

SHREDSMART PROGRAM

How to Think, Eat and Lift For a Lean and Muscular Physique

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Notice for the bad boys

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The advice and tips given in this document are meant for healthy adults only. You should always consult a qualified physician before starting a diet or a training routine.

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The Physique you're Going to Build with this Program

It's important to understand from the beginning that this program will not give you the look of a bodybuilder. Instead of trying to grow every muscle as much as we can, we will be focusing on developing key muscle groups that will give you great proportions.

Most guys don't actually want to get huge. They want a slim waist, clearly defined abs, round shoulders, thick upper back, wide chest with a line down the middle, well developed arms and athletic legs. The look Hollywood actors have in movies:



To get this type of physique we need to emphasize the upper chest, shoulders and lats while keeping a low body fat. Developing big legs, glutes and traps is not wanted because it takes away from these proportions. The more you develop the lower body, the bigger your upper

body has to get to give you the aesthetic Y shape. For this reason the routines you'll find in ShredSmart include less lower body training than a typical bodybuilding program.

Now, depending on your taste, you may want to be bigger or slimmer while having these great proportions. This has encouraged my friend Greg from Kinobody.com to come up with three physique classes, the difference between them being the level of muscle development attained.

I thought putting a name to a physique type was a great idea because it gave people a clear goal to shoot for. So I started using these physique classes as well. Let's take a look at each class individually so you can identify exactly what type of physique you want to build:

Level 1: The "Warrior" Physique



- Exceptionally lean, toned and wiry
- Appears slim in clothes

Ex: Henry Cavill in Immortals; Cam Gigandet in Never Back Down; Brad Pitt in Fight Club

The Warrior physique requires a solid base level of muscle development combined with a very low body fat. You may appear slim in clothes but when you take your shirt off jaws will drop.

To look like that, you need to hit the standards given under the picture.

Level 2: The "Greek God" Physique



- Muscular with great definition and proportion
- Stands out in clothes
- 8-10% body fat

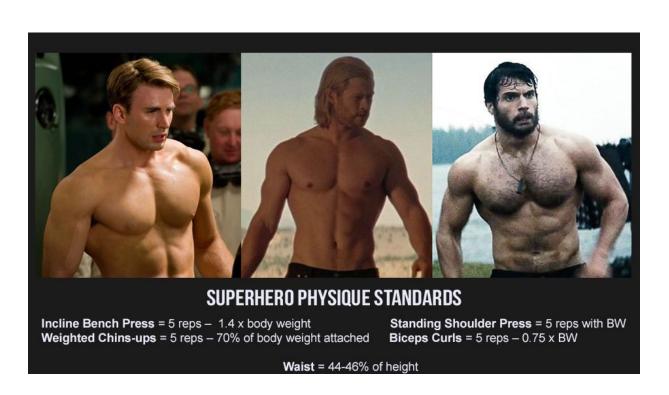
Ex: Daniel Craig in Casino Royale; Dustin Clare (Gannicus) in Spartacus; Stephen Amell in Arrow.

The Greek God physique is a perfect balance of size and definition and definitely attracts more female attention, provided you wear well-fitted clothing.

This bigger and more muscular build makes you appear more dominant and imposing. Also, this type of physique comes with some serious strength and power and is also the starting point for the Superhero physique.

To look like that, you need to hit the standards given under the picture.

Level 3: The "Superhero" Physique



- ☐ Chiseled abs (8-10% body fat)

Ex: Chris Evans in Captain America; Chris Hemsworth in Thor; Henry Cavill in Man of Steel.

The Superhero physique is the final step in muscle development. At this point you're very close to your genetic potential and probably couldn't find another man within a mile from where you live that is as advanced as you are.

To look like that, you need to hit the standards given under the picture.

How You Will Get There

The first step to reaching your goal physique depends on your current condition. Obviously a skinny guy will not follow the same nutrition and training plan as someone weighing 230 lbs (104kg). Even though their long-term goal may be the same, in the short-term one must start by gaining weight and the other one by losing weight.

If you're reading this program it means you need to lose body fat. Awesome!

