Filmed entirely—and so appropriately—on "The Rock", Wade's *Convict Conditioning Volume 5, Maximum Strength: The One-Arm Pullup Series* explodes out of the cellblock to teach you in absolute detail how to progress from the relative ease of a Vertical Pull—to the stunning, "1-in-1,000" achievement of the One-Arm Pullup. Ten progressive steps guide you to inevitable mastery of this ultimate exercise for supreme upper body survival strength.

This home-study course in ultimate survival strength comes replete with bonus material not available in Paul Wade's original *Convict Conditioning* book—and numerous key training tips that refine and expand on the original program.

Prowl through the heavily and gorgeously-illustrated 88-plus-page manual and devour the entire film script at your animal leisure. Digest the brilliant, precise photographs and reinforce the raw benefits you absorbed from the DVD.

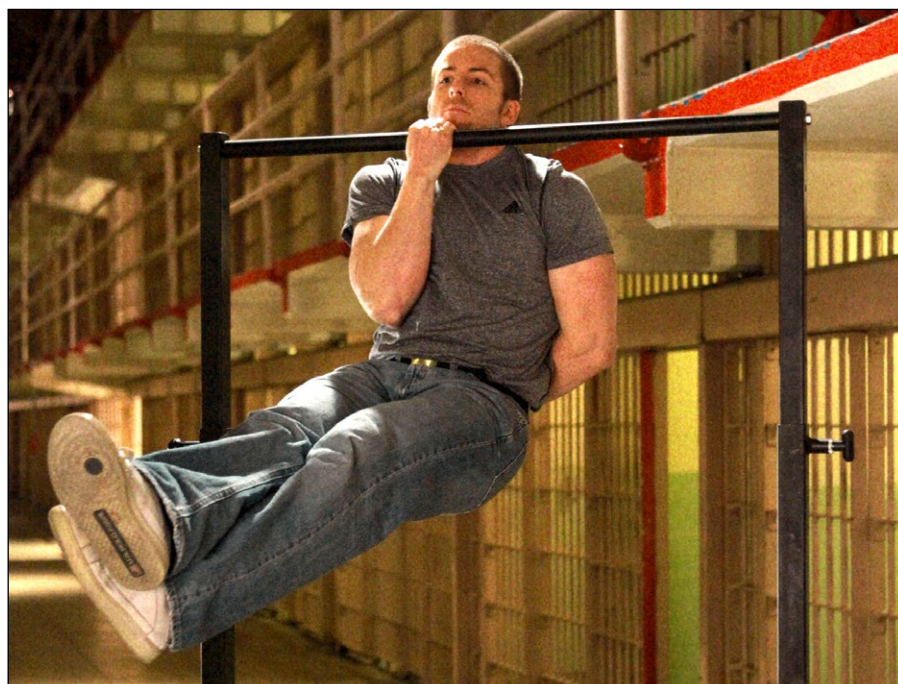
Paul Wade adds a bonus Ten Commandments for Perfect Pullups—which is worth the price of admission alone. And there's the additional bonus of 4 major Variant



drills to add explosivity, fun and super-strength to your core practice.

Whatever you are looking for from your pullups—be it agile survival strength, arms of steel, a massive upper back with flaring lats, Popeye Biceps or gape-inducing abs—it's yours for the progressive taking with *Convict Conditioning Volume 5, Maximum Strength: The One-Arm Pullup Series*.

These exercises have been broken up into a set of stages, which is sometimes called the "ten steps". This is a key feature of the *Convict Conditioning* system. Without following some kind of structured, progressive approach, it would be impossible for even the most naturally powerful athlete to achieve incredible feats like assisted pullups and one-arm pullups.



