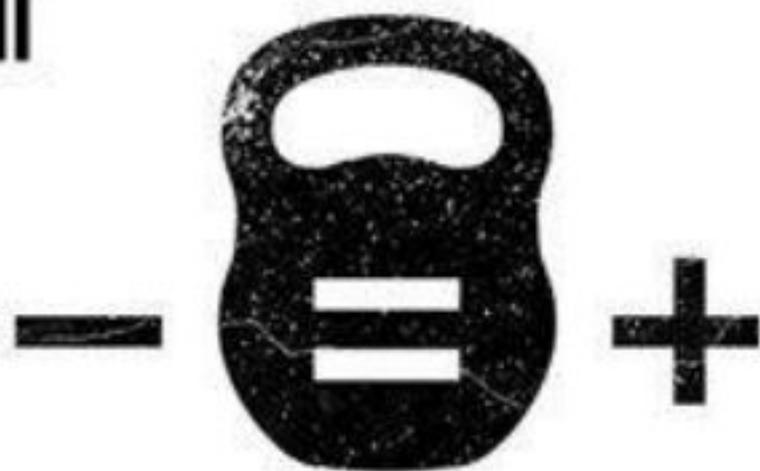


# 300 SWINGS A DAY

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A 30 Day Kettlebell  
Challenge to  
Blast Fat, Boost  
Muscle, and Build  
Kettlebooty



PAT FLYNN

CHRONICLESOFSTRENGTH.COM

**Want to obliterate excess fat? Build healthy, attractive, functional muscle? Be held accountable for your health and fitness? Then it's time to join...**

# The 300 Swings a Day Kettlebell Challenge



## What is The 300 Swings a Day Kettlebell Challenge?

- 30 days
- 300 swings a day -- broken up throughout the day (preferably) or all at once (as an occasional challenge workout)
- For a total of 9,000 swings

## Why should I join The 300 Swings a Day Kettlebell Challenge?

In the 300 Swings Challenge, you'll...

1. Blast Fat and Boost Muscle -- If your goal is to fat loss and strength gains, look no further than the kettlebell swing -- The 300 swings, completed intermittently throughout the day, rev the metabolic engines and boost strength endurance. Plus, it gets you up and moving -- something that us modern humans often forget to do on a frequent basis!

2. Learn How to Swing the Kettlebell Without Wrecking Your Back -- If you learned your kettlebell swing technique from Jillian Michaels, step away from the kettlebell (momentarily) and study this training guide closely. Questions about the swing? Post them on the 300 Swings Facebook page, and one of our coaches will get back to you.

3. Find Camaraderie -- We're in this together. 300 swings a day ain't easy -- nor should it be -- so whether you are having a good day and want to share some motivation or are having a rough day and are in need of some, we're here.

4. Develop Accountability -- By sharing your #1 goal for the month plus your before photos and by posting daily on the 300 Swings page ([Facebook.com/300swings](https://www.facebook.com/300swings)), your commitment to the challenge really solidifies, which means so do your gains.

## How do I join The 300 Swings a Day Kettlebell Challenge?

**Step 1:** Like and join the 300 Swings Facebook Page HERE:

==> [www.Facebook.com/300swings](http://www.Facebook.com/300swings)

**Step 2:** Get accountable: Take before photos (front and side, nothing weird, please) and send them to [ChristineMooney@ChroniclesofStrength.com](mailto:ChristineMooney@ChroniclesofStrength.com), and using #300swings, post your daily swings to our Facebook wall.



**Julianne Erickson** ▶ 300 Swings a Day

March 3, 2014 · 🌐

#300swings Challenge - Day 3: I did 20x15 KB swings, interspersed between my lifts this AM. Definitely had a #glute pump going! #kettlebell #kettlebooty #IHeartSwings

At the end of the 30 days, email another round of photos, your “afters” and be sure and tell us how you fared over the past month. We want to see how you beat the challenge and became a better version of yourself through it!

**Step 3:** Get Swinging!

WARNING: This challenge is not for the faint of heart, fragile by nature, or any other persons exceedingly delicate. Serious folks only.