Getting lean is always going to be the first step to looking great. So let's see how much weight you need to lose (approximately) to reach your goal body fat percentage.

Input your current bodyweight and your estimated body fat percentage into this calculator (calculator not available on the free version). It will show you approximately how much you will weigh at your goal body fat percentage.

Whether you need to lose 10 pounds or 100 pounds, ShredSmart will show you how to do it!

Summary

- Having a low body fat percentage is essential for an aesthetic physique.
- Muscle definition contributes more to aesthetics than the amount of muscle mass you have.
- As long as you're lean you will look great even with little muscle development. It's up to you to decide how big you want to get.

Our Plan of Action

Fat loss is caused by only one thing: a calorie deficit.

Calories are a measurement unit for energy. A kilocalorie (what we call simply calorie) is the amount of energy required to heat up one kilogram of water one degree Celsius.

The energy our bodies burn and the potential energy in food is measured in calories. All the foods we eat contain calories. Any move we make (including breathing, digestion, fidgeting, etc.) burns calories. Depending on how much we eat and how much we move, 3 things can happen:

- We eat about as many calories as we burn. In this case our weight stays the same. Most people maintain this equilibrium unconsciously over long periods of time. This is called maintenance.
- 2. We eat more calories than we burn. We steadily start gaining weight. This calorie surplus can be transformed into fat and/or muscle (if we train correctly).
- 3. We burn more calories than we eat. We steadily start to lose weight. That calorie deficit forces the body to tap into its own fat reserves for energy.

Depending on the size of the deficit, how we train and the macronutrients we eat, the body will obtain the extra energy from burning fat and/or muscle.

Several methods, same cause

For most readers this concept shouldn't be new. However, many people may not be familiar with the role of energy balance plays in weight loss.

Diet books rarely address this subject.

Most diet authors realized people don't want to consciously eat less. That sucks. So they came up with diet rules that make people eat less in an indirect way. Some popular methods for weight loss include: low carbohydrate or fat diets, clean eating (or eliminating certain foods based on arbitrary reasons), eating only at specific hours, intermittent fasting, cardio, juice fasts, and many more.

All these methods work. But it's not the method that matters. The cause of weight loss or weight gain is always the same: the total calorie intake.

Basically in order to lose fat we must eat less. I know...shocking.

Why most people fail to get lean

In order to get lean you must eat 20-25% fewer calories than your maintenance every day for as long as it takes to get the fat off.

Simple enough. The problem though lies in the "as long as it takes" part.

Based on the <u>CDC anthropometric data</u>, guys age 30 to 39 have an average body mass index (BMI) of 29. That's just one shy of the medical definition of obese. If you transform this BMI to body fat percentage, it comes out about 25%.

So for the average young guy to get a six pack, he needs to lose about 15% body fat. That means around 25 pounds or 11 kilograms!

A healthy and sustainable fat loss rate is 1-1.5 lbs per week or 0.5-0.8 kg. Losing 15-25 lbs (7-11kg) therefore takes 12-16 weeks of dieting.

12-16 weeks of dieting...

For about three months a guy needs to be conscious of how much he eats, resist cravings, and manage social events where he has to eat out.

That's the problem!

The patience. The waiting game. Habit change.

It's not that people don't know what to do to lose fat. They just don't want or can't stick to a fat loss plan for that long.

Most people can endure an extreme plan for a few days. Feeling miserable for a week or two to get to their goal seems a good deal. But we all know those plans don't work. Fat loss takes time. You can't lose 10-15 pounds (5-7 kg) of fat in week, not even if you fast the whole week! Losing 10-15 pounds of fat with no muscle loss takes 6-10 weeks at the minimum.

So what do we do? How can we possibly stick to a diet for that long?

It's quite easy when you know how to do it.

Two Ways to Reach your Fat Loss Goal

There are two ways to stay in a calorie deficit for long periods of time:

1. Pure Willpower

This is the scenario where you know you have to eat less so you just do it. It doesn't matter how you feel, how hungry you are, or what social events you have to turn down. You do whatever it takes to be in a deficit.