**Convict Conditioning**  
**Volume 5: Maximum Strength:**  
**The One-Arm Pullup Series**  
By Paul "Coach" Wade featuring  
Brett Jones and Max Shank

#DV088 \$29.95

DVD 59 minutes with full color Companion Manual, 88 pages

**WEEKDAYS**  
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Visit: [www.dragondoor.com](http://www.dragondoor.com)

Order *CC Advanced Bridging* online:  
[www.dragondoor.com/dv088](http://www.dragondoor.com/dv088)



# GET a ROCK-Hard, Brutishly Powerful Upper Frame and Achieve Elite-Level Strength— With Paul “Coach” Wade’s **PRISON-STYLE PUSHUP PROGRAM**



**P**aul Wade’s *Convict Conditioning* system represents the ultimate distillation of hardcore prison bodyweight training’s most powerful methods. What works was kept. What didn’t, was slashed away. When your life is on the line, you’re not going to mess with less than the absolute best. Many of these older, very potent solitary training systems have been on the verge of dying, as convicts begin to gain access to weights, and modern “bodybuilding thinking” floods



into the prisons. Thanks to Paul Wade, these ultimate strength survival secrets have been saved for posterity. And for you...

Filmed entirely—and so appropriately—on “*The Rock*”, Wade’s *Convict Conditioning Prison Pushup Series* explodes out of the cellblock to teach you in absolute detail how to progress from the ease of a simple wall pushup—to the stunning “1-in-10,000” achievement of

the prison-style one-arm pushup. Ten progressive steps guide you to pushup mastery. Do it—and become a Pushup God.

This home-study course in ultimate survival strength comes replete with bonus material not available in Paul Wade’s original *Convict Conditioning* book—and numerous key training tips that refine and expand on the original program.

A heavily and gorgeously-illustrated 80-plus-page manual gives you the entire film script to study at your leisure, with brilliant, precise photographs to remind you of the essential movements you absorbed in the DVD itself.

Paul Wade adds a bonus **Ten Commandments for Perfect Pushups**—which is worth the price of admission alone. And there’s the additional bonus of **5 major Variant**

**drills** to add explosivity, fun and super-strength to your core practice.

Whatever you are looking for from your pushups—be it supreme functional strength, monstrous muscle growth or explosive upper-body power—it’s yours for the progressive taking with *Convict Conditioning, Volume 1: The Prison Pushup Series*.

## AWESOME RESOURCE FOR COACHES & STRENGTH DEVOTEES

“I am using this manual and DVD not just for my own training, but for the training of my athletes. It shocks and amazes me how varsity high school athletes can NOT perform a solid push up.... not even 1! Getting them to perform a perfect push up requires regressions, progressions, dialing in the little cues that teach them to generate tension and proper body alignment, ALL of which carry over to other exercises.

This manual is an awesome resource for Coaches. It can & should be used to educate those you train as well as shared with your staff. For those who have a love for strength, you will respect all the details given for each and every push up progression and you will use them and apply them.

As a Strength devotee for over 2 decades, I’ve been through the grinder with free weights and injuries, push ups are something I **KNOW** I’ll be doing for the rest of my life which is why I **RESPECT** this course so much!

The lay out of this manual and DVD are also **BIG** time impressive, the old school look and feel fires me up and makes me wanna attack these push ups!”  
—Zach Even-Esh, Manasquan, NJ

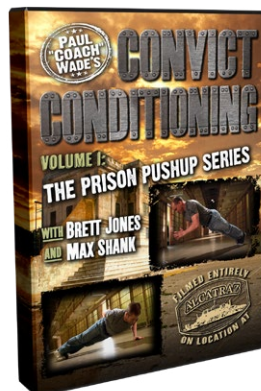
## I RECOMMEND IT

“I fully expected to be disappointed with Paul Wade’s *Convict Conditioning, Volume 1: The Prison Pushup Series*. John Du Cane will tell you: I am not a fan of some of the stuff in these books. It’s been said by others that this might be one of the most striking DVDs ever made. It’s on location in Alcatraz and the graphics are pretty amazing. So, yes, stunning. This DVD from Wade is stunning and very cool.

The manual that supports the DVD is very helpful as much of the material is done too well in the DVD. Many of us need to take some time looking at the DVD then flipping the manual back and forth to ‘get it.’