### When does the next 300 Swings a Day Kettlebell Challenge begin?

You can start the 30-day challenge right now!! We also offer prizes from a variety of friends and sponsors so make sure to check in with our Facebook page to see when we’ll be offering prizes alongside the challenge.

### Got questions?

Post them on our Facebook page or message us directly at [www.Facebook.com/300swings](http://www.Facebook.com/300swings)

SWING on!

--+

Pat Flynn

# What's Inside the Training Manual >

## **The Kettlebell Swing ... [page 4](#)**

An introduction of the best “bang for your buck” exercise

## **How to Swing ... [page 6](#)**

Learn the fundamentals of this fundamental movement, step by step

## **Troubleshooting the Swing ... [page 11](#)**

Tackle the most common kettlebell swing mistakes

## **Kettlebell Swing Workouts ... [page 15](#)**

Quick and simple workouts to get you swinging

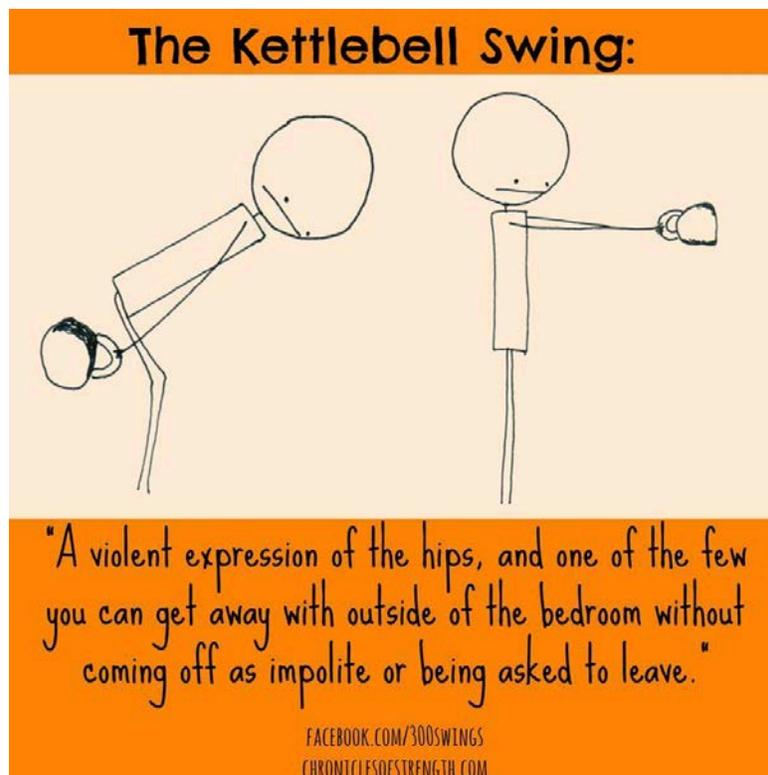
## **What Is Pat Flynn? ... [page 17](#)**

Meet your trainer

# The Kettlebell Swing!

The kettlebell swing is a violent expression of the hips, one of the few you can get away with outside of the bedroom without coming off as impolite or being asked to leave.

The benefits are enormous: The swing burns fat, boosts strength, develops the all-important posterior chain, and builds “kettlebooty”. It is the single best exercise in the world, and it’s the minimalist’s most effective weapon, a tool of supreme efficiency. It slices through fat like a surgeon’s knife, strengthens the hamstrings, the butt, and the lower back; and teaches you *to move athletically*.



There are certain criteria that must be met in order to swing a kettlebell safely. I look for a five key points. For a safe kettlebell swing, you must:

1. Keep a flat back
2. Hinge, don't squat
3. Use your hips
4. Stand tall
5. Don't swing overhead.

Bullet #5 trips a lot of people up. What I teach and advocate here is the “hardstyle” swing. Swinging overhead, also known as the “American swing,” is both unnecessary and usually dangerous.

Allow me to explain.