That's admirable and it works absolutely great. However, what are you doing with your life? By doing this you can no longer do the things you wanted your physique for in the first place. Things like going out, hanging out with friends, or going on dates. You just defeated the whole purpose of being fit.

Pure willpower is not the way. So consider the next point.

2. Fitting your Fitness Plan into your Lifestyle

This is where you learn to eat a calorie deficit without making a fuss about it. You don't talk about your diet, you don't think about it – because it's normal.

This is key.

All lean people who are also sane know and use this secret. They engineer their food environment and eating habits so that they don't need to use willpower all the time.

I'm not going to lie, this is a skill and as all skills it needs to be learned. But if you'll take the time to understand this subject you will be amazed by how easy it is to reach your fat loss goals.

Fitting your fitness plan into your lifestyle comes down to mastering 3 pillars of successful fat loss.

The 3 Pillars of Successful Fat Loss

1. Managing Hunger

This is the big one. Feeling satiated on fewer calories than you're used to takes a special approach. You have to trick your mind and body into thinking you're eating more food than you actually are. In this program we're going to use two ways to do this:

- *Eating lower calorie foods so you can eat the same volume of food as before
- *Eating bigger meals less frequently so you get stuffed once a day even in a deficit

Both will work but it's best if you use them together.

Is it really possible to eat more while dieting than you were eating before? Surprisingly, yes. You'll learn how to do it in the chapter on Food Choices.

2. Eliminating Cravings

Would you be willing to give up all your favorite foods so you can be as shredded as possible? That's exactly what fitness models and bodybuilders do.

But our lives don't revolve around our physique like in their cases.

We want an amazing body so we can enjoy our life more, not subtract from it. And delicious food is a pleasurable experience I think no one would like to give up on.

Here's the good news: You can still eat any food you want while staying in a calorie deficit and losing fat. You'll learn how to do that in the chapter on Intermittent Fasting.

3. Managing Social Events

Would you refuse to go to a restaurant with your wife on your anniversary so you can stick to your diet?

One bodybuilder I know of did just that so he can be as shredded as possible for a show. I admire his dedication a lot.

But would you be willing to eat almost all your meals at home so you can be as shredded as possible?

Hell no!

You want to be able to eat out spontaneously and not have to worry about your diet. You want to lose fat while enjoying life! You can do that.

In the chapter on Intermittent Fasting you'll learn how to plan your meals so you can eat out at night if you want. All while not compromising your fat loss results.

How to Lose only Body Fat, NOT Muscle

If your goal is to get shredded, your main focus during a cut should not be just weight loss, it should be fat loss with muscle maintenance or growth.

Losing weight doesn't necessarily mean your body composition (the fat to muscle ratio in your body) is improving. That is because some of the lost weight may actually be muscle mass.

Crash dieters often experience this disappointment. They lose weight fast in an effort to lose fat fast but discover than they look just as soft and flabby as before even though they are 5-10lbs (3-5kg) lighter. Here's what I mean:



I'm sure that is not your goal physique.

To lose only body fat and keep all your muscle (or even gain muscle) you need to follow this cutting hierarchy of importance:



The energy deficit takes care of weight loss but it is weight training and macros that determine what is being lost: fat or muscle.

You'll learn how to set your macronutrients (protein, fat, and carbs) and training routine so you don't have to worry about muscle loss. Actually, I expect you to gain muscle while cutting following this program. Unless you're very advanced.

The training routines in ShredSmart are set as close to ideal as possible without compromising simplicity.

How to Actually DO this Program

Finally, we'll address psychology. I did not add this part just to fill a few more pages!

THIS IS PROBABLY THE MOST IMPORTANT PART OF THE PROGRAM!

Most people already KNOW how to lose fat. I mean how complicated is it? You just have to eat less.

But knowing does NOT equal doing. You can read every page of ShredSmart and even memorize it and still be just as fat and weak as before!

In the final part of the program you'll learn how to influence your subconscious mind so that you actually APPLY what you learned. You'll love that part. You'll finally understand how to control yourself and DO what you want to do.

Let's get to it!