Once again, there are parts of this DVD and the series that rub me the wrong way. Having said that, I am frankly amazed at the insights of the product here. As a coach, I am better than when I popped the box open. I have a whole set of tools, and the progressions, that I can use tomorrow with my group. That to me is the testimony that people should hear from me: I watched it and I applied it instantly! This one ‘gets it.’ You can apply what you learn instantly and know where you are going from there. I highly recommend it.”

—Dan John, Master RKC, Burlingame, CA



**Convict Conditioning**  
**Volume 1: The Prison Pushup Series**  
By Paul “Coach” Wade  
featuring Brett Jones and Max Shank

#DV083 **\$29.95**  
DVD 59 minutes





# “Could This Be The Holy Grail of Strength Training?”

In *The Purposeful Primitive*, Gallagher exposes the flaws and myths rampant in the modern fitness community, then reveals what could be termed The Way of the Masters—his foolproof program for guaranteeing physical transformation, based on the received wisdom of the greats who have gone before us.

As someone who has trained with some of the greatest strength athletes of the century, as someone who has coached numerous world champions to ever more impressive records and as someone who has had spectacular results applying these same methods to average folk, Marty Gallagher knows whereof he speaks. His inspirational message: simply follow The Way of the Masters—with the necessary drive and desire—and you cannot fail, you will transform physically. Change—change for the better—is inevitable.

***Cutting-edge science combines with Old School basics—forcing the body to transform, whether it likes it or not. Discover:***

- ✓ *How to completely transform your body—in 90 days or less*
- ✓ *How to train for only five hours a week—yet become superbly lean and strong*
- ✓ *The two best eating plans to optimize your fat loss while gaining muscle*
- ✓ *Training protocols favored by the legends of champion-level strength*
- ✓ *What foods will certainly sabotage your progress and what foods put you on the fast track for glory*
- ✓ *The very best cardio methods to complement rather than hinder your weight training*

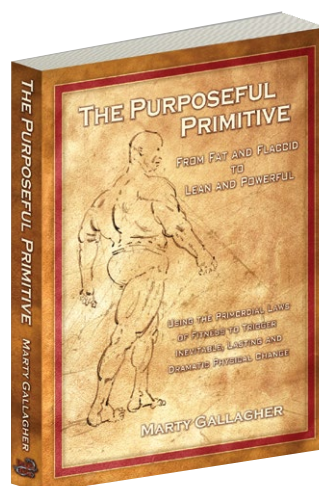
“I would venture to say that I have read every book pertaining to weightlifting over the last three decades, and I have probably read the majority of the articles in this area. There are two things I can say unequivocally about what I have read. One, Marty Gallagher is the best writer in the world of physical fitness and strength, bar none, and two, Gallagher’s newest book *The Purposeful Primitive* is the best manuscript ever produced in this field.

Teeming with esoteric information on training, biomechanics, nutrition, and sport psychology, *The Purposeful Primitive* is a wealth of information that every serious lifter needs to read. You are going to like this book. NO! You are going to LOVE it. I promise you that. It’s Gallagher’s best work, and that means it is strictly world class.”

—DR. JUDD BIASIOTTO, author of 46 fitness and health-related books, world powerlifting champion

“I really only have two things to say about Marty Gallagher that bear on his new book, *The Purposeful Primitive*. The first is that there are two classes of writers in powerlifting: 1) Marty Gallagher and 2) all others. The second is that one day, ten years ago, Marty called to say he knew a Russian guy who he thought might be a good writer for *MILO*, so we invited the guy to submit an article: It was called *Vodka, Pickle Juice, Kettlebell Lifting and other Russian Pastimes*, the author was Pavel Tsatsouline, and rest, as they say, is history.” —RANDALL J. STROSSEN, PH.D, Publisher and Editor-in-chief, *Milo Magazine*

“Marty Gallagher is a brilliant writer who thinks deeply about subjects he knows and loves. His manifesto/encyclopedia contains a ton of wisdom, one-of-a-kind role models, awesome color photos... a truly fascinating read.” —CLARENCE BASS, author of the *Ripped* series, *Lean For Life*, *Challenge Yourself*, and *Great Expectations*



## The Purposeful Primitive

**From Fat and Flaccid to Lean and Powerful—Using the Primordial Laws of Fitness to Trigger Inevitable, Lasting and Dramatic Physical Change**  
**By Marty Gallagher**