The projection of force in the kettlebell swing is meant to be outward, not upward. The only other exercise comparable to this force direction is a broad jump. In a broad jump, you jump out. In a vertical jump (the corresponding kettlebell movement would be a snatch), the projection of force is up. *You want the projection of force to be out in the kettlebell swing.*

Another reason is safety. Not enough people have the requisite scapular mobility and stability to be able to perform an American swing without compensating with their lower back: As the kettlebell goes up, the lower back arches, bringing your spine out of alignment.

A final note: If you’re going to bring the bell vertically, why not just snatch it? The well-performed snatch will always trump an American swing.

## The Ways We Move

The six ways/types of human movement are:

- Hip dominant (e.g. swing, deadlift)
- Knee dominant (squat)
- Vertical pushing (military press)
- Vertical pulling (pull-up)
- Horizontal pushing (push-up)
- Horizontal pulling (body row)

Strength coach extraordinaire Dan John adds in carrying (Farmer’s carry, rack holds, etc.) as a seventh movement, a point with which I agree. If you spend some time over on our Facebook page ([www.Facebook.com/300Swings](http://www.Facebook.com/300Swings)), you’ll notice that we post a lot of kettlebell swing workouts, and oftentimes these workouts include other exercises, like swings and push-ups or swings and goblet squats. Why is that? Because not only is the swing the perfect exercise, it’s the perfect complement to pretty much any other movement.

# How to Swing →



As simple as the kettlebell swing looks, the best and safest way to learn the swing is to first learn its progressions, *then* pick up the bell and swing it. So let's talk progressions.

### **Progression #1: The Hinge**

The hinge in the kettlebell swing is crucial and finding your hinge is simple: Stand against a wall. Next, take a small step out away from the wall and push your butt back until it makes gentle contact. Take another small step out and again push your butt back until it strikes the wall.

Continue to inch your way further and further from the wall until you can no longer reach it with your butt. At this point, take a small step back and find the wall with your butt again—this should be the farther you can be away from the wall, but still able to find it with your butt. This also happens to be your optimal hinge position.

Pattern this for ten repetitions, then apply it to picking up a kettlebell in the deadlift.

### **Progression #2: The Kettlebell Deadlift (aka the hinge with weight added)**

The kettlebell deadlift will teach you how to use your hips, hinge properly, and keep that crucial neutral spine.

Here's how to do a kettlebell deadlift:

1. Stand on top of the kettlebell with a shoulder width stance, maybe a smidgen wider, and with your toes pointed slightly out. The handle of the kettlebell should be positioned between your heels.
2. Push your butt back like your trying to put on a show. Or, if you will, imagine that a bench is ten feet behind you, and you're reaching for that. Allow the knees to bend as you continue to push your butt back, but do not allow them to come forward. The shins should remain vertical, or very close to. Oh, and keep your back flat at all times.
3. Once you've hit your maximum depth, drop your hands down and secure the kettlebell. At this bottom position, your butt should be somewhere above your knees but below your shoulders.
4. Breathe deep into your belly, tense your armpit muscles (lats) to keep your shoulders in place (imagine you're trying to bend the handle of the kettlebell in half), and stand up. Your elbows should remain locked throughout.
5. At the finish you should be standing tall, not leaning back. Keep the butt and the belly tight at the top.
6. Reverse the movement, setting the kettlebell back down right where you found it.

⇒ [CLICK HERE](#) for a video demonstration of the kettlebell deadlift.

**Swing the dang bell already!** Okay okay, here we go. Ready? Good. Cuz it ain't as easy as it looks. Simple, yes, easy? No.

1. Set up behind your kettlebell. Push your butt back, reach out and grab the bell. You should look like the center of a football team before the hike.



2. Hike the kettlebell back like a football, keeping the handle above the knees. You should look like a witch on a broomstick.



3. Once the bell hits the top of the backswing, stand up as quickly as possible. Imagine that you're trying to "jump through your heels."



4. Allow the handle of the kettlebell to float no higher than eye level before throwing it back down for the next rep. Keep your back flat, elbows locked, and armpits tight the whole time.