Summary

- Fat loss has a single cause: a calorie deficit. A calorie deficit means eating less energy than your body burns in a day.
- All fat loss method (all diets, cardio, and other tricks) work because they create a deficit.
- The most efficient way to create a deficit is to eat less.
- The maximum rate of fat loss with no muscle loss is 1-2 lbs per week
 (0.5-1 kg)
- To get a six pack, the average guy needs to cut for 10-15 weeks. The
 reason most fail is because they use a restrictive diet plan which
 cannot be sustained for that long.
- Even if you can get lean using a restrictive diet plan, the quality of your life would decrease, defeating the whole purpose of having a great physique.
- The key to successful fat loss is to make your plan easy to follow and enjoyable. This means engineering your food environment and eating habits in your favor so you don't have to rely on your willpower all the time.
- Weight loss does not equal fat loss. To lose fat and not muscle you need to do three things: have a moderate calorie deficit, eat enough protein, lift weights.

 Knowing does not equal doing. You probably already know what to do to lose fat. To actually apply the information in this program you will need to change the way you see yourself.

Part 1 - EAT

How to Set your Nutrition Plan for Cutting and Enjoy Eating in a Deficit

How to Set your Macronutrients

There are 3 macronutrients that form the basis of all foods: protein, fats and carbohydrates. A fourth macronutrient would be alcohol but as we all know that is not found in most foods.

Each macronutrient has a certain energy value:

1 gram of protein = 4 calories

1 gram of carbohydrates = 4 calories

1 gram of fats = 9 calories

1 gram of alcohol = 7 calories

In most parts of the world, the energy value of a food is measured for 100g of product. That means the energy value of a food is determined by the macronutrients it contains in 100 grams.

For example: 100g of whole wheat bread contains the following macronutrients: ~9g protein, ~3g fats, and about ~50g of carbs.

The energy contained in 100g of bread would therefore be: 9g protein x 4 kcal + 3g fats x 9 kcal + 50g carbs x 4 kcal = 263 kcal.

I'm sure most of you know these things but it's always good to repeat the basics.

Now let's find out how much you need to eat to lose fat.

Here is the calculator (calculator not available on the free version) you need to use.

Estimating Main	enance Calories - the easy way							
Activity	Lightly active (fits most people) The second of the secon							
Weight in kg			Kinobody formula (factor: 15)					kcal
Set your goal	INSERT YOUR BODYWEIGHT H	IERE						
Your goal	Normal Cut (-20%)	*	Maintenance	enance			2700	kcal
			Daily calories (cut)			2160	kcal
Your Macros								
Macros split	Kinobody GGP / Radu / 25% fats (default)	•	Protein		163	g	30	%
			Fats		60	g	25	%
			Carbs		242	g	45	%
× Clear my data								

At the top you just have to insert your bodyweight and how active you are on average. If you're sedentary most of the time and get about one hour of walking/physical activity per day go with lightly active. That fits most people.

As soon as you insert your bodyweight, your macros will be calculated automatically at the bottom of the page.

Note: If you have more than 40 lbs (18kg) of fat to lose, use the Mifflin-St Jeor Formula from this calculator (calculator not available on the free version) instead. The simple calculator will give you values that are too high.

Another note: If your body weight is +190 lbs (+85kg) the protein intake shown in the calculators is unnecessarily high. That's because it assumes most of your body weight is lean body mass. The maximum amount of

protein you would benefit from is about 170g. If the calculators say you need to eat more than that, you can reduce it to 160-170g per day.

Congrats, you now know how much you need to eat for fat loss! Well, at least for now...you'll learn how to adjust those numbers as you lose weight in the chapter called How to Track Weight Change and Adjust your Calorie Intake.

The Benefits of Eating just Enough Protein, not More

Research shows that the ideal protein range for resistance trained, lean athletes in a deficit (that means you) is about 0.8-1.3 grams per pound of bodyweight or 1.8-2.9 grams per kilogram.

The amount of protein you need is scaled upwards with the severity of caloric restriction and leanness. The higher the body fat percentage, the lower the protein intake can be compared to total bodyweight.

Now, some people promote a higher protein intake than that on the basis that it improves satiety. That's true. Protein is the most filling macronutrient. When you eat 4 or 5 meals a day, you are almost forced to eat a lot of protein because you have to spread it out between those meals. About 30-40g of protein are needed for a small meal to be filling, adding up to a total of 150-200g per day.

