

# THE FOUR LAYERS OF STRENGTH

BECOME THE STRONGEST VERSION OF YOURSELF™

STRENGTH  
C\*A\*M\*P

# **THE FOUR LAYERS OF STRENGTH**

## **HOW TO BECOME THE STRONGEST VERSION OF YOURSELF™**

By Elliott Hulse

*This book is dedicated to the Strength that dwells  
within you that has yet to be unleashed.  
May the principles in this book shine forth as a beacon of light  
to guide you on your journey of Growing Stronger.*

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## PREFACE

If you've been with me on [this journey](#) long enough, I am sure you already know that my ideas about strength are not typical. From my perspective, strength is about much more than how strong you are, or appear to be, physically.

It is my belief that true Strength is found not in the muscles, nervous system, or organs, alone, but in all of them, working together as functioning parts in the dynamic system that you are. What is more, you are only strong to the degree to which you use your strength to benefit others. This, in a nutshell, is *Four-Layer-Strong Strength*.

In this book I present you with a concept about developing strength that has been 35 years in the making, forged through many failures and successes.

You might view this book as a “zoomed-out” overview roadmap to guide you on your journey from who you are today to whom you are destined to become. Many of my other [products](#) and [videos](#) will provide you with more detailed, topographical, “action-plan” maps to orient you from point A to point B along the big journey from A to Z that this book covers. At the end of this book, I've provided you with a list of resources for further reading and action.

But like a map, this book guarantees you nothing. **In fact, reading this is useless if you don't take action.** At the end of the day, only you can do the walking.

With that being said, I hope that this book does prove to be resourceful for you. I invite you to apply any principles you find in it that speak to you, and see for yourself the power of your own unique manifestation of fourfold strength.

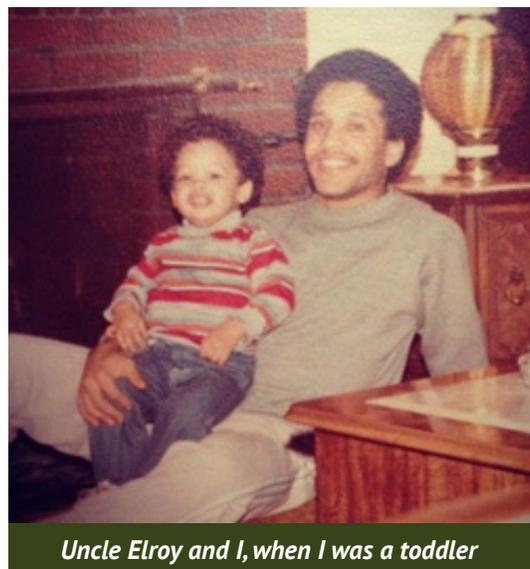
### WHY FOUR LAYERS OF STRENGTH?

I didn't always see strength as an integrated virtue, as I do today.

In fact, for many years, my so-called “strength” was very imbalanced.

Let's go back in time, for a moment.

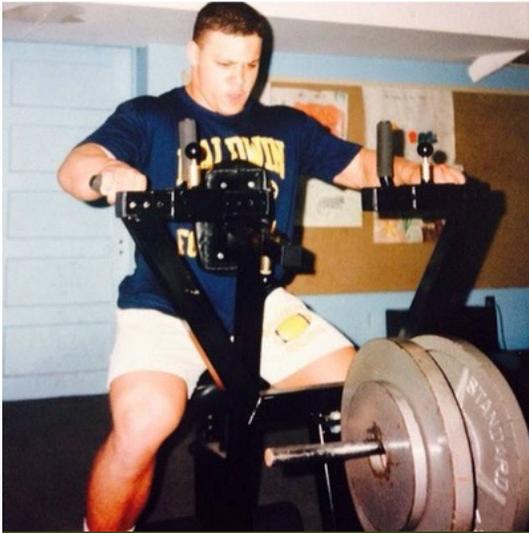
I was fortunate enough to be born with natural athletic talent and strength, thanks to my two strong and fit parents. Not only did this provide me with a genetic advantage; it also meant that I was raised in an environment that supported the development of my health and strength.



*Uncle Elroy and I, when I was a toddler*

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In addition to being raised by my parents, I grew up having my mother's brother, Elroy, living in the house with us. At the time, Uncle Elroy held a black belt in Kung Fu, did gymnastics and bodybuilding, and ran marathons. I can recall watching him do standing backflips and chop bricks with his bare hands when I was just learning my ABCs! Uncle Elroy would "train" my younger brothers and I in my parents' basement when we were kids. So you can see how I was introduced to strength from very early on in my life.



*Training in my parents' basement, senior year in high school.*

Because of my upbringing, I was always one of the strongest and fastest boys in my neighborhood.

When I got older, Uncle Elroy taught me how to lift barbells, and I immediately became hooked. At about the same time, I started playing football. Lifting barbells and playing football enabled me to harness the excessive amounts of energy I had during my teenage years and do something productive with it, and I stuck with it. In truth, strength training [\*saved my life\*](#).

I became the captain of my high school football team and eventually earned an athletic scholarship to play collegiately at St. John's University in New York, where I excelled.

Once I graduated, I decided to study exercise science in graduate school. I had several internships while I was there, where I worked for many of the best sports performance gyms around. Afterwards, I became a personal trainer and worked at a couple of gyms before I realized that what I really wanted to do was branch out on my own. So in 2007 I opened my first gym, [\*Strength Camp\*](#), where I still train myself and others today. (For a more detailed history of my life, check out this cool [\*"Draw My Life"\*](#) video.)

During my first few years in business at Strength Camp, I thought it would support my coaching efforts if I were to become a professional strongman. The sport of strongman requires that an athlete be able to lift, push, pull, drag and carry a wide variety of heavy objects. Events such as log pressing, tire flipping, and stone lifting are a huge part of the sport. I often implemented many of these exercises into my clients' training programs anyway, so I figured, "Why not?"

Within 18 months of training for strongman, I earned my Pro Card. The ruggedness and toughness of character that were required to succeed in the sport appealed to me, and fit well with my natural abilities, so I picked it up quickly.



*The Strongest Version of Myself?*

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In fact, I became so good at strongman that by Spring of 2008, I was poised to be crowned “America’s Strongest Man” in my weight class.

One afternoon that year, after a great training session preparing for the event that would make me “America’s Strongest,” my father asked me if I would help him remove some dead plants in his garden that had frozen and died that winter, and I agreed to help him.

I went over to his house, and we started weeding and talking, and then all of the sudden, as I was tugging on the roots of a small tree, *my father and I heard two loud popping sounds...*

My father assumed I had torn the roots of the tree with my bare hands and laughed out loud, but I knew that something else had torn.

I looked down at my left arm to see nothing but flat skin and bone where my biceps had once connected to my elbow. A few inches up my arm was my entire biceps muscle, balled up near my shoulder.

*I had torn my distal biceps tendon clean off the bone.*

**In that moment, a version of me died. The instant that I saw the damage done to my arm, I realized that I had taken “strength” too far, and it was time for me to rebuild my real strength from the inside out.**



For the next several days I sat on my living room couch, feeling depressed and wondering what I was going to do with the rest of my life. Everything that I had spent the last 10 years of my life building up seemed to have been a waste.

I was among the strongest men in America— yet I felt tremendously weak.

The weakness I experienced came from the feeling that there was much, much more that I should be doing with my life, but I had no clue where to begin.

My family needed me, my business was failing, and my body was broken.

And so, while lying on the couch with my left arm in a cast, I grabbed a pen with my right hand and began to redefine what it meant to me to be a real “Strong Man.”

Since then, it’s taken me several years to develop what I believe is the most comprehensive approach to strength development— the best way to **“Become The Strongest Version Of Yourself.”** And today, I’m glad to share it with you in this book.

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## BEFORE WE GET STARTED...

I'd like to state a few things right off the bat.

What you hear me say in this book is simply *My Truth*, the wisdom I've gained through my life experience of trial and error to discover what works best for me. I did not create this book to prove that I am "right," or to attempt to prove anyone else "wrong."

My main purpose in writing this book is to share my experiences and knowledge on a topic I find fascinating, with the hopes that it might support you on your journey of growing stronger.

Another thing.

When you signed up to receive this book, you were added to my *Grow Stronger* email newsletter. With these emails I aim to provide you with useful and entertaining ideas, tips, and techniques that will support you in growing stronger.

From time to time, I will offer you products and services through this newsletter that I feel will benefit you on your journey. Some of the products and services were created by me, and others were created by fellow publishers in the fitness and personal development industry. When I share a product, it is because I believe it will help you. Of course, if you invest in a product that I suggest, I will usually earn a commission.

Finally, unlike most digital books, this one is made to be given away. **Feel free to email or send this PDF to anyone you feel it might help.**

Like I said before, my main purpose in writing this book is to share some ideas that I hope might support you in becoming **The Strongest Versions of Yourselves**, while avoiding some of the costly mistakes I made.

Grow Stronger!

*Elliott Hulse*



## INTRODUCTION

I'm about to say something radical. You ready?

**There's more to getting strong than lifting heavy weights.**

Consider this:

*How strong can a body that is riddled with muscular imbalances and operating on five hours of sleep a night really be?*

*Or how about a body that can't properly break down food into nutrients and regulate hormones like testosterone, cortisol, and growth hormone?*



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*Or a body that is constrained by psychological issues?*

The truth is, while imbalanced bodies may appear to be fit and healthy for a while, nature catches up, overtime. And when this happens and the imbalances in your lifestyle grow too dysfunctional for the body to handle any longer, your strength and health will collapse. I am telling you this from experience – I’ve seen it happen way too often, in my own life and in the lives of my friends and clients.

*Again, there is a whole lot more to developing strength than just exercising your muscles.*

So, the next question you might be wondering is: “Well, what then is strength, Elliott?”

I’m glad you asked. In my journey of growing stronger, I’ve come to identify **four** primary areas, or layers, of strength that one must develop in order to achieve *lasting* results:

1. **Neuromuscular Strength**
2. **Physiological Strength**
3. **Energetic Strength**
4. **Life Mastery**

Like layers in a building, each layer of strength adds to and supports the others; if one starts crumbling, the whole structure begins to deteriorate. Only through the full expression of each of these four, foundational layers can a temple of true strength be built and accessed.

**Neuromuscular Strength** refers to your body’s ability to generate force as efficiently as possible.

As a consequence of the many luxuries afforded to us by modern living – sitting, driving, and laziness, to name a few – many of us develop what I call muscle viruses. Our bodies become overdeveloped and tight in some areas, and in other areas, we become weak and underdeveloped.

Put simply, modern living wreaks havoc on our bodies, and this results in neuromuscular imbalances that inhibit our ability to grow stronger.

So, part of growing stronger is identifying and correcting these imbalances. Only when we free ourselves from our muscle viruses will we be able to expand our true limits of strength and ability.

This is what the First Layer of Strength is all about.

**Physiological Strength** is a marker of one’s internal health.

How strong are your organs?

Of course, your pancreas can’t lift weights (it’s not a muscle). But how efficient is it in regulating your blood sugar and producing enzymes to digest the food you eat? How healthy are your internal organs, and how effectively are they doing their jobs?

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The Second Layer of Strength is aimed at making sure the organs and systems that detoxify, maintain, and rebuild your body are operating at peak levels and providing your skeletal system and musculature with everything they need to function at their best.

(If you notice, with each successive layer we go deeper, accessing fully the matrix that contributes to making you what you are.)

**Energetic Strength** deals with your thoughts and feelings, and how these shape who you are and the amount of strength you bring forth.

Acknowledging the connection between mind and body, we use various exercises to release those aspects of your mind that may create tension in your body and are thus inhibiting your strength and ability. Bioenergetic breathing and catharsis are two modalities we use to do this and bring the body into a more expressive and grounded state.

Once the body has been stimulated and calmed through these body-based techniques, we can use frequency meditation to balance the mind even further.

Now, if I were of a selfish mind, I'd probably stop with these three layers.

But that's the thing about strength.

Once you get hold of it, you come to realize that true strength is expansive – and giving. The only way to truly become The Strongest Version of Yourself is to share your strength with others.

This brings us to the Fourth Layer of Strength: **Life Mastery**.

Here's where you learn how to take the strengths you've been given, cultivate them, and then share them with others. And maybe even learn how to earn a living, like I do, by doing just that.

*Our capacities in this life are far greater than most of us have ever considered.*

*We are stronger than we could have ever imagined...*



*Join me* in becoming the Strongest Version of Yourself!

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### **Recommended Study Resources:**

Watch [this interview](#) to learn the story about **HOW** and **WHY** I created the **Four Layers Of Strength** training method for personal development.

Watch [this video](#) to get a better sense of the **significance** and **practical applications** of **The Four Layers Of Strength** and “**Growing Stronger.**”

Learn how “[Strength Saved My Life.](#)”

And here’s [a poem](#) I created about The Four Layers Of Strength.

# CHAPTER 1

## NEUROMUSCULAR STRENGTH



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Contrary to what most people believe, more muscle does NOT equal more strength.

Strength is actually a *neurological* function.

In other words, all the bulk and muscle in the world are useless if you don't have the nerve function to recruit those muscles and bring them into action.

This is why many of the “hardgainers” in your gym are oftentimes a lot stronger than they appear. Just because they can't put on mass easily doesn't mean they aren't growing stronger through training.

How is this possible?

Training increases neurological function.

As a “hardgainer,” or any other lifter, continues to practice certain movements in increasingly complex and intense ways, his body is forced to increase its ability to recruit as many applicable muscle fibers as possible. The body does this by heightening nerve sensitivity and increasing the amount of nerve fibers that are used to deliver the signals that prompt the muscles to work.

Of course, muscle plays a huge role in your body's ability to produce force, but the muscle itself is only capable of producing tension through the input of the nervous system.

If your nervous system can supply your muscles with a strong enough signal to overcome the resistance, you become stronger, regardless of muscle size. This is neuromuscular strength.

## YOUR NERVOUS SYSTEM

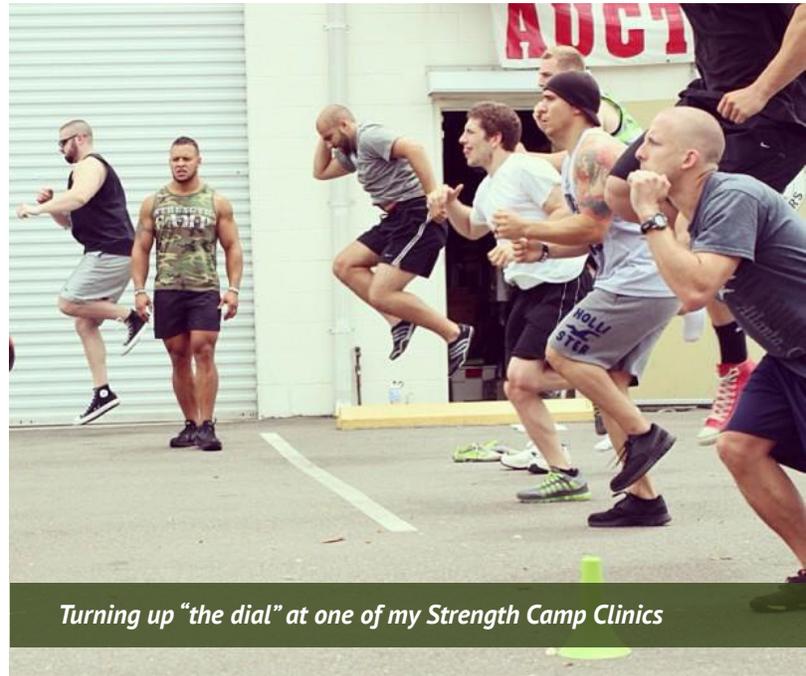
Your nervous system consists of two components: the **Central Nervous System** (CNS) and the **Peripheral Nervous System** (PNS). The CNS consists of the brain and spinal cord, and the PNS contains all the nerves that branch out from the spinal cord to the rest of the body. This system allows for motor signals to be sent out to the body's muscles, organs and tissues, and it also facilitates the return of sensory data back to the spinal cord and brain.

Think of your CNS as a rheostat. You know, that dial on the wall that lets you dim or brighten the lights? When a stronger signal needs to be sent to the muscle, you simply “turn up the dial.”

Turning up “the dial” triggers your CNS to send a stronger nerve signal – or more “electricity” – through your PNS, which acts not unlike the electrical wiring in your walls. This increased “electricity” then reaches your muscles, causing them to “light up.”

This powerful, “electric” (neurological) signal generates a contraction that produces force against a given resistance. In the same way that the light bulb lights up the room, your muscle “lights up” the resistance presented to it by overcoming it.

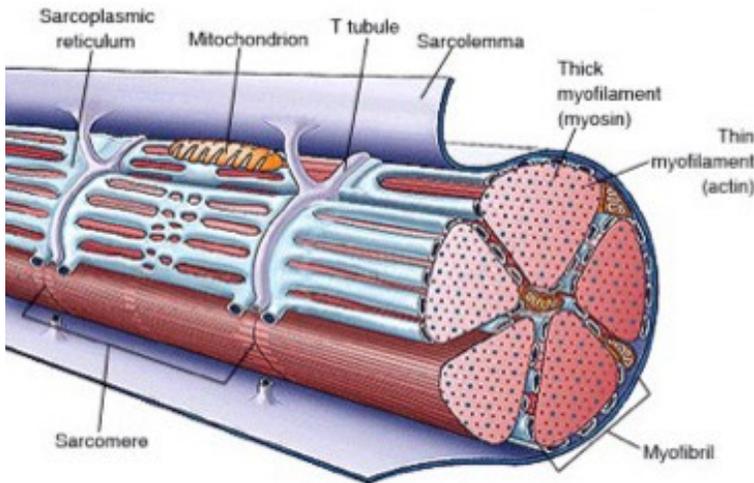
Now, this doesn't mean that you can become your strongest, physically, without the gain of some muscle mass, or that you can become "The World's Strongest Man" without adding some bulk to your frame. But what it does mean is that you can teach your nervous system to produce more force without growing much larger.