5. Repeat the operation for whatever number of reps happen to be prescribed.

6. Be sure to park the kettlebell safely. Don't throw out your back after a set of ten perfect swings because you decided to round your back when putting the bell down. That's like navigating rush hour traffic only to get home and back into your mailbox.

⇒ [CLICK HERE](#) for a video demonstration of the two-hand swing.

# Troubleshooting the Swing >

## Q: What if I'm not using my hips enough in the swing?

A: Use a heavier bell. This very nearly always fixes that problem. But if that doesn't work, then you may wish to try a drill known as the pendulum swing. Here's how to do it:

1. Set up behind a kettlebell exactly how you would for a normal two-hand swing.
2. Hike the kettlebell back, but DON'T stand up. Instead, let the kettlebell swing back and forth between your legs, like a pendulum, while you maintain a deep hinge. The goal here is to use your lats (arm pit muscles) to keep the bell swing back and forth, all the while keeping your elbows locked and arms relaxed.
3. After a couple of pendulum swings, time it so that on the final backswing you stand up as quickly as possible and perform one full swing.

⇒ [CLICK HERE](#) for a video demonstration of the pendulum swing.

## Q: What if I'm too "squatty" with my kettlebell swing?

A. It's important to understand the difference between a squat and a hinge (remember: a kettlebell swing is a hinge).



In a hinge, the butt goes back (mild knee flexion, maximum hip flexion). In a squat, the butt goes down (maximum knee AND hip flexion).

In a hinge, the hips are above the knees, below the shoulders. In a squat, your butt is bottomed out.

If you were to link the swing to any other movement, it would be a broad jump, where your force is projected OUT. Again, I repeat, OUT. Not UP.

So, the hinge in a nutshell:

1. Keep your heels planted, and reach your hips back, as if drawing a human bow and arrow. (Another visual you can think of is a witch riding a broom stick, because that is how you should look at the bottom of a swing.)
2. Let the knees bend as much as you need to get your hips maximally loaded (and not a millimeter more).
3. Keep a flat back, and focus your gaze on the horizon (where the wall meets the floor).

In order to keep your swing “hingey,” There are two drills that you might find useful:

### **1. The behind-the-heels deadlift**

This drill too is very plain. Set up for a deadlift, then take a small step in front of the bell so that it rests right behind your heels. Push your butt back, secure a grip on the kettlebell, and finish the lift. On the way down, also attempt to place the kettlebell back behind your heels. This will force you to hinge deeply and return your shins to vertical, correcting any “squattiness”.

⇒ [CLICK HERE](#) for a video demonstration of the behind-the-heels deadlift.

### **2. The start-stop swing**

In this drill, you’ll simply be doing kettlebell swings, but instead of doing a set of swings, you will swing the bell *one time and one time only*. Between each swing, you’ll reset, parking the bell in front of you. The idea here is that by resetting after each swing, you force yourself into a hinge.

⇒ [CLICK HERE](#) for a video demonstration of the start-stop swing.

Also, go back to Swing Progression #1 and work on your hinge some more. Remember: You never outgrow the basics, you simply move more deeply into them.

**Q: I noticed the bell flips up at the top of the swing. Is that okay? Is there something I should be doing to fix it?**

A: As you can see in the below photo, the kettlebell is flipping up. While this isn't inherently *harmful*, it isn't necessarily good either. Oftentimes, this bell flip coincides with "T-Rex arms" (which aren't shown in this photo), and they both signify two things: One) the lats aren't being engaged and Two) there is improper grip on the bell handle.



First thing we want to do is engage the lats, which are the large muscles that look like "wings" on your upper back. To engage those muscles, stand up straight, rolling your shoulders back and down. Keep the shoulders shrugged away from your ears as you lean forward to grab the bell. Once you are holding the kettlebell handle, squeeze your arms against the sides of your body, as if you're trying to keep a tight grip on a \$100 bill wedged in your armpit. Or as Dan John would say, imagine you're trying to squeeze the trolls.

