



## The Chronicles of Strength Summer Strength Camp 2015 Application

Dear friend,

We understand that fitness can be frustrating. From not knowing what exercises to do to what weight to use to what order to put them to how many reps to do, etc. There is a lot to think about, and even more that can go wrong. It's all very confusing, and sometimes scary. (Not to mention nutrition, and the bane that comes with figuring *that* out.)

We are here to help you find clarity in the world of weights (and in the kitchen). We want to share our best ideas with you—everything we know about eating and exercise—to help you reach your goals in less time and with a minimum of physical effort.

The Chronicles of Strength Summer Strength Camp is an opportunity, reserved for a limited few, to work exclusively with me (Pat Flynn) and Somnath Sikdar on achieving your goals.

To be clear, the coaching you'll receive as a participant in the Summer Strength Camp is the highest, and most intimate service we offer, everything is tailored specifically to you. However, this program is NOT for everyone. It's expensive, we're demanding, and we hold high expectations for our clients.

The Summer Strength Camp has three parts. The first is private coaching; the second is the "Metabolic Lab"; the third is "Fitness Minimalist University (Semester 2)". Depending on your level of commitment, all or none of these could be a good fit.

What makes this program unique is the integration of an in-house and online component, so you can train with us no matter how close or far. I will briefly explain each of the components of The Summer Strength Camp, so you can determine which is the best fit for you:

### **3-Months Private Coaching:**

Through private coaching, we assess your mobility and exercise technique so you can train hard without getting injured, design you a 3-month "minimalist" training and nutrition program, from the ground up, and hold you accountable so you can engrain the habits you need to be fit for life. This process is very intimate and is the highest level of coaching we have to offer.

All private coaching is conducted online (if, however, you are applying for the in-house program, we can arrange to have your initial movement screen and program evaluation done at our gym).



Through private coaching, we will:

- 1. Assess and correct your movement, mobility, and exercise technique.**  
We will help you identify weak links in your movement patterns and give you specific exercises and remedial drills to improve your mobility and get out of pain (so long as it is non-medical related). This is all done through online video submissions. This process usually takes about a week.
- 2. Help you set the RIGHT kind of goals.** So much of reaching your goals depends on setting the right challenges. Too many people set goals that are unrealistic and mutually exclusive (they work against each another). Together we will come up with a set of 3-month goals that challenge you, but are congruent, so you can focus your effort in the right direction and make steady, tangible (and fast) progress toward where you want to be.
- 3. Design You a Customized 3-Month “Minimalist” Training Program.** After your goals are set and your movement screened we will make you a program. This will be made from scratch and for YOUR goals specifically. It will also take into consideration whatever equipment you have to work with (NOTE: depending on your goals, you MAY need to invest in equipment. For example, if you want to do a pull-up, you will need a pull-up bar; if you want to do a muscle-up you will need a set of rings, etc.). You can expect this program to be minimalist, meaning it will use the fewest number of inputs, exercises, and efforts needed to reach your goals, so you can keep your workouts focused and efficient.
- 4. Design You a Customized 3-Month Eating Plan**  
So much of reaching your goals depends on eating the right things. This includes not only what to eat, but how much and when. This can all be very confusing and sometimes scary. What we can do, however, is take the guesswork out for you, and give you simple, straight forward, written-down direction on exactly what to eat, how much, and when, so all you have to do is follow the guidelines and get awesome results. No need to figure anything out for yourself.
- 5. Hold You Accountable With Bi-Weekly Food and Training Logs**  
There are two reasons people who hire coaches get better results than those who don't. The first is that the coach can show you the shortcuts. In other words, a coach gives you the quickest and easiest path to your goals. Beyond that, however, a coach provides accountability, or a person to report to. The purpose of food and training logs are not to demand perfection (that's impossible) but to make small steps towards “better”.
- 6. Help You Time Your Training Wave to Avoid Plateaus**  
Besides overall improvement, the second reason training logs are so



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important is they provide the coach with the data they need to know when to manipulate training variables. It's through your training logs that we will know when to switch around intensity, density, volume, frequency, etc. to keep a steady momentum, so you can avoid plateaus, injury or burn out.

### **7. Give You Direct, Ongoing Support with Whatever You Need**

All clients get immediate email access to answer any questions you have along the way, review your exercise technique, and offer encouragement. We take our response time seriously, and will get back within 1-3 business days on all matters (video submission feedback is 4-5), if not sooner. The coaching process is a dynamic relationship, and we strive to provide the clearest channels of communication between us.

## **The Metabolic Lab**

The Metabolic Lab is our experimental 30-day exercise program. If you are applying to train with us in-house, these will be group classes that Som and I will be running (start date is June 1<sup>st</sup>). If you are applying online, we will give you the exact workouts we do in-house, along with thorough instruction on how to do them.

The Metabolic Lab, like I said, is an experimental exercise program using highly unconventional (and sometimes even downright strange) training techniques. The emphasis of the Metabolic Lab is fat loss through "inefficiency training". By keeping the routines just different enough, we can achieve fast and steady gains in conditioning and body composition.