Turning up "the dial" at one of my Strength Camp Clinics

## FIBROUS VERSUS FLUID - FILLED MUSCLE

All this being said, your musculature is still a key component of your strength.



Myofibrillar vs. sarcoplasmic hypertrophy

In the same way that you need light bulbs to harness electricity in order to give you light, you need muscles to harness the energy of your nervous system and generate force. If you don't already, you should know that there is more than one type of muscle growth.

First, you have what I call "puffy muscles." The scientific name for the growth of these muscles is **sarcoplasmic hypertrophy**. This is where increased fluid (**sarcoplasm**) levels fill the muscle. When you train like most bodybuilders, with high volume, low or moderate weight, and short rest intervals— you get sarcoplasmic hypertrophy.

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This type of training will make you grow larger muscles, but it is not as effective for building strength.

The reason why you will appear bigger but remain relatively weak with this style of training is because you have simply caused the muscle to retain fluid. Since water can't be flexed like muscle fibers can, the extra size of the muscle won't help you produce more force.

If we use the light bulb analogy again, sarcoplasmic hypertrophy is like increasing the size of the glass bulb (this won't produce more electricity), as opposed to increasing the size of the filament (the part that glows), which *will* allow the bulb to handle more electricity.

In the same way, in order for your muscles to generate more force, your body must add tiny little "filaments," called **myofibrils**, to each **myocyte** or muscle cell. Myofibrils are a part of the muscle cell, so when they become stimulated by the electricity from your nervous system, they contract. Unlike sarcoplasmic fluid, which *can't* contract and produce force, myofibrils can contract and produce force.

This second type of hypertrophy, the one that increases a muscle's capacity to produce more myofibrils and force, is called **myofibrillar hypertrophy**. And this is the type of muscle growth we want to train when our aim is to increase strength.



## MUSCLE VIRUSES

Muscle viruses are the inevitable muscular imbalances that we develop over the course of our lives. They are caused by the frequent repetition of movements like sitting, driving, and other highly repetitive motions associated with one's work or lifestyle. They can also be the result of compensatory efforts brought on by injury.

One might view muscle viruses as one of the “costs” of modern living. Cars, desks, computers, pillows, the chair you're probably sitting in as you read this – all of the myriad things that “soft,” modern living provides to make life easier and more comfortable – slowly rob us of our natural mobility and flexibility. The body is meant to move, and our modern lifestyles have created all kinds of ways of keeping us still.

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Here's what happens as a result of repetitive movements and “soft living.”

Muscles that are often held in flexed or shortened positions naturally become shortened, and muscles that are frequently held in stretched or elongated positions become longer.

When looking at a joint – say, your elbow – as the joint flexes, the muscles on one side (biceps femoris) become shorter, and the muscles on the other side (triceps) are forced to elongate. If this doesn't happen, motion in the joint can't occur.

This is how muscle tears happen. Take a great enough force, and whichever side is weaker will tear.

I refer to ideal alignment within the joint as its **instantaneous axis of rotation**. But the body, of course, is built to be highly adaptable, so in each of our joints there is a bit of “slack.” What this means is there's room for a degree of deviation in how the bones move and articulate against each other.

In other words, in the case of a muscle virus – when one side of a joint becomes too tight and the other becomes looser and gets overstretched – the imbalanced tension can pull the bones out of their instantaneous axis of rotation. This impairs mobility and causes wear and tear on the soft tissues of the joint, ultimately leading to pain and injury.

Through proper assessment, [corrective stretching](#), [corrective exercising](#), and myofascial release, or [foam rolling](#), The First Layer of Strength aims to correct these imbalances and restore full mobility, integrity, and balance to the joints. Only when your body is working at its highest mechanical efficiency will you truly begin to experience your full strength potential.

## UPPER AND LOWER CROSSED SYNDROMES

Two of the most common muscle viruses I notice when assessing my clients are [upper and lower crossed syndromes](#).

**Upper crossed syndrome** involves a **kyphosis**, or rounding of the upper back. This is a common result of all the driving and working at our computers that we do. It gets further exacerbated by a mirror-driven fitness mentality that encourages us to focus on the muscles we see in the mirror – the chest, biceps, and abs – and give less attention to the muscles of the posterior chain.

Due to this overemphasis placed upon them, both in daily living and in our training, the muscles on the front side of the body become hypertonic, or tight. The antagonists, the muscles on the



*Releasing a muscle virus in the upper trapezius through corrective stretching*

other side (i.e. your back), become overstretched, from lack of use. This causes that stoop-shouldered, rounded-back posture that's so common today.



Why should you care?

Well, besides looking bad, upper crossed syndrome will affect your bench press, your Olympic lifts, and all overhead pressing. Because the shoulder joint is pulled out of its instantaneous axis of rotation, strength gains and development are limited, and your chances for a shoulder or rotator cuff injury are increased.

**Lower crossed syndrome**, or “duck butt,” involves hyperlordosis of the lumbar spine (low back), which means there's excessive extension in the low back

You know all that sitting we do all day? Sitting at your desk at school or work; sitting in your car or on the bus to get to school or work; sitting at home to unwind and watch TV – that's a whole lot of sitting. And all that sitting adds up to shortened hip flexors and tight back muscles.

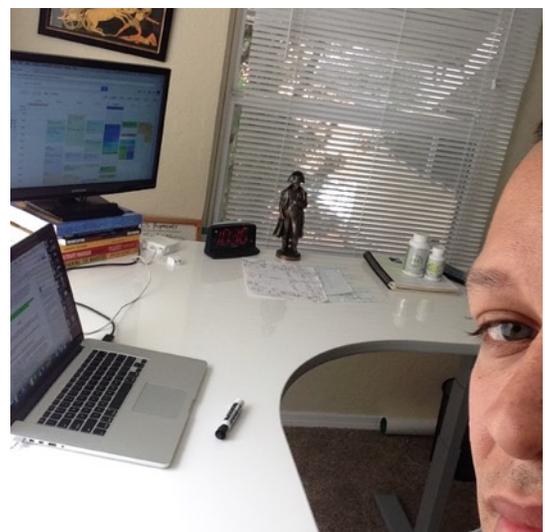
It also leads to a strong anterior (forward) tilt of your pelvis, causing your guts to spill forward and add to that super sexy, ass-out, pot-bellied look you've got going on. Lower crossed syndrome is often the cause of low back pain and significantly affects lower body strength development.

Put simply: short hip flexors + a tight low back + weak abs + weak hamstrings + anterior pelvic tilt = lower crossed syndrome (duck butt) = decreased mobility and strength.

The purpose of the First Layer of Strength is to identify and correct these and other imbalances, helping you restore your body to its optimal function and ability.

For this reason, I actually never sit while working any longer. Instead **I use an UpDesk**.

This is basically a standing desk that enables me to raise it to however high I want and work while standing. Corrective stretching is an excellent remedy for releasing muscle viruses, and the [UpDesk](#) is a great way to maintain the improvements, so as not to keep re-aggravating them. I've definitely noticed reduced tightness in my hips and low back from using this.



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## THE ATLAS

At the beginning of this chapter, I stated that strength is a neurological function. The stronger the signal from your CNS, the better your PNS can convey that signal, and the greater the response is.

The C-1 vertebrae, also known as **the atlas**, is located in the area of the body where your spine meets your skull.

Remember when I spoke about the instantaneous axis of rotation?

Each one of your vertebrae is a joint that articulates. And if one of those joints gets out of its optimal alignment, it affects not only the soft tissue surrounding the joint, but the nerves going in and out of the spinal column as well.

The atlas is at the very top of this chain, so if it “gets out,” the whole chain becomes affected. Just like the Greek god, Atlas, who holds up the world, *the atlas* in your spine literally holds up the world of your neurological function. [Here is a video](#) that further explains how this works.

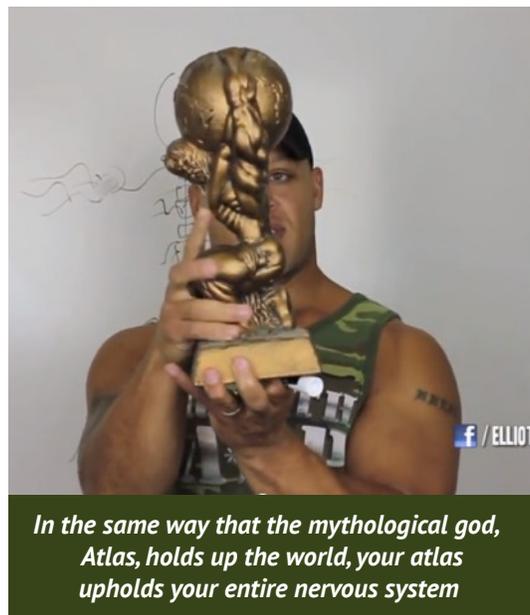
Several years ago I broke my ankle. It was a stupid accident. It happened at a friend’s barbecue, and let’s just say alcohol and a Slip n’ Slide were involved.

As a result of this injury, and dealing with the healing process around it, I developed compensatory movement patterns, ways of getting around that were aimed at minimizing my pain and discomfort while I healed.

Over time, this habituated defective movement caused me to develop a muscle virus that affected predominantly my hip, which became tight. I soon learned that if I didn’t really pre-hab my hip with corrective stretches prior to workouts and competition, I’d be very sore and stiff for the next several days.

Then I met chiropractor and upper cervical specialist Dr. Stan Pierce. Dr. Pierce suggested that the reason I continued to need the corrective stretching had more to do with my nerves’ inability to communicate effectively than my hip itself. Essentially, what he said was that my stretching was only serving as a temporary Band-Aid for a deeper, neurological issue.

He challenged me to try his Advanced Orthogonal Cervical Adjustment. By re-aligning the bones of my uppermost spine, he claimed, he could restore communication between my nervous system and my muscles. This way, he could make my muscle virus go away.



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This was not a completely alien concept to me. During my studies with [Paul Chek](#), we had discussed this very subject. Paul was a very strong proponent of cervical alignment, and this seemed to be a great opportunity. So I took him up on it.

The results surprised even me.

In my first workout after the adjustment I saw a 15% increase in strength! My deadlift went up 60 pounds the very first time I lifted after my adjustment. The following weekend I was scheduled to compete in a [strongman competition](#), here in Florida. I felt rested, strong, and ready, and I easily took first place.

I still use corrective stretches, but nowhere near the degree to which I used them before working with Dr. Pierce. For more information about the atlas and Advanced Orthogonal Cervical Adjustments in an interview I did with Dr. Pierce, go [here](#).

## THE CORE



In many ways, the term “core” is overused in fitness today. In fact it’s been overused so much that it’s really begun to lose its meaning.

For the record, your core is not just your abs; it’s your entire torso, shoulders to hips. Think of your core as the structure that supports and stabilizes your spine.

By this definition the core includes not only all of your abs – your rectus abdominus (six pack abs), external and internal obliques, and transverse abdominis – it also includes the muscles in your back, including, but not limited to: the trapezius; latissimus dorsi; the rhomboids and the erector spinae; your rotator cuffs; serratus and the muscles of your ribs; the diaphragm; and the muscles of your pelvic floor, which is the area surrounding your pelvic region that extends down below your abdomen and to the space between your genitals and anus.

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Your torso houses your vital organs, the ones whose proper functioning your life depends upon. As such, your body has evolved in many ways to offer maximum protection to this area, and at the same time preserve your capacity for movement. The muscles of your core play important roles, both in the protection of key, vulnerable organs and in mobility. They also help support circulatory, digestive and lymphatic functions.

As far as the First Layer of Strength is concerned, the core's primary role is the maintenance of strong posture. Your grandmother was right; posture is important, but for more than just looking good.

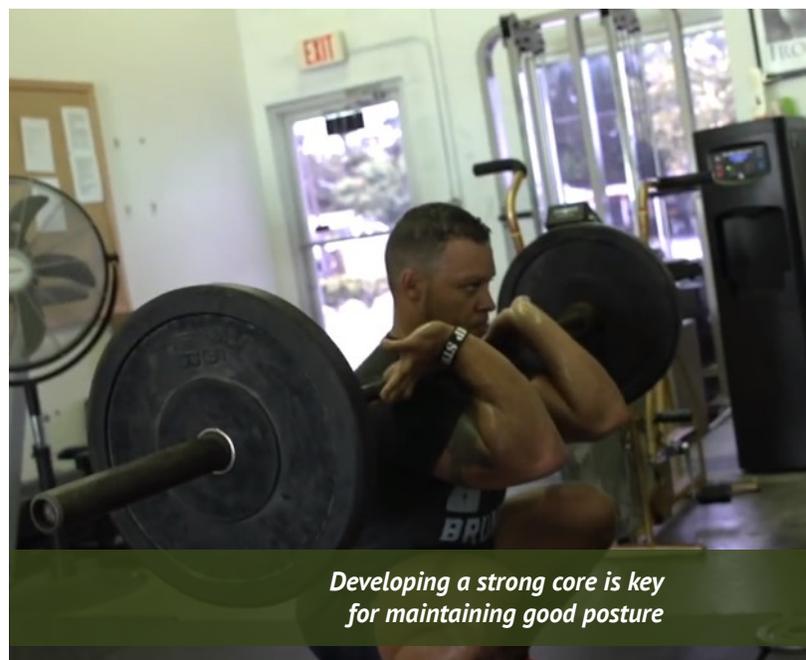
Posture is important for several reasons, the first being that it maintains the proper alignment of your spine. When your spine is properly aligned, the pathways for the nerves of your PNS are unimpeded, and the signals leaving and going into your CNS can travel freely. In other words, good posture leads to increased strength and performance.

Good posture also ensures proper mobility, as it helps keep each of your joints operating in its optimal alignment – that spontaneous axis of rotation we spoke about earlier. This ensures stable, quality movements that ensure the force you're aiming to apply goes where you want it to go.

That all adds up to efficient movement, and ultimately, improved ability.

In the next chapter, which covers Physiological Strength, we'll discuss organ health and how this relates to the core. But for now, know this: good posture also aids in the functioning of your organs, because it prevents them from being impinged, which can alter their ability to do their jobs effectively. **It's all connected, as I hope you are beginning to see.**

To sum it all up, a strong core is a stable core. And since stabilization is the core's primary role, it only makes sense that exercises designed to challenge stability will produce the best results. Exercises like planks and twists with either a band or cable stack resistance are key, but so are heavy carries, overhead pressing, and dynamic movements that require balance. Endless crunches are overrated for strengthening the core and are not very functional to boot.



*Developing a strong core is key for maintaining good posture*

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## POINTS TO REMEMBER

The First Layer of Strength is all about structure. It starts with understanding neurological function, which is the true source of strength, your body's electrical system, you might say. The next step is to understand how to correct muscle viruses and strengthen the core, in order to keep everything mobile and structurally aligned.

A body whose parts and systems are integrated and in optimal alignment is a body that fosters efficient neurological function and, therefore, superior physical strength.

With these concepts in place, the First Layer of Strength can take your training to a whole new level. If you understand the principles I've presented in this chapter and check out the resources listed below for further reading, you are on the path to serious gains in strength and conditioning.



### **Recommended Study Resources:**

Visit my [\*\*\*Strength Camp YouTube Channel\*\*\*](#), and use the “search” function to explore one of my 1,000+ videos about building strength. Here's a playlist of videos covering [\*\*\*Functional Strength and Corrective Exercise\*\*\*](#). Be sure to check out the other playlists [\*\*\*here\*\*\*](#).

Watch this video to learn about [\*\*\*Muscle Imbalances & the Nervous System\*\*\*](#).

And this video on [\*\*\*Stronger Core Muscles for Stronger Posture\*\*\*](#), plus this one for [\*\*\*Stretches to Improve Posture\*\*\*](#).

Check out my eBook, [\*\*\*7 Strategies For a Stronger Nervous System\*\*\*](#).

## CHAPTER 2 PHYSIOLOGICAL STRENGTH

# STRENGTH CAMP Online Coaching



- TIPS:
1. Prepare
  2. Stay "E"
  3. Best
  4. Track & Month

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If the First Layer of Strength deals with the engine and external framework of your “car” – so to speak – the Second Layer of Strength takes us deeper into the body, to explore your “car’s” internal hardwiring and the oils and fuels we put in it so that it can function optimally. I am talking about your internal physiology— your organs and hormonal health.

Your internal organs provide the essential functions of nutrition and waste elimination – functions that are profoundly influenced by the production and regulation of hormones.

We are what we eat. It’s as simple as that.

Your body’s cells are continually rebuilt, and the foods you eat provide the very building blocks that become you. Eat good, quality food in accordance with your [metabolic type](#), and you will have the makings of a powerful, vital body capable of taking you anywhere you want to go.

Eat like crap and, well... you get the picture.

Only most of us don’t.

Modern life is stressful – not in the old way, where our ancestors were worried about experiencing food shortages, brutal environmental conditions, and attacks from wild animals and warring tribes – but in tiny, annoying ways that eventually build up into much larger problems.

It’s the proverbial “death by a thousand cuts.” No single stressor seems in and of itself to be such a big deal, but when they all add up, you’re whipped and have no idea why.

In order to alleviate the constant hum of stress that looms over us, we tend to take shortcuts. We think that, in the short term, we’re doing ourselves a favor. But really, the long term effects often far outweigh the short term “benefits.”

Does your day look something like this?