Book #B37 **\$34.95**

Paperback 8.5 x 11  
496 pages • 355 photos

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"Watch ***The Kettlebell Goddess Workout*** and you will know why Andrea Du Cane is the leader in women's kettlebell training." —Pavel Tsatsouline

## "Stay Strong, Young, Toned and Vibrant With Andrea Du Cane's High-Powered, Super-High-Energy Kettlebell Cardio and Strength Workouts"



**T**he ancient Greek Goddesses were famous for their vigorous and vibrant strength, their power, their grace and their physical elegance.

Now you have a realistic chance to make even a Greek Goddess green with envy as you match—if not surpass—they for athletic grace and high performance!

In this superbly produced, interactive, menu-based DVD, **Senior Russian Kettlebell Instructor, Andrea Du Cane** challenges and inspires you to seize that ideal of elegant strength and make it your own.

Andrea's powerful array of authentic kettlebell workouts, plus cool downs and stretches, are guaranteed to reward you with greater energy, greater well being, greater strength and a superb figure. Fit for the Goddess you know you are!

Choose from a wide variety of **Upper Body, Lower Body, Abs and Cardio** workouts, then mix and match to create your own customized training program for godly perfection. Your results will be strictly divine...

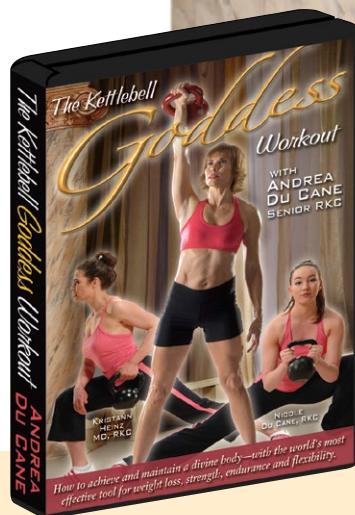
Or simply follow along with one of the six **Goddess Workouts** for a complete, carefully targeted session designed to carve away the fat and sculpt lean, toned muscles—ready and willing to take on the world and win it all. Just like Athena... Just like Nike...

Once the hard-kept secret of elite Russian athletes, special forces and 'manly' men, the kettlebell is now becoming the preferred tool for women who are tired of being merely human and tired of mediocre results—and who demand fast fat loss, high energy and exceptional physical performance, now! Let Andrea show you the way...

- **Receive** inspiring, first-class personal instruction from one of the nation's top female kettlebell athletes.
- **Renew** yourself with a constant variety of targeted, high-yield workouts that meet your changing needs.
- **Redefine** your body and exceed your mortal limits, with the divine challenge of Andrea's patented **Goddess Workouts**.

Includes a **Special Bonus Section** of additional drills to add further variety and power to your workouts.

Contents include a PDF on **How to Get the Most Out of Your Kettlebell Goddess Workout DVD**—plus special programming tips.



### The Kettlebell Goddess Workout

**Andrea Du Cane,**  
**Master RKC**  
**with Kristann Heinz,**  
**MD, RKC and**  
**Nicole Du Cane, RKC**

DVD #DV040 **\$29.95**

Running time:  
2 Hours and 25 minutes



# Discover how the magic of kettlebell exercise can keep you powerful, strong and supple—at any age...

**N**othing ages us faster than the lack of regular, effective exercise. Muscles melt away, bones go brittle, posture stoops, skin sags, flab hangs—and joints creak. Pain, fear and fatigue become our constant companions.

The less you exercise, the faster you decline. However, not all exercise is created equal. Many forms of exercise may at best put you in a holding pattern, while other forms of exercise might even exacerbate your health issues.

The good news is that there is one form of exercise which can give you immeasurable health benefits, whatever your age. Regular, well-designed **kettlebell workouts** may not only reverse many symptoms of aging, but will actively contribute to building your strength and power well into your 50s, 60s, 70s and 80s.

Kettlebells are the only handheld weight that allows you to exercise aerobically, for cardio as well as anaerobically, for strength training. The kettlebell is the unique “gym in your hand” that can reward you with decades of high-yield health benefits.