The Metabolic Lab will be a mandatory component for all coaching clients. It may also be participated in by itself or used in conjunction with another program (the workouts we do in The Metabolic Lab could insert themselves into any metabolic portion of a program).

You can think of the Metabolic Lab as a twice a week metabolic booster shot. It will accelerate the results of any program. The sessions are short, intense and unique.

This is not JUST a kettlebell class. Rather, you can expect to use and explore all the following modalities in the Metabolic Lab: "mobility workouts for fat loss", "cyclical specialization", ground-based play, accumulation sets, "farm-work", suspension training (not what you think), vestibular reprogramming, task-based workouts, locomotive-conditioning, gymnastics-style strength training, the list goes on. And yes, kettlebells, too.



## **Fitness Minimalist University (Semester 2)**

Over 700 people took part in the first semester of Fitness Minimalist University. Not a few of them said it was the best, most straightforward and practical advice they ever heard on how to eat and exercise.

Fitness Minimalist University, Semester 2, is a six-week online training course. It's where I share the theory behind everything I do, so you can take what I know, and use it for yourself. If you haven't already taken Semester 1, don't worry, you won't be lost. The new material will catch you up.

I have created a full curriculum for Semester 2, expanding the ideas of the first, and adding "200-level" classes. Topics to be covered this semester include:

1. **Training Variable Balance and Manipulation.** How to find the RIGHT combination of variables in your training to get the exact results you want. And, how to manipulate that balance to overcome plateaus, avoid injury and speed up recovery.
2. **"Inefficiency Training". Or how to use "specialized variety" to add muscle and obliterate fat.** "Specialized variety" is often used for gaining strength, but I've found with a few tweaks it is just as, if not more effective, for conditioning and body comp. This lesson will show you how to use "specialized variety" in your conditioning so 1) your workouts never get boring and 2) you actually get what you want out of your training sessions—results.
3. **Hormone Optimization 201.** Natural hormone optimization is the act of using dietary manipulations, targeted exercise, and supplementation to balance hormones without the use of drugs. Your body wants to be balanced. And hormone optimization is about letting your body find its equilibrium, so you can "fix your chemistry", have more energy, sleep 1000x better, and lose stubborn body fat. Because everything is easier when your hormones are working *for* you and not against you.
4. **Meditation and Stress Management Techniques for Health, Sanity and Fat Loss.** So much of what we do is about training our body. So it's not uncommon to see people failing because they haven't trained their mind. Stress often gets the better of us: We skip workouts, make poor food choices,



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and yell at people we care about, because of stress. But it shouldn't. Because stress is very manageable with the right techniques. Simple techniques, that, if practiced a little bit everyday, help not only ward off the negative effects of stress (low energy, belly fat, insomnia, even pimples), but can give you the tools you need to reframe stressful situations in such a way that you react calmly and with great equanimity.

5. **The 3/1 Diet.** The 3/1 Diet is a “controlled fasting” meal plan I’ve been using to great success with coaching clients these past three months. The premise is so simple it’s alarming. It doesn’t involve any calorie counting, and results come very fast. The average first week of weight loss for my clients using this protocol has been 6lbs. That’s pretty great, because most of my clients using this are already in really great shape.

If you thought my 14-Day Fat Funeral was effective, you are going to be amazed at the kind of results the 3/1 Diet brings. What’s also great about this, is unlike the 14-Day Fat Funeral, this protocol can be used for an extended period of time without wanting to inflict bodily harm on to other persons for just looking at you.

NOTE: I plan to release a product down the line featuring the 3/1 Diet. It will probably have a different title when I do, because this is a good number of months off. But the good news is I will outline the entire protocol for you as part of this course, so you don’t have to wait.

6. **The Fundamental Human Movements (Yep, These Guys Again)—And How to Do Them.**

Nothing is more important than the basics. Advanced movements, tactics and strategies are only good to the extent that you have mastered the fundamentals. So for Semester 2, I have filmed (actually, I even hired a professional), and dissected the core six, fundamental human movements, so I can teach them to you, step by step, and give you the exact progressions and drills you need to own these exercises.

**PLEASE READ THE FOLLOW REQUIREMENTS CAREFULLY AND FILL OUT THE QUESTIONS TO THE BEST OF YOUR ABILITY.**



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This application is a means to assess your eligibility into our Summer Strength Camp, whether you want to join us in-house or online. It is also a means to assess which level of the program is right for you. There is no obligation that follows this application. The requirements we have are as follows:

1. You should be already SOMEWHAT fit. This is an advanced program, and we will be coaching you on high-level strategies and techniques for fitness and nutrition. You needn't be an Olympic athlete, but you should be relatively in shape. While we can accommodate the beginner, most of the material covered will not be immediately applicable. So if you are just starting out, we recommend you apply for private coaching by itself.
2. You **MUST** be willing to follow the program we design for YOU to the letter. This means you **MUST** be willing to change your diet and exercise routine. No deviations without our consent will be tolerated. Our coaching process works because it IS a process. Those who stick with it get results. Those who don't, don't. So it needs to be followed exactly as we lay it out.
3. You **MUST** be willing to commit to a minimum of 4 training days per week of 40-60 minutes per session and make ample time for "outside" assignments (30-60 minutes, 3-4x/week). These assignments range from reading, to technique work, to mobility routines, etc.