*You stayed up late the night before. Your day at work or school felt longer than it should have, and you need a few hours to unwind before going to sleep. So, you drink a few beers or sodas and watch an action flick on TV, or play video games, just trying to “knock the edge off” your day. You get in bed sometime after 1 a.m.*

*The next morning, you pull yourself out of bed, less than an hour before your first appointment. Still groggy, you rush through your morning, gulping coffee and slamming a quick breakfast, if you even get one at all.*

*Your morning is full of classes or appointments and all the minutiae that come with navigating from*

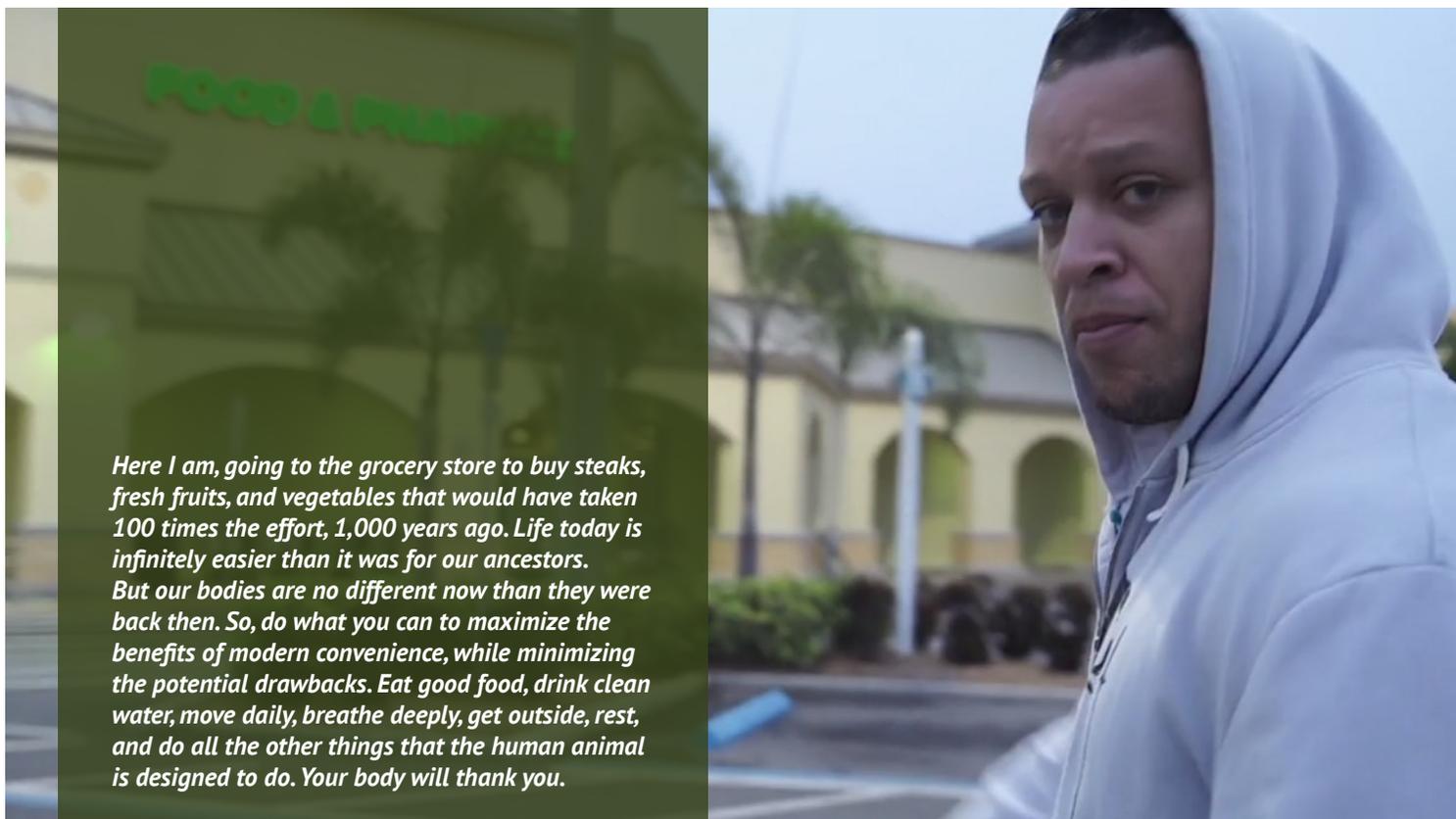


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*one event to the next. Lunch is squeezed in between appointments, something cheap and convenient, and fast, because... after all, you've only got an hour. Then it's your afternoon, which is just as full as your morning.*

*Once quitting time hits, you face that all-too-frequent quandary. Do I eat or train first? Whatever you decide there's a good three hours taken up. And it's now eight or nine o'clock and you're back where you started, looking for something to "knock the edge off," so you can unwind and eventually get to sleep.*

Sound familiar? Life is infinitely easier than it was 100 years ago, but as it's gotten easier, our ways of filling up the vacated space we now have in our days have become unresourceful.



*Here I am, going to the grocery store to buy steaks, fresh fruits, and vegetables that would have taken 100 times the effort, 1,000 years ago. Life today is infinitely easier than it was for our ancestors. But our bodies are no different now than they were back then. So, do what you can to maximize the benefits of modern convenience, while minimizing the potential drawbacks. Eat good food, drink clean water, move daily, breathe deeply, get outside, rest, and do all the other things that the human animal is designed to do. Your body will thank you.*

Two centuries ago, most people were getting ready for bed by the time the sun set. Their day was so active and physically demanding that they couldn't wait to go to sleep. During the day, they got adequate sunlight, which stimulated their physiology in such a way that, by the time the sun went down, their "rest and recovery" hormones were indicating to their bodies that it was bedtime. Plus, it was dark.

Now, on the other hand, most people don't get much more physical activity than the "required" 30 minutes a day on a treadmill or an elliptical. And we have bright lights, TVs, and computers to light up our houses well into the night. ***No wonder why many of us need chemical aids to go to sleep at night!***

I realize that if you're reading this, you probably already have a training regimen and are doing a better job than most in the realm of movement, diet, and overall lifestyle. But even still,

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I guarantee you that your great-great grandfather saw more daily physical activity than you do even on your training days, and also got better quality sleep.

Am I arguing for a return to ancient ways? Horse-drawn buggies and manual labor from dawn 'til dusk?

Of course not.

My point is that – as a species – we've spent a whole lot more time living the active hunter-gatherer life than we have spent living the sedentary life so many of us live today. And our bodies haven't caught up with our technological evolution yet. So there are bound to be some hiccups along the way.

As intelligent, thinking beings, it is our job to figure out what those hiccups are and how we can mitigate them. Here is where the Second Layer of Physiological Strength comes into play. It all comes down to digestion, hormones and stress.

## STRESS

First off, you need to know that there are two kinds of stress. I often refer to “good stress” as **eustress** and “bad stress” as **distress**.

Believe it or not, we actually need some stress in our lives. In space, astronauts are devoid of many of the daily stressors we take for granted, like gravity. As a result they must manufacture stress by exercising with resistance bands, in order to prevent their bones and muscles from atrophying.

Of course, too much stress creates excessive wear and tear. Work too hard and too often, and your body, strength, and health will begin to deteriorate from constantly having to respond to catabolic environmental stimuli. The whole reason our forefathers worked so hard to make life as relatively easy as it is today is because they were acutely aware of the effects physical stress had on their lives.



*Some stress is good for you. But too much will wear you out. Strive consciously for balance.*

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There are five major types of stress that can affect the body: **physical, emotional, chemical, dietary, and inflammatory stress.**

**Physical stress** is applied directly to your muscles, joints, and tissues. Gravity, a good workout, and physical labor are all forms of physical *eustress*, the good stress that helps build the body and make it stronger.

Physical *distress* occurs when those same stressors exceed the body's ability to respond positively. Overtraining, or driving the body too far beyond its current capabilities, without adequate time for rest and recovery, weakens the body. Soft tissues in and around the joints can be damaged. Muscles, tendons and ligaments can tear. And bones can develop wear patterns, spurs, or even break.



*My four children helping me stretch. Because we live in a stressful environment, it is important to consciously allow time in your life for rest and relaxation. This is how you continually rebuild yourself (and counteract stress).*

**Emotional stress** is more insidious and often harder to recognize. Oddly enough, this is the stress we refer to when we say, "I'm so stressed out!" Your girlfriend breaking up with you; your boss riding your ass; traffic; your favorite team losing the championship; running late for an appointment; not knowing who you are or what you're doing with your life- these, and a million other instances like them, generate emotional stress.

Most of these things we can't prevent from happening. But we can control how we react to them and what we do when the accumulation of emotional stressors becomes too much.

**Chemical stress** comes from our environment. The good stress comes in the form of the foods

we eat, which break down into the basic chemical components of fats, proteins, carbohydrates, enzymes, and vitamins that nourish our bodies. Good chemical stress is also involved in the chemical process where sunlight's interaction with the skin produces Vitamin D, and in the interactions between our hormones and our bodies.

Negative chemical stress, on the other hand, comes in the form of pesticides, herbicides, chemical fertilizers, and cleaning products, as well as the off-gases from manufactured plastics, paints, carpets and other manmade materials. Remember when I mentioned the costs of our technological advancements? This is one of the big ones.

Over the millennia, our bodies evolved out of, and alongside, our environment. *At the atomic level we are built out of much of the same stuff as our world.*

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Our technological advancements have produced compounds that are alien to our bodies at such a rapid rate that we just cannot handle them well. These compounds, when they interact with our bodies, create an excess of stress that often and quickly turns to disease.

We will discuss **dietary stress** in greater depth in a later section. But for now know that – while we are all made of the same stuff – our genes do vary based on where our ancestors came from. And this has a significant effect on which foods will suit you best. There is no “one size fits all, supreme nutrition plan.” You have to tailor your diet to factors such as your [metabolic type](#), your lifestyle, and the area of the world in which you live. When you consistently consume foods that are not ideal for your genetic makeup, it creates stress in the body and can lead to adverse reactions.

**Inflammatory stress** is a common bodily response to many of the above-listed stressors. As a short term response to an acute injury, inflammation can be beneficial; it serves to help cushion and stabilize the injury, preventing further trauma.

However, when inflammation becomes chronic, it can be a stressor in and of itself. Chronic inflammation constricts the blood vessels going to and from the inflamed area. This limits the amount of oxygen and nutrition going *to* that area, and it also limits the amount of waste that can be eliminated *out* of that area. Over time, this creates a real problem and can prevent healing.

As you can see, the opportunity for stress is wide and varied. All five of these major categories of stress combine to form one massive “boulder of stress” you must carry in life. If you don’t have the tools to chip away at this rock (aka the knowhow of dealing with stress), then this boulder of stress can crush you, in the form of disease and degeneration.

[Here is a video](#) about how stress affects the balance of your Autonomic Nervous System.

I realize all this talk about stress may be stressing you out. In a later part of this chapter, I’ll provide you with ways of dealing with it. But for now, remember that stress is an unavoidable and natural process of life. And the key to dealing with it is not in attempting have no stress in your life (which will make you even more neurotic and stressed out), but instead in knowing how to effectively process stress and minimize its effects in areas of your life that you can control.

## HORMONES

Hormones are like the inner switchboard of your body. When certain functions need to take place, when different organs need to perform their various functions— it’s the hormones that tell them when to start and when to stop.

So you can see why having hormones out of balance could create issues within the body. Stress causes the body’s hormones to fluctuate. The hormones **adrenaline** and **cortisol** are your body’s main hormonal responses to stress, meaning they increase with stress.

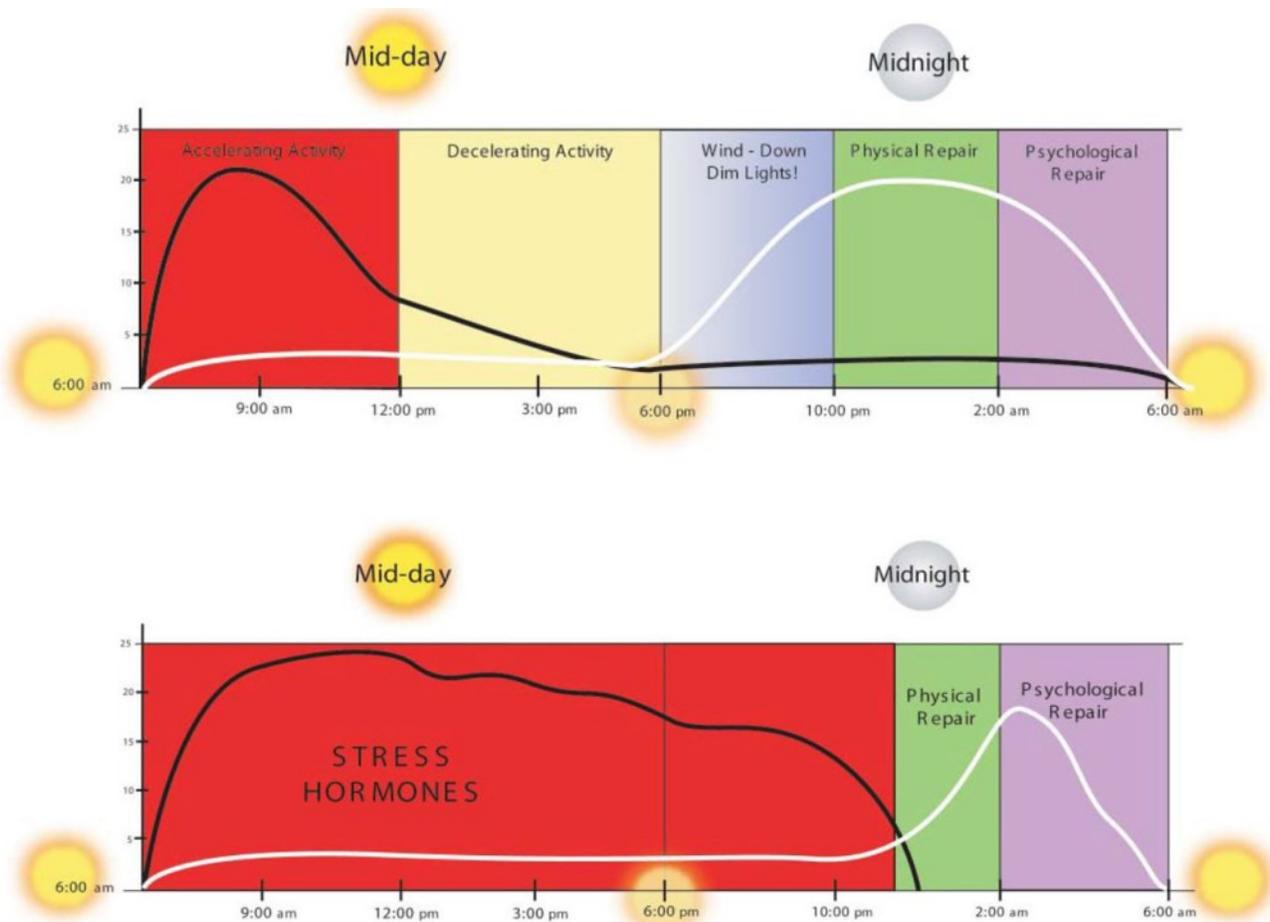
Adrenaline and cortisol are both produced by the adrenal glands. Adrenaline usually gets the lion’s share of attention because it is the real “fight-or-flight” hormone.

Ever been in a car accident? Or maybe come close to getting into a fight? You know that jittery,

over-caffeinated, kinda queasy feeling you get immediately after? That's adrenaline in your system. The feeling of sickness comes from adrenaline that wasn't fully used up.

**Cortisol**, on the other hand, is a lot more subtle. Over the past few years, it has gained the attention of the national media. One of its functions as a stress hormone is to hoard body fat, especially around the belly, for emergency use later on. A number of products have hit the market that are specifically designed to control or limit cortisol production and have been marketed as having the potential to control belly fat.

As it turns out, cortisol is a vital hormone. When balanced, cortisol levels begin rising in the morning, helping you wake up and get energized for your day. They peak around midday, and slowly descend throughout the afternoon, until they reach a low right around the time you're ready for bed.



*Above: a healthy circadian rhythm and hormonal balance. Below: an unhealthy hormonal balance. The black line represents destructive, catabolic hormones (cortisol, adrenaline, etc.) and the white line represents regenerative, anabolic hormones (testosterone, growth hormone, melatonin).*

*Both catabolism and anabolism are necessary processes of the body in developing strength and health, but they need to be balanced.*

*Diagrams from Paul Chek's book, How to Eat Move and Be Healthy.*

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When we're chronically stressed, our cortisol levels remain elevated for extended periods of time. Not only does this contribute to the storage of excess body fat— it's also why many of us are afflicted with having trouble sleeping at night, getting up in the morning, and a host of other symptoms.

When the production of cortisol stays elevated for extended periods of time, the adrenal glands' capacity to produce cortisol becomes limited. Because the body needs cortisol, the adrenals have to co-opt parent molecules to produce it. This limits the availability of these molecules for the production of other hormones— hormones like testosterone and growth hormone, which help you build strength and vitality.

The bottom line? Leading a chronically stressed life, and not dealing with it in effective ways, can and will rob your body of its natural strength and vitality.

## TOOLS FOR DEALING WITH STRESS

So all this talk about catabolic overload and stress in your life, and you're probably wondering, "Well, what *can* I do to counteract stress?"

Again I'll say that stress is a necessary and beneficial force in life. Without it, life would fall apart.

There are some stressors we can control, and some we can't. The key is to manage the stress that you can control, so that you have the reserves to handle whatever life throws at you that you can't control.

Two things you *can* manage to reduce the destructive effects of stress, or catabolic overload, are diet and sleep. In the rest of this chapter, I'll cover how to optimize these two activities.

## DIGESTION AND NUTRITION

Not all humans look alike.

All you have to do is take a look around you to realize this is true. There are black people, brown people, red people, yellow people, white people, and many in between.