Andrea Du Cane's

*The Ageless Body* presents a complete De-Aging Masterplan, that gives everyone from the raw novice to the experienced athlete an opportunity to defy physical decline and hone themselves—safely, simply and progressively—into the muscular, energetic, magnetic specimens they deserve to be.

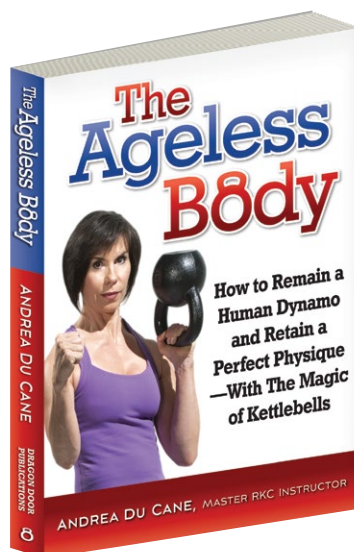
*The Ageless Body* provides everything you need to start training with kettlebells, whatever your current age or condition. Bonus sections cover warm-ups, joint mobility, balance and stability—to ensure your anti-aging kettlebell program covers all the essential elements for a long, active, safe and pain-free life. Enjoy!

**The Ageless Body**  
How to Remain a Human Dynamo and Retain a Perfect Physique—With the Magic of Kettlebells  
By Andrea Du Cane, Master RKC

Book #B58 **\$34.95**

eBook #EB58 **\$19.95**

Paperback 8.5 x 11 159 pages  
237 photos, charts and illustrations



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WHY  
THE

# Bodyweight Master™

## FREE STANDING PULL UP BAR

*is the ultimate solution for your upper body build out...*

**T**he noble Pull Up and the mighty Muscle Up are two bodyweight aristocrats that DO need a sturdy, indestructible piece of equipment to properly deliver their full, strength-enhancing benefits. Because to heap righteous slabs of etched meat on to your upper body—and get the military-industrial results you crave from your Pulls—you need the heavy-duty hardware to match your efforts...

But in the past, if you wanted to entertain bodyweight exercise royalty at home—and achieve the highest levels of Pull Up mastery—you would have been plain out of luck when it comes to a truly rugged, versatile and reliable free standing unit. Until now...

Enter the peerless **Bodyweight Master™ Free Standing Pull Up Bar**, designed by Dragon Door's calisthenics experts to specifically address the demands of the most hardcore bodyweight exercise fanatics. This unit looks tough and is tough—it reflects the inner and outer toughness of the user it is meant to serve...

We engineered our **Bodyweight Master™ Free Standing Pull Up Bar** to be the all-terrain, all-purpose battle tank of home exercise equipment... This thing does not take No for an answer—when it comes to rigorous abuse and a relentless quest for physical perfection...

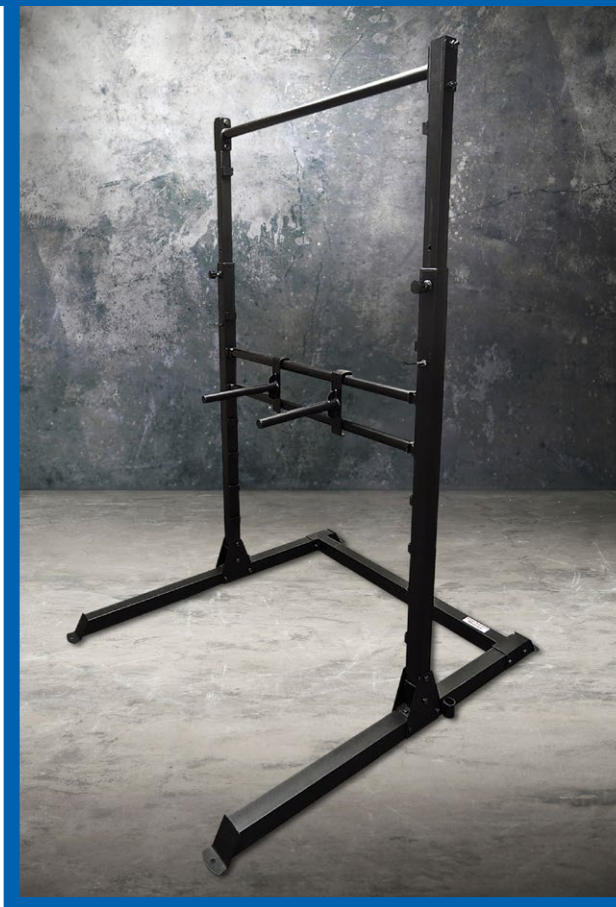
And the **Bodyweight Master™** doubles up on your Dips, with detachable units and bars that allow all kinds of heights and challenges. Plus, at the top position, the Dip units let you set up for the more joint friendly neutral-grip Pull Up...