That's it. It doesn't seem like a lot, but it's important you have the right expectations before you apply.

If you feel you'd be a good fit for The Chronicles of Strength Summer Strength Camp, please answer the following questions to the best of your ability in this document and send back to [PatFlynn@ChroniclesOfStrength.com](mailto:PatFlynn@ChroniclesOfStrength.com) with the subject line of "Summer Strength Camp":

**Name:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

Please use the email you personally check as this is how we'll be communicating with you throughout our time together.

1. Looking back, three months from now, what SPECIFICALLY would have had to happen for you to consider your participation in this program a success?



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2. If we could wave a magic wand and make just ONE of your problems go away, what would it be? (Must be fitness related).
3. Please list a few exercise programs you've followed in the past. What has worked well for you? What hasn't?
4. Please list a few diet plans/nutrition protocols you've followed in the past. What has worked well for you? What hasn't?
5. Are you willing and able to dedicate AT LEAST 4 days a week to training (sessions last, on average, between 40-60 minutes).
6. Are you willing and able to dedicate 3 months to this program?
7. Are you willing and able to submit a bi-weekly food log?
8. Do you have any medical conditions, previous injuries, or other restrictions that we should know about?

### **For online clients only:**

9. Are you willing and able to submit bi-weekly video submissions?
10. Are you willing and able to submit a bi-weekly training log?
11. Please list all the equipment you have access to:

### **I'm applying for the...**

- Full **online** package (Online Coaching + The Metabolic Lab & FMU) \$1299
- Half **online** package (The Metabolic Lab & FMU only) \$399
- Full **in-house** package (Summer Strength Camp + The Metabolic Lab & FMU) \$1599
- Half **in-house** package (The Metabolic Lab & FMU only) \$499

**IMPORTANT: FAST ACTION INCENTIVE AND DISCOUNTS**



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We've learned over time that those who take action are those who follow through and get results. Only 75 people will be accepted into The Summer Strength Camp, online or off. At this level of coaching 75 students is all we can handle.

We also told you this is an experimental program. We've never done this before, and we may never do it again. So, we are offering a discount to those who apply, are accepted, and willing to help us work out the kinks. Because we want the action takers, here are the discounted prices for the first 50 people accepted. (NOTE: Applications are reviewed on a first come, first serve basis. Do not delay on getting yours in. This program WILL fill up.)

**Full Online Package: \$999**

**Half Online Package: \$299**

**Full In-House Package: \$1299**

**Half In-House Package: \$399**

**ALSO VERY IMPORTANT:** To further incentive action takers we are offering the following perks to the first 10 people accepted (these apply only to full package applicants):

**Free Perk #1:** 1 Free Ticket to Strength Fest 2015 (\$499 value)

We haven't announced this yet but Som and I are making big plans for Strength Fest 2015. If you came to Strength Fest 2013, you got to learn from us, Dan John, Jim Ferris, Steve Ledbetter, and other world-class coaches.

This will be a hands-on, in-the-trenches workshop where we focus on 1) "inefficiency training" for fat loss through unconventional training modalities—crawling, task-based workouts, accumulation sets, everything I talked about above with the Metabolic Lab and 2) Strength training through "efficiency training" or specialized variety. Strength Fest 2015 is your chance to get your formed checked and be worked out by world-class coaches (roster to be announced in the next month or so). It's also your chance to learn their best-kept secrets.

The tentative date for Strength Fest 2015 is September.

**Free Perk #2:** 1 Free Virtual \*High-Five\* for taking the steps today that will get you to where you want to be tomorrow. We could load up all the perks and bonuses a person could think of, but those who truly want to be exceptional are





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going to take action regardless, and those who don't, won't. There is every number of excuses that can be made, but when you want something bad enough, you just do it anyway. This is YOUR chance to be exceptional, YOUR chance to be our next brag-worthy success story. Many people will let this opportunity pass them by, and keep right on doing the same things they've always been doing, and getting the SAME results they've always got. But 75 people won't. 75 people will decide to act and be different. And it is my very hope that one of those 75 people is YOU.

### **(What Is Sure to Be) FAQ**

#### **Q. When Is the Start Date?**

A. June 1<sup>st</sup>—everything starts, June 1<sup>st</sup>.

#### **Q. What Are The Times For The Metabolic Lab Sessions In-House?**

A. Monday's and Friday's at 7:30pm, OR Monday's and Wednesday's at Noon.

#### **Q. When Will The Metabolic Lab Workouts Be Available for the Online Students?**

A. All Metabolic Lab workouts will be made available a week in advance, so you can plan for them accordingly.

#### **Q. Is There a Payment Plan Available?**

A. Yes, if you are accepted we can offer you a payment plan upon request. Please let us know that you would like to be considered for a payment plan when you turn in your application.

**Any other Questions, please email me directly at [PatFlynn@ChroniclesOfStrength.com](mailto:PatFlynn@ChroniclesOfStrength.com) with the subject line of "Summer Strength Camp"**