I know it's not "PC" to point that out, but it's kinda obvious. And if you ask me, it's *ridiculous* to ignore.

What does this have to do with digestion?

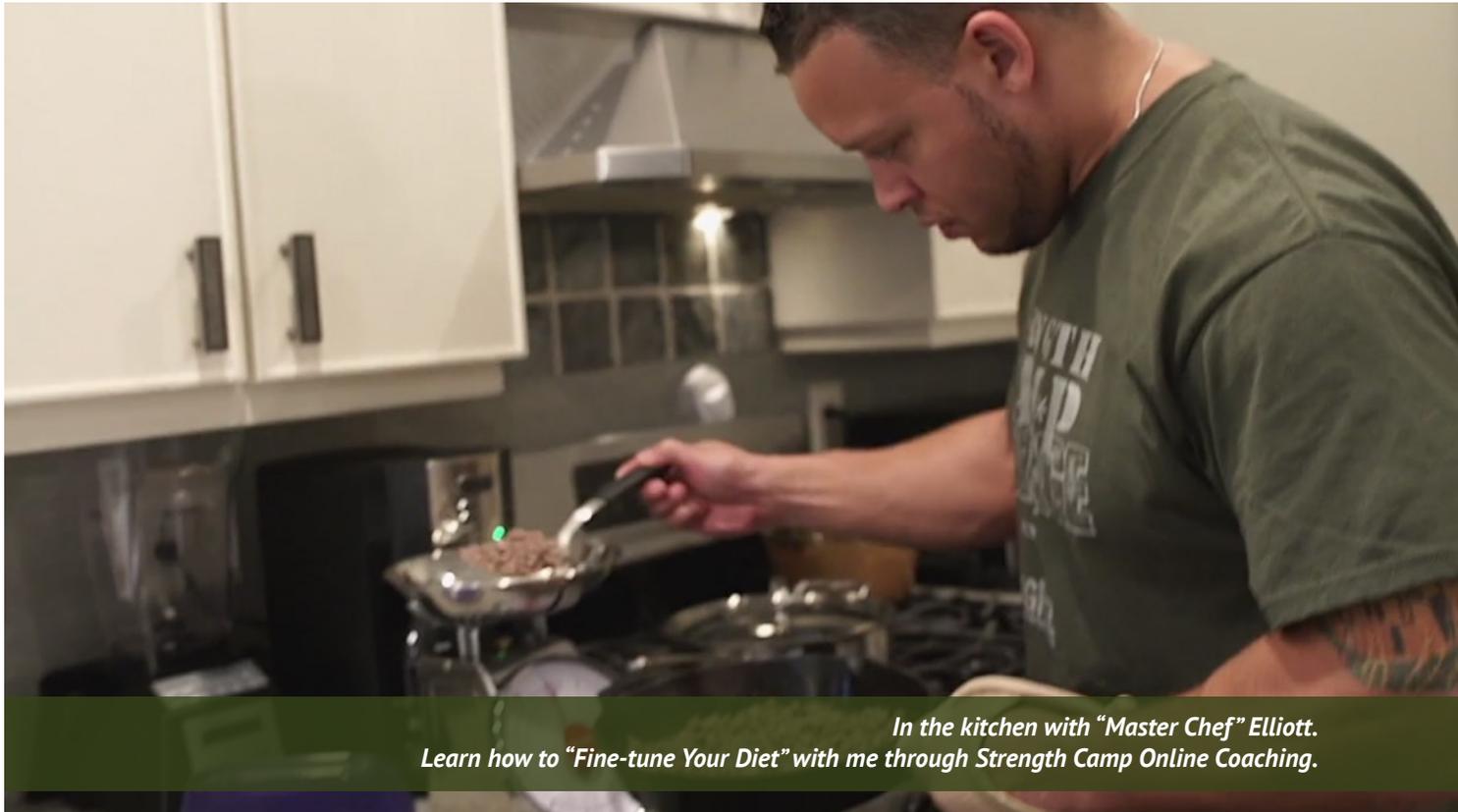
Your racial background is obviously the product of your genetic ancestry. Thousands of years ago, your ancestors came from a specific area in the world (or perhaps more than one area). Early human groups were largely separated from each other, so they developed within and adapted to their particular environments.



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What this means is that their bodies became well-adapted to digesting foods that grew in abundance (and NOT digesting foods with which they had no experience). They also grew accustomed to thriving on a certain *ratio* of macronutrients (proteins, carbohydrates, and fats).

Over the millennia, they passed down these tolerances, intolerances, and this predisposition to thriving on a certain macronutrient ratio to their offspring, ultimately coming to you.



*In the kitchen with “Master Chef” Elliott.  
Learn how to “Fine-tune Your Diet” with me through Strength Camp Online Coaching.*

This genetic predisposition, in addition to many other factors, such as the seasons, your activity level, and what climate you live in, influences what author William Wolcott calls your *metabolic type*, your unique way of breaking down the food you eat into the building blocks of your cells (nutrients).

There are 3 metabolic types, according to Wolcott: **protein types**, **carbo types**, and **mixed types**.

**Protein types** typically have ancestry going back to parts of the world where early humans had lots of access to proteins and fats and limited access to sweet fruits and year-round vegetables. Think northern Europe, Canada, and other places that experience cold, snowy winters.

Protein types do well when they eat relatively high amounts of proteins and healthy fats, and a smaller portion of low-glycemic carbs. They may feel sluggish or jittery on diets that are too high on carbohydrates. In terms of an ideal macronutrient ratio, protein types function best on diets that include 40 percent protein, 30 percent fats, and 30 percent carbs.

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Strict **carbo types**, on the other hand, often hail from lineages that lived in warmer, even tropical, areas like India and Central America. These are places where fresh fruits, vegetables, and grains are widely available, and where the climate is warm enough to not require inhabitants to eat lots of fats to keep them warm in the colder seasons.

Carbo types do best eating a diet that consists of plenty of vegetables, fruits, and grains (if they don't have intolerances), with moderate protein and a small amount of healthy fats. The ideal macronutrient ratio for a carbo type is: 60 percent carbs, 25 percent protein, and 15 percent fat.

In between the protein types and the carbo types on the metabolic spectrum are the **mixed types**. These are often people whose ancestry is not so cut and dry, or whose ancestors lived in parts of the world that experience moderate climates.

As you might expect, mixed types thrive on a well-rounded diet of 50 percent carbs, 30 percent protein, and 20 percent fats. Of course, one might fall onto any part of the metabolic typing spectrum, so these numbers could look like 55-25-25 carbs, proteins, and fats for some mixed types and 40-30-30 carbs, proteins, and fats for others, to name a few examples.

I hope the above description can give you some idea of what metabolic type you identify with. But to get a clearer idea, buy William Wolcott's [The Metabolic Typing Diet](#) and take the test in it. You can also get a sense of your metabolic type in Paul Chek's [How to Eat Move and Be Healthy](#), although the most comprehensive test is the one from Wolcott's book.

At the end of the day, it's about listening to your body. By focusing on consuming the foods that are ideally suited for your genetics and lifestyle – but most of all just **make you feel great** – and eating them in the right macronutrient ratio for your metabolic type, you will eliminate a large source of potential stress that your body would otherwise have to handle.

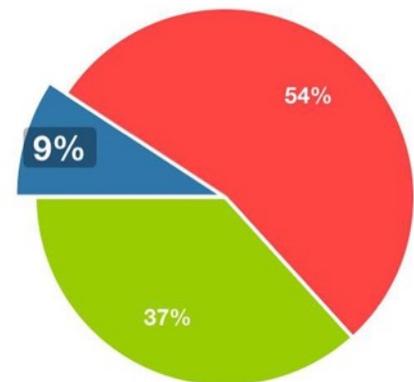
That's energy better spent burning fat, regenerating your cells, producing muscle and sex hormones, and generally keeping you on the road to becoming the strongest **you** possible.

## ORGANIC VS. NON -ORGANIC, WATER, AND SUPPLEMENTS

Now that you know what kinds of foods you should be eating, I'll briefly go into what **quality** of food will serve you best.

Our society today is producing foods that our bodies simply cannot handle. Obviously, overly-processed junk foods and sugary drinks aren't good for you, but even many of the so-called

### Calorie Breakdown



*The MyFitnessPal app is a great tool for managing your daily macronutrient and caloric intake.*



“Fine Tuning Your Diet”  
(Strength Camp Online Coaching Video)

“natural” foods you’ll find on shelves in most supermarkets are not great in terms of nutritional content.

What’s even more challenging to our bodies is the modern phenomenon of genetically modified foods (GMOs), so-called “Frankenfoods,” whose basic genetic structures have been modified to improve color or yield and reduce spoilage or susceptibility to pests. These foods are alien to our bodies and, for many, cause gastrointestinal distress and other more systemic symptoms.

There’s no question about it: **organically grown food is more nutrient-dense, less toxic, and [better for you](#)** than conventionally grown food. Here’s a great, [scientifically backed article](#) outlining the benefits of organic food for your health and strength development.

This being said, there are even distinctions among “organic” foods you should be weary of.

When purchasing meats and dairy, you ideally want free-range, grass-fed (and grass-*finished*) beef, lamb, and [raw milk](#) (if you can digest it); free-range or pasture-raised poultry (chicken, turkey, eggs, etc.); pastured pork; and wild-caught fish (if you live in the US, get wild *Alaskan* salmon).

Grain-fed meats and dairy – even if organic – may not be the best choices for your health. Animals are meant to roam free outside and eat a pasture-centered diet. Still, organic, grain-fed meats are generally healthier than “all-natural” meats.

For fruits, vegetables, and grains (if you tolerate them) strive to get as much of them as you can

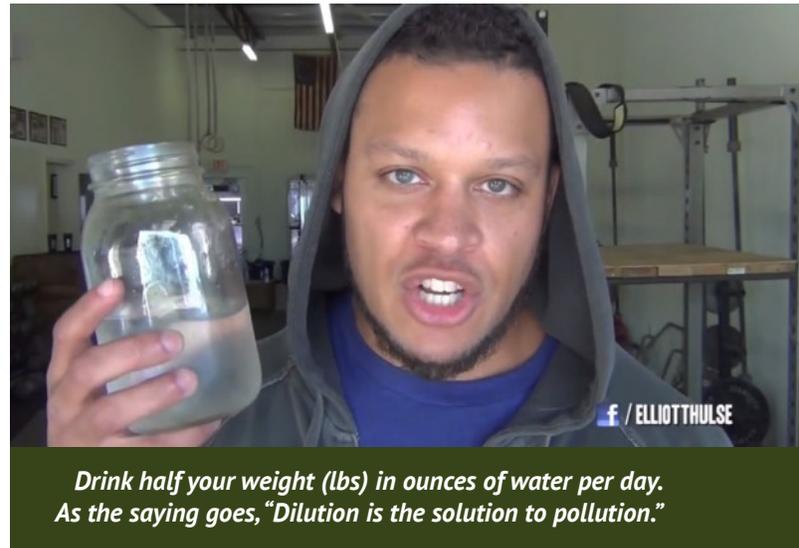
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organic. For seasoning, use [Celtic Sea Salt](#) or [Real Salt](#), and organic herbs and spices.

I understand that buying organic foods is more expensive, and not everyone can afford it. If you really can't swing it, then that's cool. Just do the best that you can. Stick to eating whole foods (foods that nature made that aren't processed), and try to get your meats at least antibiotic and hormone free.

If you can afford to buy high quality food, here are some ways to minimize your expenses. Buy in bulk and sign up for your local co-op or go straight to your local farmer for good deals on organic produce and pasture-raised meats. When buying produce, make sure you get these "[dirty dozen](#)" foods organic, and if you want to save on costs, you can buy the "[clean fifteen](#)" conventionally grown.

Now, let's talk about **water**. As you may know, we're made up of about 60 percent water! That means that, just like you are what you eat, you **are what you drink**. Today, we are fortunate enough in many parts of the world to be able to drink fresh water at the flip of a switch. However, our water supplies have become [polluted](#) with neurotoxins like fluoride, pesticides, and heavy metals. Here's a review of a [Harvard study](#) discussing the impacts fluoride has on children's brain development.



For this reason – even back when I was broke – I've made sure that my family and I are drinking the cleanest, most nourishing and detoxifying water we have access to. For many years, we drank water that had been filtered through our reverse osmosis filtration system. This is a great system, because it removes everything that you wouldn't want in your water. The only problem is it strips the water of its natural minerals, which are beneficial.

Today, I drink [Kangen Water](#), which is water that has been purified but retains its minerals. Kangen Water Machines transform the chemical composition of filtered tap water to match the structure of water found in places like high-elevation glacial streams and other natural areas that have been known to produce water with remarkable healing and recovery properties.

Kangen Water is a micro-clustered water, meaning it is more easily absorbed by your body's cells than regular purified water is, so it "super-hydrates" you. It also has alkalizing (high pH) and antioxidizing effects on your body's systems, removing acidic waste and free radical damage incurred from training and other stressors and therefore enabling you to recover faster and stronger.

I understand that [Kangen Water](#) filtration systems are expensive. For alternatives, RO systems are great (also expensive), as are the moderately-priced [Berkey Water Filters](#), which nearly match RO filtration in terms of removing toxins but also maintain the water's mineral content, like Kangen

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Water Machines. If your budget is tighter than any of these allows, then do the best you can and find a filter at a Walmart. Better is better than nothing.

**Aim to drink half your body weight (lbs) in ounces of water per day.** I like to drink out of glass Mason Jars; you can get them for a couple of dollars a bottle. Glass is best to drink out of, stainless steel is fine, too— but I'd avoid drinking out of plastic if you can help it. Many of the compounds in plastics mimic estrogen, so when they leach into your system they can negatively affect your hormones.

Finally, a word on **supplements**. I personally do not like to take a lot of supplements and am of the mindset that you don't really need much of anything if your diet, sleep, and other lifestyle practices are sound. If what you're doing is working for you and you feel no need to supplement with anything, then don't. If you're on a budget, forget about supplements— you don't *really* need them.

Still, even if you eat a diet full of fresh fruits and vegetables, vitamin-rich, raw dairy and meat, there's a good chance of your missing key nutrients, simply because our foods — even when grown organically — are less nutrient-dense than the foods our ancestors ate (and which our digestive systems are used to eating).

I currently only take a handful of supplements, all of which come highly-recommended.



[Living Fuel](#) produces an excellent line of products that my family and I have been enjoying for over a decade. Start with their SuperGreens and/or SuperBerry meal replacement drinks. If you're looking for something more, you can try their InSportRecovery, SuperEssentialAminos, and SuperEssentialOmega products, as well.

[Blue Ice Fermented Cod Liver Oil](#) and [High Vitamin Butter Oil](#) are two great products I've been taking myself and giving to my kids for years, based on the research of [Dr. Weston A. Price](#).

I also take [Masszymes Enzymes](#) to help with protein absorption and [P3-OM probiotics](#) to promote gut health.

That's it. Nothing particularly fancy, but they get the job done.

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## SLEEP

One of the easiest and most powerful things you can do right now for your strength and health is to make sure you are getting enough sleep and going to bed on time.



Studies have shown that the optimal window of sleeptime for maximizing hormonal health is the period of time from **10 pm to 6 am**. From my experience, I can tell you this is true. Getting significantly fewer than 8 hours of sleep, or going to bed too far past 10, leaves me feeling tired and groggy the next morning, and, overtime, leads to declines in my health and strength.

Without getting neurotic about it, if you can strive to sleep during as many of these hours in this 8-hour window as possible, your body will thank you.

Also, remember the diagram I posted earlier in this chapter that depicted optimal hormone balance and circadian rhythms? Bright lights late at night mess with your anabolic hormones— you know, the ones that help you grow stronger when you're sleeping. So dim the lights in your house and on

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your computer at night. This will help your body release hormones like melatonin (which helps you fall asleep), which in turn elevates levels of growth hormone as you sleep.

That being said, I realize that it's hard for a lot of people to get to bed by 10, which is why my advice is always to strive for as many of those hours as possible and don't sweat it if you can't fall asleep until midnight or later. Regardless of when you go to bed, 7+ hours is generally a good rule of thumb, but as with all things, listen to your body and do what feels right for you.

## **POINTS TO REMEMBER**

The world we live in today is very stressful – from environmental toxins in our food and water to frightening images on the news to the everyday stressors of life we all face.

In other words, the force of **catabolism** (destruction) is strong in ourselves and in our world. But we also have the power of **anabolism** (rebuilding) present in ourselves and in our world. Achieving strength in all areas of our lives deals with balancing these forces so that – as one is broken down – one is also built back up, to be continually “born anew.”

As a general rule of thumb, I believe it is better to err on the side of introducing more anabolism into your life. Chances are, like most modern humans, you are excessively catabolic. Our world is one in which “the city [or person] that never sleeps” is revered as an admirable quality.

Ways of balancing your body's catabolic and anabolic processes involve much of what we've talked about in this chapter. Eating good quality foods that you can tolerate in the correct macronutrient proportions for your metabolic type, drinking clean water, getting adequate sleep, finding time for rest and relaxation – these are all habits you can develop to mitigate the negative effects stress has on you.

In the next chapter, we will address further ways of reducing stress and promoting anabolism and strength.