This is one investment in your health and strength that you can truly bank on—offering you year-upon-year of phenomenal physical gains and overall athletic enhancement!

Want to do low-bar work like Australian Pull Ups? Again, the **Bodyweight Master™** offers the perfect solution with its multiple low settings...

So: no more half-assed nonsense with jiggly rigs and ergonomically wretched devices that at best frustrate with weak, sub-par, inadequate results—and are usually doomed to become expensive coat hangers...

And no more door-frame wrecking, cheapo bars that limit your range of motion and cripple your athletic potential...



### ADDITIONAL PRODUCT DETAILS:

- 2 detachable Dip units and bars which can be mounted at 7 different heights
- 1.5" diameter, 5" circumference Pull Up Bar
- 7 adjustable Pull Up bar heights: from 5' 2" to 8' 4"
- Easy assembly & disassembly
- 3' 11" wide x 4' 11.5" long base provides strong stability
- Wobble free
- Holes in the base allow unit to be screwed into the floor, for additional stability



✓ **RATED 10/10**

### **Just what I was looking for**

*By Tom Gally / Yokohama, Kanagawa-ken, Japan*

I had been trying for some time to find a freestanding apparatus for pull-ups and dips that I could install in my home. I had been thinking of getting a power rack, but the ones available in Japan where I live were expensive and not quite what I needed. (I don't lift weights.)

As soon as I saw this Bodyweight Master Free Standing Pull Up Bar in a video by Al Kavadlo, I immediately ordered one (even though the shipping to Japan was more than the cost of the device!). It arrived a week later, and it is exactly what I wanted. The assembly instructions were clear and the assembly went smoothly.

I look forward to using it in my workout every day. The apparatus is more solid and stable than I had expected, and it works well with pull-ups, dips, and leg raises. I was able to adjust the crossbar to a height that is just perfect for my own height and the height of the ceiling.

As noted in the description, it cannot be used with suspension devices, swinging, or other moves that create a lot of lateral momentum, as the device itself will slide across the floor. (I haven't bolted it to the floor, and I probably won't.)

✓ **RATED 10/10**

### **Bodyweight Master Free Standing Pullup Bar**

*By Patrick Brunetti / Princeton, NJ*

Truly a great piece of equipment. Versatile and the most solid free standing bar I've found. You can do all types of pullups, muscle ups, and the great human flag. Set for multiple heights it's easy to use. Love the dip set up also.

If you're looking for a complete piece of bodyweight equipment this is it.

✓ **RATED 10/10**

### **Exceeded my expectations!!**

*By Bob Abraham / San Diego, CA*

The Bodyweight Master Pull-Up Bar is a fantastic addition to any gym, home or otherwise. Solid, solid construction - ready for years of use and abuse. The roughened bar surface helps you get a good grip for a few extra reps. And, icing on the cake - you can quickly change the pull-up bar to a dip station. Nothing but positives to state about this piece of equipment.

✓ **RATED 10/10**

### **Amazing!!**

*By David Fumero / LA, CA, USA*

Combined with kettlebells, complete home gym!

✓ **RATED 10/10**

### **The best pull up bar on the market**

*By Shari Wagner / Denver, CO*

I have wanted this pull up bar since I played with it at the Dragon Door Health and Strength Conference. It was so well made, and such a smart design. Its versatility is like nothing else out there on the market, and I had shopped around quite a bit. It's sturdy, yet doesn't take up a lot of room. It truly has it all.