As for your grip, without gripping the bell handle too tightly, imagine that you're trying to bend the handle in half. This should further pack your shoulders/engage your lats and keep the kettlebell from flipping up at the top of the swing.

**Q: I feel like my back is rounding. Is that bad?**

A: Short answer, yes. Long answer: Also yes, but here's what you're going to do. First off, film yourself doing the swing. It's impossible to really study your movement while you're in the middle of doing it. If you look in a mirror, you're probably yanking your spine out of alignment. Or you're moving too quickly to really see and understand where your mistakes lie. So have a friend help you, prop up your smartphone on some old boxes in your garage, whatever you have to do. But film yourself doing a set of 10 swings. You'll be able to see what's going wrong with your swing, particularly if you're rounding your back but for any other issues you might be having (poor lat engagement as mentioned above, for one thing).

Secondly, work on the stick drill. So grab an old broomstick or a dowel or a Swiffer, whatever you have. Place the stick on your back so that it has three points of contact: The back of your head, the middle of

your back, and your tailbone. Hold the stick in the natural curvature of your spine behind your neck and your low back.

From there, push your butt back into a hinge, making sure you are not losing any of those points of contact. You may even need to film yourself doing this drill to make sure the stick is touching those three spots continuously. Do three sets of ten of these stick-drill hinges (this is an excellent warm-up, by the way). Then pick up the bell again and see how you feel. Once again, you should film yourself to see if you're still rounding your back.

# Kettlebell Swing Workouts

The kettlebell swing alone makes for an excellent workout. Here are a few ideas to get you started on your kettlebell swing journey. (Note: Each workout is listed with a “point of arrival.” These are points to work *towards*, in order to challenge you; they are NOT where you start).

## Every Minute on the Minute

**Description:** two-hand swings

**Prescription:** Complete 20 kettlebell swings at the start of every minute for 5-10 minutes.

**Point of Arrival:** Complete 10 minutes, males using 24 kg kettlebell, females 16 kg.

## Swing Ladder

**Description:** two-hand swings

**Prescription:** Complete a ladder of swings from 1 rep to 10 and back down (1 rep, 2 reps, 3 reps...9 reps, 10 reps, 9 reps, 8 reps...2 reps, 1 rep)

**Point of Arrival:** Males use 24 kg kettlebell, females 16 kg. Complete with as little rest as you need in 15 minutes or less.

## Simple and Sinister

**Description:** two-hand swings

**Prescription:** 10 sets of 10 kettlebell swings.

**Point of Arrival:** Males use 24 kg kettlebell, females 16 kg. Complete with as little rest as you need in 10 minutes or less.

**Like these workouts? Then check out the 300 Swings a Day Challenge Training Guide. In the guide, you'll find 27 workouts, just like the ones listed above. These workouts:**

- Rev your metabolism in 15 minutes or less
- Simultaneously DOUBLE your strength and flexibility...at the same time!
- Build stamina without running long distances
- Develop lean, attractive, healthy muscle
- Are simple, straightforward, and pretty easy to follow

To learn more and to get a copy of the 300 Swings a Day Training Guide and Workouts, click [here](#).

# What Is Pat Flynn?



Author, blogger, fitness minimalist; party scientist, 7<sup>th</sup> degree black belt in hanging out. I help people do more with less.

I am the founder of [ChroniclesOfStrength.com](http://ChroniclesOfStrength.com), a blog on fitness minimalism, and chief contributor to the [Chronicles of Strength Inner Circle](#), a monthly newsletter dedicated to helping people reach their goals through minimalist strength and conditioning programs.

I am the author of [Paleo Workouts for Dummies](#) (Wiley, 2013), “An excellent book on modern training with an awful title”—Dan John, and [Fast Diets for Dummies](#) (Wiley, 2013).

Shoot me a message on [Facebook](#) ([Facebook.com/chroniclesofstrength](https://www.facebook.com/chroniclesofstrength)) and let’s chat about your goals.

*For more information on coaching programs, please email [PatFlynn@ChroniclesOfStrength.com](mailto:PatFlynn@ChroniclesOfStrength.com) with the subject line of "coaching".*

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