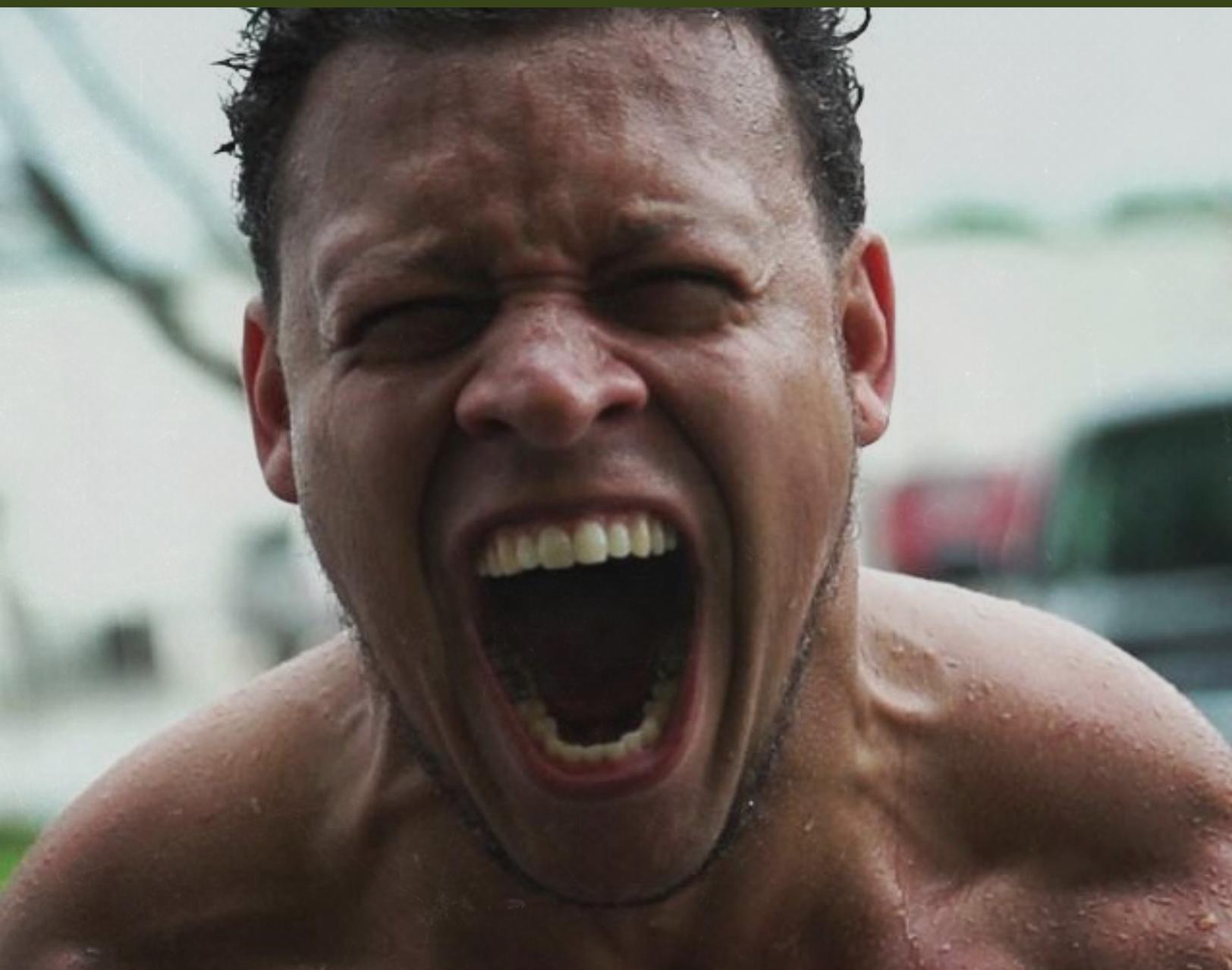
### **Recommended Study Resources:**

For an in-depth look at The Second Layer of Strength, check out my [\*\*\*Advanced Physiological Strength Study Course\*\*\*](#).

Also take a look at Dr. Bryan Walsh's [\*\*\*Fat Is Not Your Fault Study Course\*\*\*](#).

And Sean Croxton's [\*\*\*The Dark Side Of Fat Loss eBook\*\*\*](#).

**CHAPTER 3**  
**ENERGETIC STRENGTH**



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What exactly is **Energetic Strength**? Or more importantly, what do I mean when I refer to Energetic Strength?

I am about to present you with what is perhaps the most controversial of the Four Layers. **Energetic Strength** refers to those parts of us that are much less tangible than our nerves, muscles, hormones and organs. It has more to do with our thoughts, feelings and the power of breath.

No, not like bursting a water bottle with your lungs— I am talking about the power of DEEP, diaphragmatic, belly breathing.

Observe yourself right now. How are you breathing? Is it shallow and coming from your chest, or your upper abdomen? Does your belly feel tight? Is your sphincter clenched?

Proper breathing — the type of breathing that energizes your body with oxygen and creates an even deeper foundation of health and vitality — is deep and expansive. When you are fully accessing the power of your breath, you will feel your lower belly and pelvic floor expanding.

This is important. There is a great deal written about the mind-body connection, most of which I agree with and find very helpful and useful. But there is one aspect I feel doesn't go far enough, and that is—

### The MIND and BODY are ONE!

When we talk about a mind-body connection, it implies that these are two separate entities that are somehow linked by a nebulous third party, some sort of “connector” that bridges the gap between the two.

But the fact is, your mind is your body and your body is your mind. Just look at yourself— your brain and nervous system are parts of your body! The glaring truth is, mind and body are not separate entities but different aspects of the same entity— YOU! It's so obvious, but we don't really acknowledge this fact. The takeaways of accepting this are significant.



You might think of the human brain as the flower of human consciousness, whose growth depends on the health of the “soil” (your environment) and the “roots” (your peripheral nervous system). This is the foundation from which the flower of consciousness grows. And as with a flower, if the roots

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and soil are damaged or restricted, consciousness won't bloom. You get the picture?

If we continue with the analogy of the human flower, what's happened to you – if you've lived in modern society for any period of time – is that you've been placed in a flower pot that is too small for your roots to grow and expand.

As you grew up, you were told by your parents, your teachers, religious authorities, and society, in general, that “good” and “bad” existed in the world, and that there are some things you *should* do and other things you shouldn't do. If you threw a temper tantrum or touched your private parts, they'd tell you that it wasn't “right,” and that you shouldn't do that. Same with speaking in class without raising your hand, laughing at “inappropriate” times, and expressing anger, joy, and sadness.

So you learned to be “nice.”

As you got older, all of this input from the environment eventually conditioned “you” to separate your consciousness from your body and live inside your head brain (imagine a rose bud who rejects its root system). You did it because you didn't know any better and were under the assumption that – in order to make sure you were doing the “right” things – you had to grow a restrictive “pot” around your root (or muscular) system in order to restrain natural impulses. This muscular restriction came in the form of what I call “neurotic holding patterns”; or simply, tension.

Little did you know that in placing the expansive root system into a tiny flower pot, you'd set up a whole host of muscular, physiological, and psychological restrictions that may still be inhibiting you from growing stronger. You learned to restrict movement and sensation in certain areas of your body that allow the natural expression of sadness, sorrow, creativity, love and fear.

You also learned to tame your “inner warrior” of aggression, because it wasn't OK to fight or to yell. So you learned to clench your jaw, neck, and fists whenever anger arose in order to keep it in. This habituated “holding in” of anger caused you to develop a tight jaw and neck muscles—restrictions in your musculature that are affecting who you are today.

There are so many other examples of this, but I think you get the idea. If you've ever heard me say something along the lines of “Your emotions are trapped inside your musculature,” this is what I mean.

When you are young, you respond to violent psychological stimuli (someone scolding you, picking on you, yelling at you, etc.) with physical defenses (looking down, grinding your teeth, clenching your fists) that become habituated. Wilhelm Reich called this “muscular armoring.”

Essentially what the child does is protect his or her more vulnerable, “soft” areas in the body from the perceived threat. So, they tend to clench the musculature on the front side of their body: the face, jaw, and neck muscles, as well as the musculature across the chest, belly, and pelvic floor. This causes the naturally soft, supple, and relaxed muscles to harden and become chronically tense, which **restricts breathing**. *One of the most damaging effects of muscular armoring is how it restricts your breathing.*

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These “neurotic holding patterns” that result from psychological stimuli, at some point, became habituated to such a degree that you likely still do them, only it’s now unconscious. This affects your character— if your shoulders are slouched due to years of being picked on and your hips are tight out of sexual shame your parents placed on you at an early age, for example, you will be severely limited in your self expression and will have difficulty accessing your true strength potential.

Here’s an exercise I invite you to try right now: I want you to sit completely slouched with your head bent down, your shoulders rounded forward, and your chest collapsed into your belly for 2 minutes. Let your head get heavy and your features droop. In other words, try and look as depressed as you can and stay like that for two or three minutes. Notice how you feel.

Then take a minute and just shake everything out.

Now, stand tall with your legs wide, back tall, and your chest and head held high in a heroic, power pose. Think the classic Superman stance. Hold that for two or three minutes.

Notice a difference?

So you see, changing your body CAN affect how you feel.

**In order to access your full strength and virility, you must unshackle yourself and “bust out of your flower pot.”**

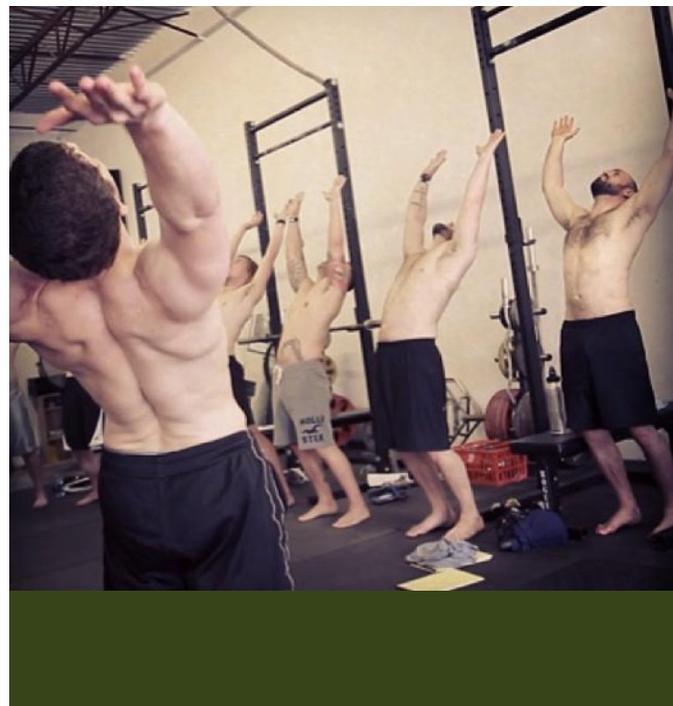
In my experience, there are **three** very effective ways of doing this.

## BIOENERGETIC BREATHING

The simplest and easiest way to naturally break free of your shackles and open your body up into experiencing its full power and brilliance is through consciously re-training your body to breathe naturally.

Think about it. When you’re calm, what’s your breathing like? Or take a look at a baby, who has the ability to naturally breathe softly and deeply. Natural breathing is slow and steady, and you’ll see that the belly rises when this happens. The breaths expand the belly and pelvic floor, softening your viscera and musculature, without your giving it much thought.

But when things get crazy, what’s your breathing like? Ever seen someone hyperventilate? Breathing becomes shallow, from the chest, and faster. The areas around your pelvic floor and belly are tight and inactivated. Most of us breathe like this, and are really missing out.



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Breathing. It's such a fundamental activity – one we hardly ever think about – yet it affects everything we do and how we are.

When your breathing is shallow and rigid, your body doesn't expand to the capacity needed for you to pull in all the oxygen it needs. Remember, *oxygen stimulates all of your bodily processes*. So if you're inhibiting respiration, and not utilizing oxygen in the way your body requires to function optimally, you're inhibiting your development of strength.

In other words, **when you don't breathe deeply, the Strongest Version of Yourself may become less accessible**, because the muscular system – which is the mechanism by which we charge and discharge the body through breathing – is restricted. This will limit you in all areas of your life.

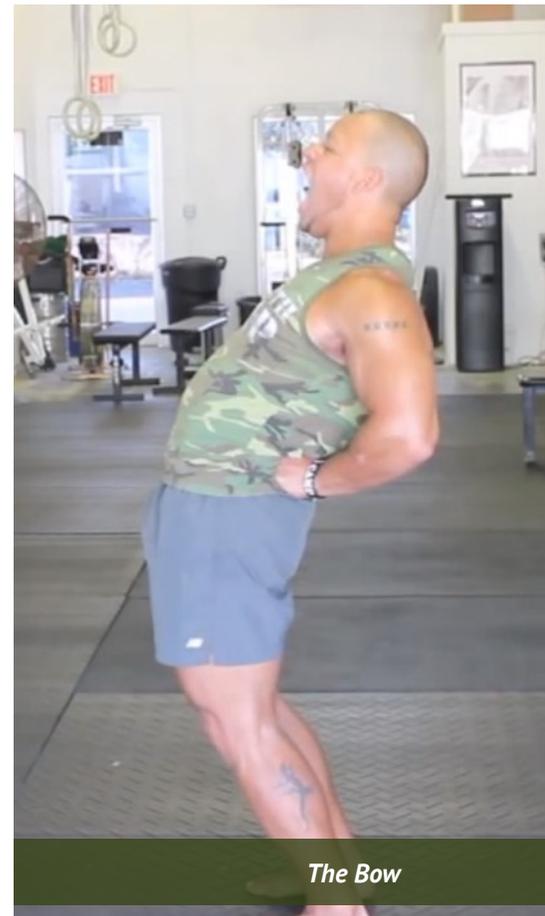
In order to restore deep breathing, you need to stretch and relax the musculature on the front side of your body: in your face, jaw and neck; across your throat, chest, and solar plexus; in your belly; and in the pelvic floor. These are the once-soft areas of vulnerability that, as children, we learned to tense up and armor in order to protect ourselves from perceived violent psychological stimuli (or to restrain ourselves from expressing animalistic emotions that weren't allowed).

You may have heard me say before that you've got to "[\*breathe into your BALLS\*](#)." This is what I mean: in order to fully breathe, the expansion has to spread all the way down to this pelvic basin. When you breathe, you should feel your body expanding, right down to your perineum.

**Note:** I realize your lungs don't actually go down to your balls. What I mean is that when you breathe fully and your lungs expand to their full capacity (and your diaphragm expands all the way) there is a cascading effect whereby your diaphragm pushes down on your organs, causing them to bulge in the abdominal and pelvic areas, which produces a massaging effect on the body's systems.

**The Bow** is one of the most effective exercises I've found for retraining proper breathing. The Bow was popularized in the 1900s by a man named Alexander Lowen; however, practitioners of Qigong, Yoga, and other internal martial arts have been using it since ancient times. The reason why it is so effective as an exercise is because it targets many of those so-called "vulnerable" spots that used to be soft but are now tense from years of muscular armoring.

Begin by standing with your feet about shoulder width apart, and with your knees slightly bent. Then take both of your fists and press them firmly into your lower back like you see me doing in



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the above photo.

Now, pinch your elbows in, lean back, open your mouth and eyes as wide as you can, and breathe, feeling the stretch across your face, neck, chest, abdomen, hips, and pelvic floor. Continue to breathe deeply through your wide open mouth for 20 slow breaths.

This exercise will probably feel somewhat uncomfortable the first few times you try it, and your body may begin to shake and vibrate in response. This is normal and means your body is opening up long-closed-off chambers through which generative energy can now pass freely. Keep breathing.

As you progress, you can experiment with different hand placements. Hands behind the hips like I've described above will help open up your hips more; hands behind your head will place more of a stretch on your chest; and hands in the air will increase the overall intensity of the exercise. To see me demonstrate visually how to do this, watch [this video](#).

***A note on mouth breathing:*** It has been observed that in most mind-body exercise traditions that the mouth is closed and breathing is done through the nose. The reason we use an opened mouth approach to bioenergetic breathing is to stretch the often tense musculature within the face, neck and jaw. Breathing with an open mouth, and stretched jaw, reduces common tensions which lead to shallow breathing.

## USING THE BIOENERGETIC STOOL



Once you have had some practice with the Bow, you may want to increase the stretch on key areas within the pelvis, belly and chest. This is where the “**Bioenergetic Stool**” comes into play. In [this video](#) I explain how to make one and how to use it to maximize your breathing capacity.

Essentially, the Bioenergetic Stool places the body in the same position that the Bow does, only with a greater stretch. Placing different parts of your back on the stool will direct the stretch onto different key breathing mechanisms. This is an excellent way to really open up, once and for all, all of the tight areas that restrict your breathing.

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## OPEN FRONT BREATHING

Having softened and opened up your extra-respiratory musculature by using the Bow and Bioenergetic Stool, you may want to try this third breathing technique I often practice with my clients, called **Open Front Breathing**.



Begin by laying on the floor or on a bed with your feet flat and grounded and your back and head flat on the ground. You'll want to wear loose-fitting clothes (make sure your belt is loosened), or better yet – be naked – as this will allow for full range of expansion with your breathing.

Then open your mouth as wide as possible and spread out both of your hands, placing them above your belly as you see me do in the above photo. This draws your attention to the area you are trying to open up with your breathing.

Now, breathe deeply, just like you would do when practicing with the Bow or Bioenergetic Stool. Since your extra-respiratory muscles have been softened through practicing the other two techniques, doing this form of diaphragmatic breathing now will be more effective than if you'd simply gone straight to Open Front Breathing without practicing using the Bow and Bioenergetic Stool.

If you want a very comprehensive overview of what I've talked about in this section regarding what causes breathing restrictions and how to solve them, then watch this video on the "[Truth About Deep Breathing](#)." I also teach how to perform many other advanced bioenergetic breathing and meditation exercises in my [Strength Camp Online Coaching Program](#).

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## THE BIO -ENERGIZER WARM UP

Once you begin to breathe more deeply through your practice with the Bow, the Bioenergetic Stool, and Open Front Breathing, the next step is to explore further ways of channeling, grounding, and expressing your energy.

As I've already alluded to, several years ago I came across a form of body psychology called Bioenergetic Analysis, which is based upon the teachings of Alexander Lowen and Wilhelm Reich.