✓ **RATED 9/10**

### **FANTASTIC purchase**

*By Dr. Alexander Ginzburg / Northbrook, IL*

The item matches its description perfectly - and DragonDoor fully delivers. The versatility for positions of various pull-ups and dips is stunning, and does allow for most of Kavadlo brothers and Paul Wade's work now to BE attempted at home (or office).

✓ **RATED 9/10**

### **Great body weight exercise stand**

*By Zig Smith / Odenton, MD*

Finally, an adjustable stand for dips and chin ups. The bench fit in a tight space very easily and it can be broken down easily. Great buy and it will last forever.

✓ **RATED 9/10**

### **Solid pull-up bar, perfect for kids**

*By Tim Henriques / Fairfax, VA*

I ordered this as a Christmas present for my boys (7, 9, 10) who are really into exercising and working out, plus I wanted something for myself. It is solid and well-constructed. Here are some things I really like:

- Adjustable height, the lower height is great for kids
- The dip bars, you can make them any width you want and you can do pull-ups on them.
- When the pull-up bar is in the lowest position it is super stable
- It is great to hang a small punching bag (we have a 25 lb bag for them) from
- The bar itself has pretty good grip

I see this lasting a very long time



## **Bodyweight Master™ Free Standing Pull Up Bar**

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# Access the Hidden Gold Embedded Within the RKC...

**S**ince 2001 and the world's first *Russian Kettlebell Certification (RKC)* workshop, thousands of individuals—martial artists, first responders, military, and fitness and strength professionals, have learned how to use kettlebells quickly and safely. And then introduce the remarkable benefits of the kettlebell to a global community of kettlebell enthusiasts.

Many of these RKC's have created a wide variety of effective workout programs for their clients, customers, teams, and units. So, who better to answer the question "How do I use kettlebells to get the best possible results for ME and MY goals?" than these same RKC's?

We asked the RKC Instructors to submit their most prized workouts, so you can not only see, but also use proven programs that have been successfully used by these qualified experts. The result became *The RKC Book of Strength and Conditioning*, replete with time-tested, results-producing kettlebell workouts that can satisfy the needs of newbie and pro alike, for years to come.

Some workouts are used to develop strength. Some are used for conditioning. All have produced results either for the instructors themselves, their clients, or both.

## Extremely useful knowledge, packed in a book

"I ordered *The RKC Book of Strength and Conditioning* eBook three weeks ago. Since then, I've been incorporating the 'Bull simple kettlebell program', and it works like crazy! I'll stay on it for seven more weeks, then I'm going to switch to another program.

As instructor for a reality-based self-defense system (Rich Dimitri's Senshido), I can say that the workouts described in the book are absolutely useful for real-life strength. Yesterday, I went through the 'bull simple program' with my students. One of them is a free-runner with lots of strength. He couldn't believe it that 30 minutes of intense kettlebell training wiped him out.

Bottom line: Buy this book. And buy the *Convict Conditioning* books. Both books combined are the way to extraordinary strength and endurance. Great stuff!" —NORBERT MATAUSCH, Landshut, Germany

## Fantastic!

"This may be the definitive book on kettlebell programming. Provides an outstanding collection of different programs for all levels by some of the top trainers in the RKC community. What more could you ask for?

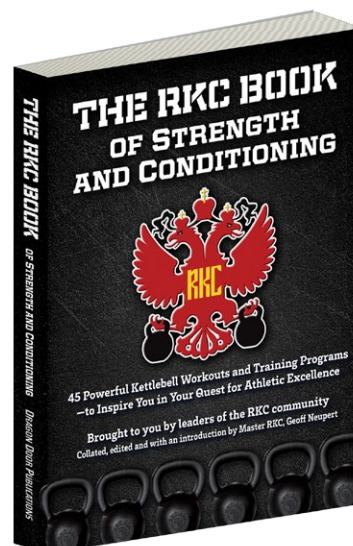
This is a great resource for beginners or advanced, as there's something in there for everyone. Really awesome programs from smart, passionate people who know what effective programming is all about. You'll get lots of training insight and a wealth of programming knowledge for yourself and for your clients.