The breathing exercises I've shared with you in the previous section on Bioenergetic Breathing come from this form of body-based therapy. Luckily, I've been able to practice and learn these Bioenergetic exercises from a mentor of mine (Dr. Glazer), who just so happens to have been a direct student of Alexander Lowen's (the founding father of bioenergetics). Dr. Glazer has been a great mentor to me, and you can listen to an interview I conducted with him [on this website](#) to learn more about the theory behind what I am presenting to you here.



*Demonstrating advanced bioenergetic exercises in one of my Strength Camp Online Coaching videos*

What I've come to learn in my studies and practice of bioenergetics is that there are multiple ways of generating and channeling energy effectively throughout the body. Breathing is one of those techniques, and chanting, shaking, stomping, yelling, dancing, Qigong, yoga, and of course any directed movement, in general, are additional ways of doing this.

For this reason, I've created a [Daily Bio-Energizer Warm Up Routine](#) as a means of organizing many of these bioenergetic techniques into a simple, 10 minute, daily exercise that is designed to supercharge and ground you for your day. Watch [this video](#) to learn how.

If you do the whole routine, it takes 10 minutes, but you can shorten or lengthen each exercise to however long you'd like. I recommend performing the Bio-Energizer Warm Up upon waking or before your workouts every day for a month. You will be struck by the improvements in your energy levels, groundedness, deeper voice, and confident and commanding presence.

## ACTIVE MEDITATION

Many years ago, I came to learn about an Indian mystic by the name of Osho, who had developed a system for releasing emotional tension that he called [Active Meditation](#). There are a few different types of Active Meditation, my favorite being **Dynamic Meditation**.

Up until this point, we've talked a lot about *charging* the body with energy through breathing and performing the Bio-Energizer Warm Up. Dynamic Meditation charges the body as well, but it also

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enables you to *discharge* through **bioenergetic catharsis**. This, too, is key to freeing your inner animal from its cage.



Dynamic Meditation is an hour-long, body-based meditation that is divided into five stages, each 10-15 minutes long, and it's all done to music.

In the first stage, you charge the body with rapid breathing through your nose, followed by a cathartic explosion of energy (shouting, laughing, shaking, etc.) in the second stage. Basically you throw a grown-up “temper tantrum.” This is followed by a grounding exercise in the third stage that involves rhythmic bouncing and loud, deep “warrior chanting.” Afterwards, the music stops, and you enjoy a deep relaxation while laying on the ground in the fourth stage, followed by a celebratory dance in the fifth stage.

I have been using Dynamic Meditation to release muscular and emotional tension for over a decade. It is an incredibly powerful practice, and I invite you to try it if you feel the urge.

[Here is a video](#) where I demonstrate how to perform each step of Dynamic Meditation. You can find the music for Dynamic Meditation on [iTunes](#) and on [Spotify](#).

**Know that there is no “right” and “wrong” when it comes to bioenergetics.**

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How you express your energy is entirely dependent on your issues. You may need to stomp, yell, and use a tennis racket to strike a pillow or mattress (some of my favorite techniques). Or you may need to release grief by inducing deep sobbing. Even still, what you really may need to do is just *laugh*.

Again, it all depends on what emotions are “trapped inside of you” and need to find a way out. Most often what comes out looks like a three-year-old’s tantrum. And that’s perfectly cool.

Why?

Because most of us, when we were three, had feelings we weren’t allowed to express. And 18, 25, 30, 40, 50 years later, those feelings still need to come out. Just like you need to defecate every day to clear your physiological system of its toxins, you need to take “energetic dumps” from time to time to free yourself from emotional toxins.

*So tell me, how can you become the Strongest Version of Yourself when you’re still holding onto crap that’s decades old?*

## MIND AND FREQUENCY MEDITATION

The third technique I’ve found to be effective in helping me grow stronger energetically is what I call “mind” meditation. This is the traditional form of meditation where, through various modalities, you train yourself to focus and direct your attention where you want it to go.



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I often like to use the analogy of a tornado or hurricane when explaining the concept of meditation to my clients. Life, as you know, is a storm, with so many different responsibilities, thoughts, goals, and hangups swirling around you that it can become hard to focus.

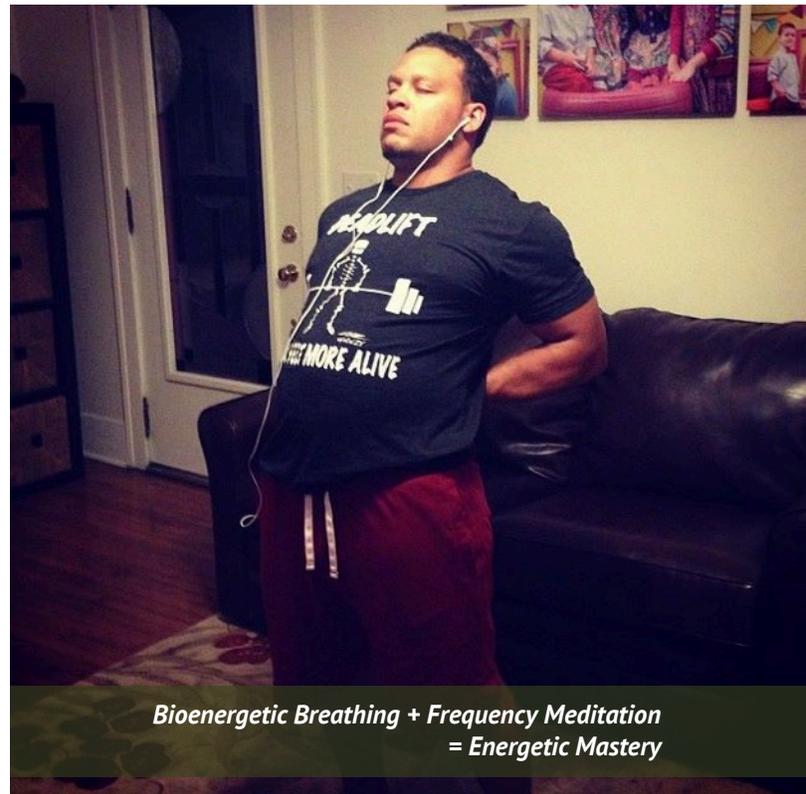
What meditation does is enable you to step into the “eye of the storm,” so to speak, where (even surrounded by a tempest of chaos) you can stand in a place of peace and stillness. In this “eye of the storm,” where you are grounded in yourself and somewhat removed from the chaos of your life, you can see more clearly and, therefore, move through life in a calmer and more resourceful way.

Of course, in our mind-obsessed culture, going straight to head meditation usually doesn’t work. (We’re already far too up in our heads!)

**This is why practicing bioenergetic breathing and active, body meditations regularly is a very helpful practice to begin before and while practicing “mind” meditation.** Body meditation grounds your energy and consciousness in your body so that when you begin to meditate with the mind, you are actually relaxed and grounded enough for it to be effective.

Here is [a video](#) where I demonstrate a simple “focal” meditation technique my Uncle Elroy taught me when I was in middle school. In my opinion, this is a great introductory meditation to start out with.

There are so many other techniques out there that others swear by— from Transcendental and Mantra Meditation to Mindfulness Meditation to Zazen. Really, all of these are great, and it comes down to which one suits you best.



*Bioenergetic Breathing + Frequency Meditation  
= Energetic Mastery*

Now, it can take years of daily meditation practice (and many hours a day) for you to be able to see significant results. I know for me, at least, it is very challenging to “step into the eye of the storm” without a little help, and it would be very difficult for me to devote the amount of time and energy to meditating through traditional means that is required to achieve the results I am seeking.

This is why, for many years, I’ve been using [Holosync](#) meditation audios, which use binaural beats (or frequencies) to stimulate the brain in such a way that enables you to enter deeply meditative states that would otherwise require many years of practice using traditional techniques. The amazing thing about Holosync is that you just put on some headphones and listen (no need to do anything else), and your brain enters deep states of relaxation.

I know this sounds crazy, but trust me— it works like magic.

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## POINTS TO REMEMBER

**Your body is your mind.** And if the roots of your consciousness are being shackled by muscular armoring, then your strength is limited.

Breaking free of our muscular armoring involves learning how to breathe deeply and perform various bioenergetic exercises to release the energy that gets trapped in these chronically tight areas.

Once we reclaim our bodies, we can begin to work with the mind through deeper meditation.

### **Recommended Study Resources:**

[\*Anabolic Energizers eBook.\*](#)

[\*Interview with my mentor Dr. Robert Glazer.\*](#)

[\*Daily Bioenergetic Warm-Up Routine.\*](#)

Here are two videos where I demonstrate how to induce specific forms of bioenergetic catharsis. [\*This video\*](#) demonstrates how to release grief and sadness, and [\*this video\*](#) provides you with exercises for “unleashing the beast” and becoming more confident and aggressive.

[\*Buddha’s Brain\*](#), a great explanation of the neuroscience behind meditation.

A [\*scientific overview of meditation\*](#) from the Mayo Clinic.

[\*Holosync.\*](#)

**CHAPTER 4**  
**LIFE MASTERY**



At some point in your life, you will die.

The ripple of your existence will be left in the hearts of those people whose lives you have influenced. These people will be the ones who carry your vision into the future.

The question then becomes – *what will your legacy be? What legend are you living?*

By developing strength and balance in the First Three Layers of Strength – to review, **Neuromuscular Strength**, **Physiological Strength**, and **Energetic Strength** – you will begin to generate high levels of strength that will allow your “cup to fill,” so to speak, and enable you to access the **Fourth Layer of Strength: Life Mastery**

So you're strong, and your “cup is full” – *now what are you going to DO about it?*

You've become a Stronger Version of Yourself, and now it's time to use that strength to self-actualize by living out your mission of **empowering** others in your own heroic way.

## VISION AND CORE VALUES

In order to do this, you'll need to have a **vision and a system of core values** from which you do not stray.

Just like a journeyer through the wilderness needs a vision of where he wants to go and the tools to get there (a backpack, food, clothing, tent, maps, and a compass) in order to be successful, you need to choose a destination and a set of core value “tools” that will take you where you want to go.



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I like to focus on envisioning success in four categories: **health, vocation, relationships, and legacy.**

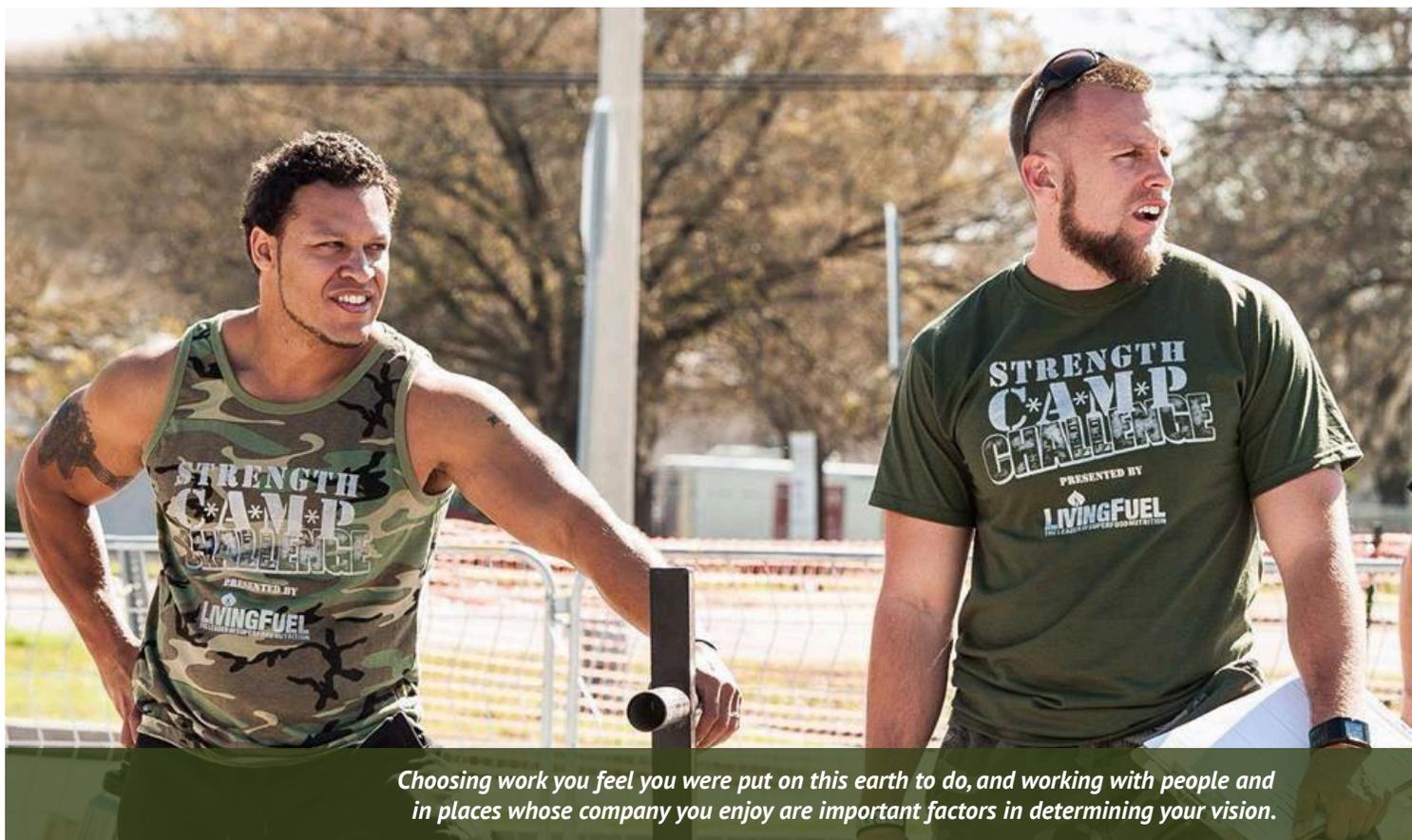
I also choose four core values for each of these categories so as to support my vision; these are my “tools,” if you will. **I invite you now to write down on paper what your vision and core values are for the four categories that I am about to present to you.**

In terms of envisioning the **health** you would like to attain, a very helpful exercise I do is to imagine what my **perfect day** of health would look like. *When do I wake up, what activities am I doing throughout the day, what am I eating, what am I doing for fun and relaxation, and when do I get to sleep?*

The key here is to choose the routine that you *enjoy*, NOT what you think you *should* do, but what you know works for you. And don't worry about planning or wondering whether this is feasible—instead, just act as if it's already happening in your life.

In order to make this perfect daily routine a reality, I recommend that you establish some core values with regard to your health. The ones I've adopted and that I invite you to adopt, too, (or, choose your own, no pressure from me) are: **ambition, discipline, knowledge, and balance.** These are pretty self-explanatory.

Are you ambitious enough to achieve what you set out to do? Do you have the discipline to — as I often say (quoting [Brian Tracy](#)) — *do what you have to do to succeed whether you feel like it or not?* Are you knowledgeable about the healthy habits that support you best? And are you balancing the forces of anabolism and catabolism in your life? Of course, these values are not limited to health and can be applied to many other areas of your life.



*Choosing work you feel you were put on this earth to do, and working with people and in places whose company you enjoy are important factors in determining your vision.*

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Next you can write down your vision for your **vocation** or “calling.” This time, I want you to again imagine and describe what your perfect day would look like, only now focus on the type of work you’re doing, what type of environment you are working in, what kind of climate you live in, what kinds of people you are working with, and how often you are working. In helping you determine what exactly your calling is, and how to go about developing it into your vocation, I highly recommend you read Robert Greene’s book, [Mastery](#).

The core values I’ve adopted to support my vision with regard to my vocation are: **devotion, enthusiasm, compassion, and creativity.**

I guarantee you that no matter how in love you are with the work you choose to do, there will be days when you don’t feel like doing it; this is where devotion comes in. You must be able to keep your big picture mission prioritized to the point that – on days when you don’t feel like doing the mundane stuff that even the most fulfilling of work entails – you can do it anyway, because you are that devoted to your cause.

This also forces you to ask yourself, “is the work I am doing aligned with my core values?” As Steve Jobs once famously advised in his [Stanford commencement speech](#), ask yourself, “If today were the last day of my life, would I want to do what I am about to do today?” If the answer is “no” for too many days in a row, you know you’re not doing what you were born to do, and if you’re serious about growing stronger, then that’s got to change.

This lends itself to enthusiasm and creativity. You’ve got to be enthusiastic about the work you do and thoroughly enjoy the creative process it entails if you are going to become a “master” at it. **This is why choosing a vocation you love doing (no matter how “crazy” or “odd” it may look to others) is so important – it provides you with an almost endless supply of energy that will enable you to develop your craft much further** than if you were to simply go after a “secure” or high-paying job that you really don’t like that much.

Developing compassion is also key for the success of your vocation. You’ve got to understand that your vocation is an act of service; you are serving someone in some way through your work. With this in mind, working from a place of compassion (rather than a place of greed) will serve you and your clients far more effectively in the long run.

Envisioning your ideal **relationships** is also important.

This begins with your relationship with **yourself**. If you don’t love yourself and aren’t getting your needs met, then it’s hard to do the same for others; this is why ironically the most self**less** thing you can do is to be self-**centered** (note: not selfish).

Once you are loving yourself and doing what you need to feel fulfilled, you can stand in a more resourceful place from which you can serve others with your love. This includes romantic love with your significant other and also familial love with your close family and friends, as well as love for the world and those who live in it. What kinds of relationships would you like to have with the people in your life? What kind of brother, sister, son, daughter, husband, wife, father, mother, friend, mentor, and student will you be?



The values I've adopted with regard to my relationships are: **generosity, assertiveness, discernment, and forgiveness.**

Generosity is clearly an admirable and beneficial value to uphold. It is good to give freely to others, with no strings attached, and you will find that by doing so, others tend to respond favorably to you.

It's also important to assert yourself in your relationships with others— ask yourself, *do you have the strength to set up boundaries and to say “no” in your relationships? Are you honest and transparent with yourself and others, and are you able to assert your wishes clearly and respectfully?*

This lends itself into discernment, which is the ability to take a step back and examine your life and your relationships and assess whether your current relationships are resourceful or not. Are the people in your life people that you want to be surrounding yourself with and are they supporting you? After all, as the famous maxim goes, “you are the five people you surround yourself with most.”

Finally, forgiveness is key. Don't throw stones, because we all live in glass houses. Understanding that you, yourself, are imperfect (just like everyone else) is a prerequisite for being able to forgive. Give people the benefit of the doubt. Often times, forgiving the other person is better than “winning” an argument.

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And finally we come to living your **legend**. Returning to the ideas we spoke about in the opening of this chapter, I want you to now *imagine your last day here on earth*.

**What kind of life would you have had to have lived for you to be able to leave this world, when you die, with a tremendous feeling of peace and fulfillment? What relationships would you have fostered, what dreams would you have fulfilled, and what risks would you have taken to get there?**

Ask yourself this question right NOW: **“Who do I have to become to live a life that will have touched the lives of others in a powerful way?”**

Imagine yourself as your fully realized self, who has attained the goal of his or her dreams. Now, looking back, *what values did that Strongest Version of Yourself have to adopt in order to succeed on his or her journey?* These are the core values you’d be wise to adopt.

My core values with respect to living my legend are: **philanthropy, faithfulness, art and love**. If these values resonate with you, then of course, adopt them for your own life. Otherwise, consider what is important to you, and choose your own.

Living a life of philanthropy, to me, means giving every last drop of my energy to my cause and my people so that by the time death comes around, I am absolutely spent and have held nothing back.

Faithfulness relates to your loyalty and how dependable and trustworthy you are. Will you be remembered as a man or woman “of his or her word?”

With art and love come the tangible results of your existence— what did you leave behind? Did you build a business empire that changed the world, or did you raise healthy children in a loving way, or did you simply manage a beautiful public garden that brought joy into the hearts of passing strangers? Each of these, and many more, can be equally fulfilling ways to live.

## AFFIRMATION AND VISUALIZATION

Now that you’ve imagined what kind of legacy you’ll leave behind and what core values you’ll need to adopt in order to fulfill your legacy, I am going to present you with a couple of methods I’ve had tremendous success with in terms of manifesting my dreams as reality.

**Affirmation** and **visualization** are two very powerful techniques for imprinting your visions and core values into your brain in such a way that your character is forced to transform in order to come into accord with these dominant thoughts.



*A vision board I drew back in 2007 to “brainwash” myself for success. Strangely enough, almost all of it came true!*

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John Assaraf calls this “[neural reconditioning](#),” and there is plenty of neuroscience out there to back up the validity of these practices. But more than that, *my experience* validates the truth of these habits.

**My invitation to you.** Practice the visualization and affirmation techniques I am about to present to you for 60 days, multiple times a day. If you do this, there is a very high probability that you will step that much closer towards becoming the Strongest Version of Yourself and leaving a rippling legacy.

The very first exercise I recommend you do is the following. Find a quiet place where you won't be disturbed. Then close your eyes, take 10 deep breaths and relax all of the muscles in your body. Try not to hold any tension in your eyes, jaw, neck, shoulders, chest, belly, legs or feet.

Next, think back to a moment in your life when you experienced a spectacular success. This should be among your proudest moments. Perhaps you made the game-winning play, or had the courage to talk to an attractive woman, or maybe you climbed a mountain. Whatever the case, go back to this place, right before you had your big success, and imagine it playing over again, in detail.

Try to imagine this event as vividly as you can, not just visually but also physically and emotionally. When you get good at this, it should almost feel like you're actually there.

As silly as this may sound, try to repeat the actual movements you performed during that experience. Once you've come to your moment of victory, take one of those movements or expressions that you're reenacting and turn it into an **emotional anchor**. If you were Tiger Woods, an emotional anchor would be that famous “fist pump” [celebration](#) he does whenever he wins a tournament.

So reenact your own version of this, perhaps accompanied by a triumphant exclamation. You will feel great.

Once you've played your mental movie, reenacted it using your body, and expressed that powerful emotional anchor, the next step is to perform a positive, **present tense affirmation of gratitude** to support what you now want to have happen. In a way, this exercise tricks your body into believing that you already have that thing or accomplishment that you are seeking.



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What this might look like is telling yourself with conviction, “**I am so happy and grateful now that...** I spend my life with the woman of my dreams.” (If that’s your goal.)

Taking this one step further, you can then **visualize** what it looks like to spend your life with the woman of your dreams (or whatever it is that you want in your life). Imagine this reality in the same way you imagined your proud moment. What does she look like, smell like, and feel like? Embody what you’d like to have happen and emote throughout the process.

What you are doing here is embedding this vision deeper and deeper into your nervous system, so that your subconscious mind can work on making it happen. But in order for this to be effective, you’ve got to be very emotive.

**FEEL the gratitude and joy (even if you have to fake it) of accomplishing your dreams through affirmation and visualization, and watch them materialize before your eyes.**

A second tool I’ve used to help rapidly manifest my dreams are **vision boards**. Essentially, cut out or even draw pictures of things you’d like to obtain or have happen in your future.

This can be anything from the types of relationships you’d like to have, to the neighborhood you want to live in, to the vacations you’re going on. Once you’ve figured these things out, put the pictures up where you will constantly see them (in your bedroom or bathroom, perhaps). This is another way of programming your subconscious into believing you already have what you desire, which will make it all the more likely that you’ll end up having everything you want.

Within these positive visualization and affirmation approaches, you may encounter negative voices inside of your head that try to undermine the effectiveness of what you are doing. We all have these “inner critics” that tell us things like “oh, that’s impossible, you can’t do that,” or “she doesn’t want you to ask her on a date— you’re fat and ugly.”

A useful practice I’ve found in dealing with my inner critics is practicing what John Assaraf describes as replacing your “automatic negative thoughts” with **positive thinking**. This doesn’t really require you to engage with or fight the inner critic— instead, you ignore it by **retraining** your automatic programming into thinking positively.

Here’s how to do this. The next time an automatic negative thought arises, immediately grab your emotional anchor of supreme pride and ecstasy and allow those good-feeling emotions to flood your body. Then, replace the negative thought by reciting one of your positive affirmations. For instance, “I am so grateful and happy now that I have \$50,000 in the bank.”

This practice creates new, positive neural pathways that replace the old, negative ones and enable you to reprogram yourself for success!

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## KING WARRIOR MAGICIAN LOVER

[\*King, Warrior, Magician, Lover\*](#) is a book written by two men, named Robert Moore and Douglas Gillette, that has had a profound influence on my life, particularly with regard to **Life Mastery**

Robert Moore is a Jungian psychoanalyst and professor at the Chicago Theological Seminary. He has lectured and written a number of books on the subject of masculinity, with *King, Warrior, Magician, Lover* being his most famous. I invite you to read this book and check out the resources listed in the index for further reading.

Moore proposes that **the King, the Warrior, the Magician, and the Lover** are the **four foundational archetypes** of the **mature masculine psyche**, and that for a man to function at his full capacity, he must learn to **awaken and balance these forces within himself**. (The Queen, Warrior, Magician, and Lover are the archetypes of the mature feminine psyche.)

When I say the word “**archetype**,” I am referring to the primal, neuropsychic energies, or psychological patterns of character and instinct, that are present in an individual. These appear – some more strongly than others – in every person, regardless of where you come from.



*A tattoo I had done to remind me of the presence of the Lover archetype, modeled off of Gustav Klimt's The Kiss*

**The Lover** archetype tends to be the most damaged in modern men, and is often the first one I begin working with when training my clients. Men in our world have been taught to deny their vulnerability and sensitivity, and to view those qualities as something weak. What you'll come to find when you reawaken the Lover is that vulnerability is actually a source of great strength.

The Lover is involved with love in all of its forms – brotherly love, romance, erotic love and sensuality, familial love, and *self*-love. When accessed in its mature form, the Lover imbues a man with a powerful combination of sensuality and compassion for himself and for others. It is also responsible for the creativity and inspiration within a man.

**The Magician** tends to dominate in our western culture, along with the Warrior. However, it should be said that the predominating archetypal forms of these as well as the other two archetypes in our society are most often stunted, immature, *boyish* forms of the archetypes.

The Magician can be associated with one's vocation and skills. When a man is accessing the Magician in a mature manner, he has the skills to make his dreams become a reality. He studies his craft and reads about topics that interest him. The Magician also serves a secondary purpose as a mediator among the other three archetypes; if one instinct is coming off too strong in you, the Magician will bring it back down into its rightful place.

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**The Warrior** is the tenacity, courage, and aggression principle within a man. Most men today are imbalanced with regard to the Warrior archetype— either they are too passive and weak, or too aggressive and overpowering.

This is why I use the term, the “Tender Aggressive Man,” to describe a man who is accessing the Strongest Version of Himself. The Warrior needs to learn to balance himself with the Lover, and vice versa. (The same goes for the King and the Magician, who are also somewhat opposite forces).

Accessing the Warrior in his fullness entails finding the courage and discipline to go after what you want and see it through to the end. The good Warrior is purposeful and loyal— he works best when he is driven by a mission or a cause, perhaps serving a King he respects. This is why the visualization and affirmation exercises I described earlier are so important. Without knowing where you’re going, it’s hard to invest the time and energy that are required to complete your mission.

And finally, there is **The King** energy, which is the generative and ordering archetype of the mature masculine psyche. This is the primordial instinct within a man that serves to protect and empower himself and others, and that also generates peace, order, and abundance in his own life and in his community.

King energy is a father-like energy, and its presence in your life will transform you.

A good way to [think about these](#) four archetypes is to look at Greek mythology. You’ve got Zeus, the powerful and generative King; then there’s Hercules, the Warrior; and then you’ve got Poseidon, the Magician who rules over Nature; and finally, Dionysus, the Lover.

A more modern appearance of these archetypes can be found in movies like Lord of the Rings and Teenage Mutant Ninja Turtles. In LOTR, the King, Warrior, Magician, and Lover appear in Aragorn, Legolas, Gandalf, and Frodo, respectively. In TMNT, you find them in the characters of Leonardo, Raphael, Donatello, and Michelangelo.

Of course, you also see these archetypes appear in the world around you.

Go to any middle school and you’ll see the predominant roles being played and developed. You’ve got your popular, “cool” kids who have many “followers” (the Kings). Then there are the athletes (Warriors), smart kids with technical skills (Magicians), and artsy kids (Lovers).

Look at any society, ancient or modern, and you’ll find them present there, too.

Most tribal societies were structured in such a way that there was a central King, or chief figure, a



*A small statue I have on my desk depicting Napoleon, which serves to remind me of strategic, reflective, and critical thinking Magician within me.*

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Warrior head, a shaman or Magician, and a Lover-artist for music, dance, feasts, and celebrations. Sometimes these roles were combined.

Today, we have CEOs; hard-driving warrior-like firefighters, policemen, soldiers, and salesmen; magician-like doctors, technicians and engineers; and the musicians and artists who entertain us.

You see, these archetypes are everywhere— both within and outside of ourselves.

In society and in interpersonal relationships, you'll find that you tend to assume one of these roles, in particular, more strongly than the others; this is your natural archetypal inclination, and you should see this as a strength, as long as you are able to balance out whatever archetype is strongest in you with the others.

But it is also important to recognize that the truly matured and self-actualized man “dances the four quarters” that these archetypes represent and doesn't become ego-identified with any of them. He understands himself to be a vessel for these archetypes to move through, rather than identify with the archetypes directly.

**On your path towards [Life Mastery](#), it is your task as a strong individual to “dance the four quarters” and experience and allow each of these four psychological instincts to come through you in their own unique and empowering ways.**

There are a few easy methods to begin doing this.

One is to surround yourself with images of the archetypes. You'll see that I have the icon of Napoleon (Magician) on my desk; I also keep a picture of Ares (Warrior) and Jesus (King) on my wall above my desk, and I have a tattoo of The Kiss (Lover) as constant reminders of who I am and what my potential is.

It's an easy and powerful practice to get posters or small statues that represent these energies to you and place them in your room or office, where you'll see them regularly.

I realize this sounds a bit odd, but you have to trust me when I tell you that it works. In the same way that visualization and affirmation (and mind-maps or vision boards) imprint messages onto your subconscious mind, flooding your brain with images of these powerful men will undoubtedly influence you into becoming more like them.

Another way to bring the power of these archetypes into your life is to find role models or personal heroes to model yourself after and learn everything you can about them. This might mean reading myths, watching videos and movies, or listening to biographies about people you admire. Or it might look like reaching out to a potential mentor and asking for his mentorship. You can read about more ways of accessing the archetypes in [Moore's book](#).

Before we move on, if you'll notice, each of these four mature, masculine archetypes matches rather closely with the four core visions I spoke about earlier in the section on **Vision and Core Values**.

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**The Warrior** is connected with your **health** (discipline and ambition to commit to what you set out to do); **The Magician** with your **vocation** (technical mastery of your craft); **The Lover** with your **relationships** (loving yourself and others); and, of course, **The King** is associated with your **legend** (leaving an [Iron Lion's legacy](#) of restored order and abundance).

In the following section, I will discuss how you can tie everything we've discussed here together and create a life you are truly proud to live— a legend of your own creation.

## TYING IT ALL TOGETHER: THE HERO'S JOURNEY



I'm sure by now it's become clear to you that [I love to read about](#) (and *experience*) life.

Out of all of the concepts I've encountered in my reading and life experience, with regard to **Life Mastery**, Joseph Campbell's framework of [The Hero's Journey](#) is among the most empowering.

Joseph Campbell was an American scholar of myth, who lived for the greater duration of the 20th century.

In his lifelong study of myths from all over the world, he eventually came to notice a conspicuous and overwhelming pattern— although the characters in each of the stories Campbell studied, and the settings in which they took place, changed, the underlying plots in all of the myths were *largely the same*.

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**A hero leaves his home and embarks on a dangerous journey into the unknown, where he encounters mentors who come to his aid, battles evil forces (ultimately culminating in a final battle, from which the hero emerges victorious and entirely transformed), and returns home to his people, with a gift or “blessing” to give them.**

Inspired by his revelation, Campbell decided to write down the common stages he kept on seeing everywhere he looked, in legends from ancient Mesopotamia to Native America to modern cinema.

Campbell eventually coined this universal mythological framework the *monomyth*, and he broke it down into three stages: **separation, initiation, and return.**

**The Hero leaves his home (separation), goes on a journey that transforms him (initiation), and returns home, “reborn,” with a blessing to bestow upon his community (return).** This later developed into the more detailed, seventeen-stage Hero’s Journey model that Campbell presents in his classic book, [\*The Hero With a Thousand Faces\*](#), which I highly recommend you read.

I’m sure if you take a moment to think about the stories you’ve encountered in your life, you will begin to recognize the similarities.

*Frodo leaves the Shire, is mentored by Gandalf, fights off Sauron and his evil Orc empire, and returns back to the Shire, completely transformed.*

*Luke Skywalker is forced to leave his home, learns how to use the Force from Obi-Wan Kenobi and Yoda, faces off with Darth Vader, and returns a Jedi Knight.*

*In the Epic of Gilgamesh, written thousands of years ago, King Gilgamesh leaves Uruk, meets his sidekick Enkidu, battles many demons, and restores peace to the Kingdom of Uruk when he returns.*

I could go on and on, and I’m only scratching the surface here (if you broke these and many other myths down into all seventeen stages, you’d be shocked by the overlap)— but the **general idea is that all of our mythologies, from past to present, are largely the same.**

What’s even more remarkable is that traditional [\*Rites of Passage\*](#) that human cultures have been using to transform boys into men for *thousands of years* also follow the model of the monomyth: **separation, initiation, and return.** And the same goes for the recorded visions of shamans, yogis, and spiritual mystics— these, too, [\*follow the monomyth structure.\*](#)

*Elliott, this is all very fascinating, but what does it have to do with me and living my legacy?*

The answer to your question is that the Hero’s Journey isn’t just a framework for myths, mystical visions, and rites of initiation— **it’s also a framework for your life.**

While the adventures you face may not involve going to Mordor, killing Darth Vader, or performing the Twelve Herculean Labours, you *will* at some point in your life face a **Call to Adventure.** In fact, you may be hearing that call right now.

Moreover, when you answer your Call to Adventure, you will – without fail – receive **Supernatural**

**Aid.** It's as if God, or the Universe, reaches out to help those who are bold enough to take massive action in the pursuit of their dreams.

You will meet **Mentors** and **friends** who will be of immense help to you along your journey.



You'll have to **Cross the First Threshold** into the zone of the unknown, when you commit to following the [dangerous journey](#) your Heart is taking you on, instead of listening to what your head and society are telling you to do, which would be "safer" but nowhere near as fulfilling.

And later, you will inevitably enter **The Belly of The Whale** and begin to question why you left your cozy, comfortable home, job, what have you, back when you accepted the Call.

Then, once you've realized that it's too late to turn back, and that the people back home depend on your completing your heroic mission, you'll march on forward on **The Road of Trials**.

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This is where the going gets tough and the tough get going. You'll experience sleepless nights and weeks on end of exhausting (but exhilarating) work. You'll have to face inner and outer "demons" that try to undermine the work you're doing and prevent you from accomplishing your task, and you'll have to overcome these "Orcs" and "Darth Vaders" with **your heroic attitude, fourfold strength, and the protective amulets your mentors provide.**

Finally, after many years of battling the resistance, you will eventually find that you've achieved the goal you had originally set out to achieve back when you began your journey.