A really fantastic resource to refer to again and again. And, a 'must have' for your programming archives. Getting this one is really a no-brainer. Cheers!"—SCOTT IARDELLA, MPT, CSCS, CISSN, RKCII, CK-FMS, Parkland, FL

## An Incredible Reference!

"Sometimes in the RKC you will hear people talk about 'standing on the shoulders of giants.' This book could be described as a handy one-stop collection of 'giants' shoulders." I found that nearly every fitness goal or challenge my clients or myself may encounter is represented here, with a workout or a full-fledged program from people I trust, respect and honestly - really like! I will be using the RKC Book of Strength and Conditioning as a reference for a VERY long time, if not technically forever.

A few of the workouts may be familiar, including David Whitley's Furnace which has been a favorite of mine and a real game changer for clients who have been struggling to learn the intricacies of the get up. But there are others which I have never seen before, and plenty that have really sparked my imagination. At the very least, for those days when you just don't know what to do, or have just completed another program, then this book is there, handy with so much to choose from, and it's all great stuff. This collection is also an ideal way to learn program design by example - the why, when, and how of each section is explained. Again, a great resource, I can only hope for a sequel down the road!" —ADRIENNE HARVEY, Winter Park, FL



**The RKC Book of Strength and Conditioning**  
45 Powerful Kettlebell Workouts and Training Programs—to Inspire You in Your Quest for Athletic Excellence

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# “THE GO-TO BOOK FOR KETTLEBELL FUNDAMENTALS”

## **INCREDIBLY INFORMATIVE AND USEFUL!** *By Brendan Sills / San Antonio, TX*

Dan John is one those people that I continually use as a resource. I have learned a tremendous amount from his publications and refer others to his works whenever I have the opportunity. His latest book “The Hardstyle Kettlebell Challenge” is one of his most ‘information dense’ works yet. Every page is filled with useful information with a healthy dose of Dan John humor as well. I consider myself fairly advanced when it comes to kettlebell technique and teaching kettlebell technique and I was still able to glean a tremendous amount of actionable information from this resource. You won’t find better value for your money than this!

## **IN MY TOP 5 S&C BOOK OF ALL-TIME** *By Bruno U. / Laval, Quebec, Canada*

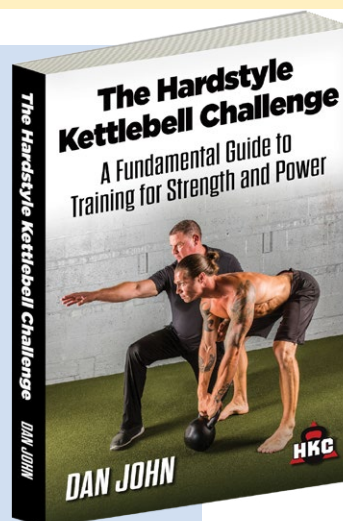
A must buy, a must read, a must apply and a must re-read and again and again!!!

Everything you need to know is in this book! This book is absolutely in my Top 5 S&C Books of all-time.

## **TYPICAL DAN JOHN AWESOME!!!**

*BY BILL KOCIABA / HOLLYWOOD, FL*

I have had the good fortune to be able to pick the brain of Dan John for the past few years and never have walked away from a conversation (or one of his books for that matter) without learning something new. I was preparing to take the HKC when this book came out so purchasing it was a no-brainer. In typical Dan John form he outlines the most important points of Kettlebell training. When I say typical Dan I mean clearly, simply and in an entertaining and engaging manner that keeps your attention even if you think you already knew what he is saying. Dan is the kind of writer (teacher) we all wish we had in high school. The guy who teaches you a great deal without you realizing it until you start applying it. Another winner for the coach of all coaches. GREAT JOB (as usual) DAN!!!



## **The Hardstyle Kettlebell Challenge**

**A Fundamental Guide To Training For Strength And Power**

*By Dan John*

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