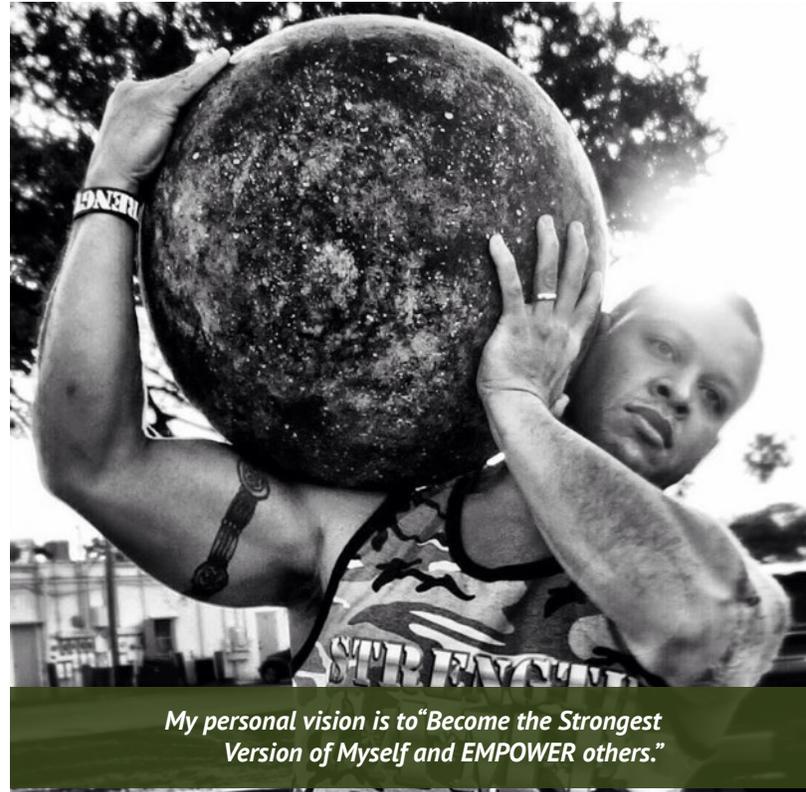
You're now right back where you started, only life looks different. YOU are different— all of the experiences you encountered on your journey transformed you.

**From a certain perspective, your old self has died and a new one has been born— you have been "reborn" as a Stronger Version of Yourself.**

The people back home will look up to you, and now — as the resident Hero in your community — **it is your responsibility to empower them** with whatever unique "Jedi Force" you've developed along your journey.

This "Jedi Force," or boon that you can now give to the world, is the same thing I alluded to earlier in this chapter, when I briefly mentioned Robert Greene's book, [Mastery](#). Briefly, in his book, Greene proposes that one's work or vocation can become the means by which one achieves personal transformation and life fulfillment— in other words, he says that **by finding something you love doing and making a living out of it, you can spark your own Hero's Journey, or Rite of Passage, that has the potential to slowly but surely transform you into the Strongest Version of Yourself.**

Can you see the connection I'm making? **Your vocation can become your Hero's Journey!** This is what I've done with my life, and I can tell you that it is very fulfilling and transformative, indeed. It is to this end that I created the [NonJobs Campaign](#) a while ago, which you can learn more about [here](#).



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## ACCEPTING THE CALL TO ADVENTURE



**It's all connected.** In becoming a Stronger Version of Yourself with regard to the First Three Layers of Strength, you'll begin to approach Life Mastery. And the tipping point between living a full life and falling short of your dreams comes down to developing the Fourth Layer of Strength in your life— Life Mastery.

As you've seen in this chapter, there are various ways of doing this. Establishing your overarching vision and core values is important, and using visualization and affirmation to ingrain that vision and those core values into your character is useful.

In addition, using the concepts presented by Robert Moore and Joseph Campbell— namely, incorporating the four archetypes of the King, Warrior, Magician, and Lover into your life and allowing them to guide you on your Hero's Journey of Becoming the Strongest Version of Yourself— is also resourceful in helping you achieve the life you want to live.

I've laid it all out for you. Now all you've got to do is **take action**.

Of course, it's hard to know where to start. If you're anything like I was before I opened up Strength Camp, you have no clue where to begin.

So what can you do **today, right NOW**, to get started on your Hero's Journey of Becoming the Strongest Version of Yourself?

Bear with me as I reference one final book.

**According to Robert Moore in [The Archetype Of Initiation](#), when the Call to Adventure arises in you and you are beset to jump in and begin your journey, there are three things you must obtain in**

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**order to undergo a successful transformation into a Stronger Version of Yourself.**

The first requirement is a “**sacred space**”— a community that has in it both other budding heroes (who are just starting out their own journeys of growing stronger) and older, more experienced journeymen who have journeyed through the “wilds” of life and are now in a place to support the younger generation with mentorship. This is a rich and deeply supportive – almost sacred – place of brotherhood, where you can learn and grow alongside your brothers, sisters, and mentors, as you support one another.

Second, in any proper initiation, there needs to be a “**ritual process**” – a system that the “ritual elders” of the community put into place in order to guide the younger generations into maturity and power.

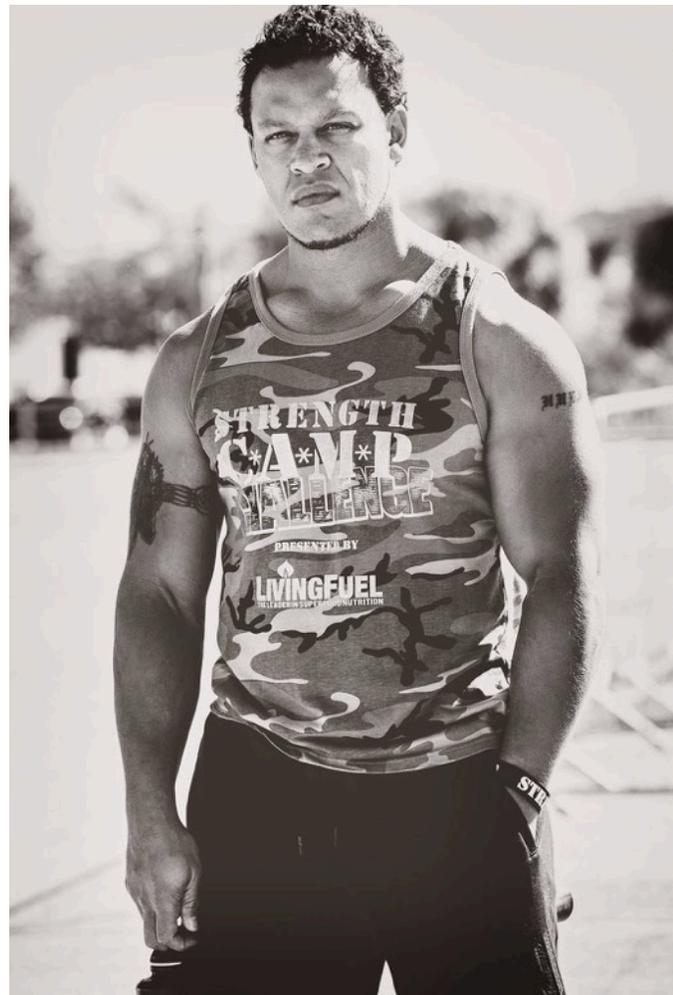
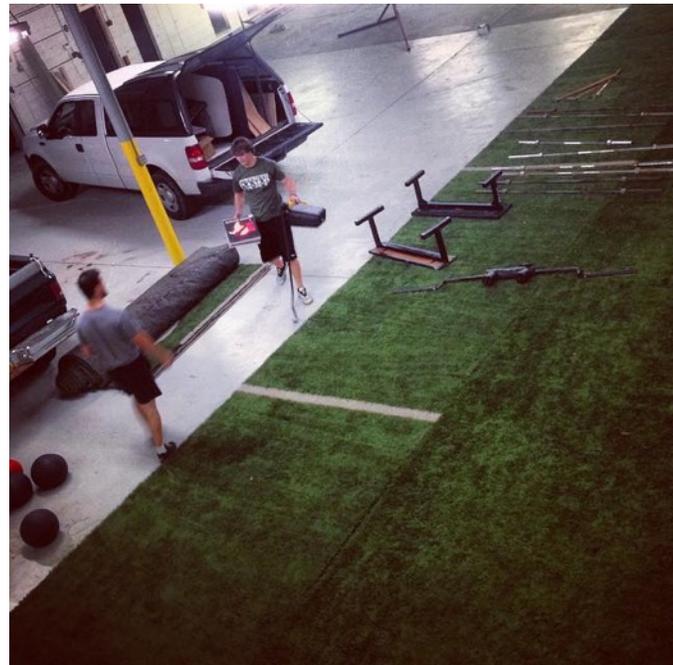
And lastly, you need a **mentor**, or “**ritual elder.**”

Neo needs Morpheus; Luke needs Yoda; Hercules needs Phil; Daniel needs Mr. Miyagi, to help motivate, coach, and advise.

I have spent my life finding mentors who can give me the tools, perspectives, and training I need while on my journey. Some of these mentors I have never met— authors like Ralph Waldo Emerson, Alan Watts, Brian Tracy, Osho, and Joseph Campbell, men whose writing has deeply shaped who I am and how I live my life.

I also have been fortunate enough to work with mentors like my Uncle Elroy and Paul Chek, men who have been on this journey of growing stronger longer than I have, and who can provide me with powerful insight and resources. These are my senseis, “Gandalfs,” my Obi-Wan Kenobi’s. **My life is what it is today, because I have been fortunate enough to be supported by great mentors, coaches and teachers.**

My vision for you, is that you find all of the right mentors, coaches and teachers at just the right times in your life... when you need them the most. This has been my prayer for myself, and I extend the same prayer towards you.





So here's your Call to Adventure.

At Strength Camp, we have been [\*initiating boys into men through iron and stone\*](#) for nearly a decade. And we've been able to do so successfully because we provide the three essential ingredients for powerful Rites of Passage.

Our [\*gym\*](#) fosters a [\*space\*](#) for men and women to grow stronger in all areas of their lives and be supported by a [\*growing group of journeymen\*](#) from all over the world.

Also, you'd be hard-pressed today to find a more comprehensive and efficient **ritual process** for initiation into the Strongest Version of Yourself than the Four Layers of Strength model I've presented in this book, and which is now being offered through [\*online\*](#) and [\*local, in town coaching at Strength Camp\*](#), as well as my **Strength Camp Method eBook**.

And, of course, if you've read this far in the book, then I'm sure you like my ideas enough to appreciate the Strength Camp coaches' and myself as mentors.

So with that being said, **I invite you to begin your journey.**

For you **heroes** out there, Strength Camp is now honored to offer [\*online coaching\*](#) and [\*local, in person coaching\*](#) at our facility in St. Petersburg, FL. I and my [\*coaches\*](#) are happy and willing to support you on your journey towards Becoming The Strongest Version of Yourself and unlocking your heroic potential— in fact, it is **our mission** to do so.

And for those of you who may have already walked The Road of Trials, faced your dragons, and are in a place to support the next generation of journeymen (or maybe you are just starting out on your journey and are interested in having your *vocation serve as your means of personal*

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*transformation and life mastery*), I invite you to [work with us at Strength Camp](#) towards Growing Stronger and Empowering Others as a [member of our team](#).

**I deeply believe that by becoming Stronger Versions of Ourselves and Empowering Others, we are doing the best work necessary for humankind to advance into the next stage of our collective evolution.**

I won't make any claims or predictions about where our world is headed, but I hold strongly to the conviction that if we each take responsibility for growing stronger and empowering others, humanity will have a bright future.

I hope you can be a part of this transformative process.

***Join Us*** in Becoming the Strongest Version of Yourself!

**STRENGTH  
CAMP**

**BECOME** THE *Strongest* **VERSION** OF *Yourself*



# EBOOKS & PROGRAMS

LEARN AND GROW STRONGER  
WITH ELLIOTT

## RESOURCES

### Main Websites

1. **Strength Camp Online Coaching:** <http://www.strengthcamp.com/blog/join>
2. **Strength Camp Website:** <http://www.strengthcamp.com/blog/>
3. **Strength Camp's Blog:** <https://strengthcamponline.com/>
4. **Strength Camp's Facebook:** <https://www.facebook.com/thestrengthcamp>
5. **Strength Camp YouTube Channel:** <https://www.youtube.com/user/strengthcamp>
6. **Elliott's Blog:** <http://elliottthulse.com/>
7. **Elliott's Facebook:** <https://www.facebook.com/elliottthulse>
8. **Elliott Hulse YouTube Channel:** <https://www.youtube.com/user/elliottsaidwhat>
9. **Elliott's Products:** <http://elliottthulse.com/store/>

### Layer 1: Neuromuscular Strength

1. **1-on-1 Strength Camp e-Coach**
2. **The Grow Stronger Method**
3. **Lean Hybrid Muscle**
4. **Hybrid Strongman Program**
5. **Gridiron Domination**
6. **Advanced Neuromuscular Strength Course**
7. **7 Strategies For a Stronger Nervous System**
8. **Anatomy Trains** by Thomas W. Myers
9. **Becoming a Supple Leopard** by Kelly Starrett
10. **Movement that Matters** by Paul Chek

11. ***The Golf Biomechanics Manual*** by Paul Chek
12. ***The Janda Method*** by Page, Frank & Lardner
13. ***Muscles Testing & Function*** by Florence Kendall
14. ***Easy Strength*** by Dan John & Pavel
15. ***Power To The People*** by Pavel

#### ***Layer 2: Physiological Strength***

1. ***Advanced Physiological Strength Course*** Elliott and Eric Hulse
2. ***How to Eat, Move, and Be Healthy*** by Paul Chek
3. ***The Metabolic Typing Diet*** by William L. Wolcott
4. ***Nutrition and Physical Degeneration*** by Weston A. Price
5. ***Biochemical Individuality*** by Roger Williams
6. ***The Fungus Link*** by Doug Kaufman
7. ***The Atlas of Human Anatomy*** by Frank H. Netter
8. ***Achieve Maximum Health*** by David Webster
9. ***Enzyme Nutrition*** by Edward Howell
10. ***The Last 4 Doctors You'll Ever Need eBook*** by Paul Chek
11. ***You Are What You Eat Audio Course*** by Paul Chek
12. ***Fat Is Not Your Fault*** by Dr. Brian Walsh
13. ***Your Guide To Healthy Hormones*** by Dr. Daniel Kalish
14. ***The Dark Side Of Fat Loss*** by Sean Croxton

#### ***Layer 3: Energetic Strength***

1. ***The Language of the Body*** by Alexander Lowen
2. ***The Way to Vibrant Health*** by Alexander Lowen
3. ***Character Analysis*** by Wilhelm Reich
4. ***Eastern Body Western Mind*** by Anodea Judith
5. ***Qigong: Embryonic Breathing*** by Yang Jwing-Ming
6. ***In an Unspoken Voice*** by Peter A. Levine and Gabor Mate
7. ***The Body Bears the Burden*** by Robert Scaer
8. ***Wisdom of the Moving Body*** by Linda Hartley
9. ***The Solar Plexus or Abdominal Brain*** by Theron Q. Dumont
10. ***The Biology of Belief*** by Bruce H. Lipton
11. ***Buddha's Brain: The Practical Neuroscience of Happiness, Love, and Wisdom*** by Rick Hanson
12. ***The Path of Meditation*** by Osho
13. ***Osho Dynamic Meditation Music on Spotify***

#### *Layer 4: Life Mastery Strength*

1. ***My Reading List***
2. ***Mastery*** by Robert Greene
3. ***King, Warrior, Magician, Lover*** by Robert Moore and Douglas Gillette
4. ***The King Within*** by Robert Moore and Douglas Gillette
5. ***Iron John*** by Robert Bly
6. ***The Archetype of Initiation*** by Robert Moore
7. ***The Power of Myth*** by Joseph Campbell and Bill Moyers
8. ***The Hero with A Thousand Faces*** by Joseph Campbell
9. ***The Essential Writings of Ralph Waldo Emerson*** by Ralph Waldo Emerson
10. ***Intuitive Thinking as a Spiritual Path*** by Rudolf Steiner
11. ***Tribes: We Need You To Lead*** by Seth Godin
12. ***Unleashing The Ideavirus*** by Seth Godin
13. ***Purple Cow*** by Seth Godin
14. ***The War Of Art*** by Steven Pressfield
15. ***How To Make Millions With Your Ideas*** by Dan Kennedy
16. ***The Millionaire Messenger*** by Brendon Burchard
17. ***The Luck Factor*** by Brian Tracy
18. ***Goals: How to Get Everything You Want Faster Than You Ever Thought Possible*** by Brian Tracy
19. ***NonJobs Campaign***
20. ***2014 NonJobs Conference DVDs***

#### *Supplements & Bio Optimizers*

1. ***Living Fuel***
2. ***Masszymes Advanced Enzymes***
3. ***P3-OM Probiotics***
4. ***Blue Ice Fermented Cod Liver Oil***

#### *Strength Camp Gear*

1. ***Strength Camp Official Camo Tank Tops & Wristband***





### **ABOUT THE AUTHOR**

Elliott Hulse is a strength coach, pro strongman, author, video poet, and the owner of ***Strength Camp***, based in St. Petersburg, Florida. He has been coaching, blogging, and creating ***videos about building strength***, increasing vitality, and ***becoming the Strongest Version of Yourself*** since 2006.

Elliott has been published in *Men's Fitness Magazine*, and in dozens of digital books and instructional DVD courses. His strength training and personal development YouTube channels boast over 1.5 million combined subscribers worldwide, and he was recently voted "Favorite YouTube Health and Fitness Star" on RyanSeacrest.com.

Elliott believes that True Strength can be found in every individual, and it is his life's mission to awaken this Strength in himself and in others. He, his awesome wife, and their four, strong children live in Florida.