However, when you're using intermittent fasting satiety is not an issue. You can eat 2 or 3 big meals a day which means you can achieve the same level of fullness with less total protein. And if you can eat less protein and achieve the same results, I think you should do it. You get two major

benefits: higher testosterone levels and more satisfying meals. Let's talk about each of them.

Testosterone Levels and Protein Intake

One of the biggest problems of getting very lean is that testosterone levels go down. This issue is rarely talked about in the fitness industry. If people learned that many fitness models and bodybuilders suffer from low sex drive and erectile dysfunction, they may be turned off from wanting to achieve their physique. It's embarrassing and bad for business.

Here's the truth: a calorie deficit combined with a very low body fat percentage will *always* reduce testosterone levels to some extent. For example on show day, some natural bodybuilders have their testosterone so low it's similar to castrate levels.

I didn't know that in the beginning. When I got below 10% body fat for the first time, my diet was low calories, high protein, high fiber, and low fat for about 6 months. I got ripped of course but during that period I had *no sex drive at all*. I had trouble getting erections and I didn't even get boners in the morning anymore.

It took me 4-5 months to reverse the damage and get my T levels back to normal.

What does this have to do with protein?

Something most people don't know is that the macronutrient profile of the food you consume plays a major role in determining your hormonal balance. Each of the macronutrients (protein, fat and carbs) are involved in supporting the endocrine system. If one of them is emphasized over the others, testosterone production takes a hit.

If your calorie intake is fixed and you eat a lot of protein, it means you eat less carbs and fats as a result. And the current research shows this:

Low carbohydrate diets are detrimental for testosterone optimization.

In one study that measured the effects of carbohydrate consumption on free testosterone:cortisol ratio over repeated days of training, researchers found that free testosterone decreased by 36% in the low carb group and cortisol increased by 15%. Adequate carb intake is necessary to support training, and in supporting training it is also supporting a healthy hormonal profile by preventing the chronic rise in cortisol, glucagon and epinephrine.

Low fat diets are detrimental for testosterone optimization.

In groups of test subjects, those on a 20% fat diet had significantly lower testosterone levels than those on a 40% fat diet. Studies in vegetarians who are known to consume less saturated fat (and fat in general) also show similar results. Of course, individual response to low fat dieting varies a lot but there is definitely a correlation between low fat intake and a decrease in testosterone level

High protein diets are detrimental for testosterone optimization.

Protein intake doesn't reduce T levels in and of itself. It too plays a role in T production. But an increase in protein consumption will always accompany a decrease in both fat and carbohydrate intake (arguably the two more important macronutrients for endocrine support). So it sabotages hormonal balance indirectly. It's entirely possible that the main reason many men who are otherwise fit and appear healthy, still suffer from symptoms of low testosterone because they neglect fats and carbs in favor of protein.

In order to avoid the same problems I had, I want you to use a balanced diet. The macro split that will best support the endocrine system is:

25-30% protein 30-35% fat 35-40% carbs.

Compared to most fitness recommendations, protein is about 10% lower. This does not negatively affect your results. Protein should be consumed at the minimum level required for muscle support in training and the remainder of the diet should consist of carbs and fat if testosterone optimization is also one of your goals.

If you want to learn pretty much everything about testosterone optimization I highly recommend Christopher Walker's program called TestShock. I learned this stuff from him.

Protein Intake and Tasty Meals

I think you'll agree with me that protein without fats and carbs is super boring to eat. Nobody says: *Oh man I just can't stop binging on protein!* Think of boiled chicken breast with no sauce, oil or cheese. Or at least a side of carbs.

All the meals we define as delicious contain a combination of protein, fats and carbs: pizza, burgers, pasta, quesadillas, sushi, etc.

The more protein you include in your calorie deficit, the more difficult it will be to have these types of meals. The reason for that is because you max out your fats and carbs before you hit your protein intake.

Using Intermittent Fasting and having big meals, a lower protein intake ends up improving how much you enjoy your diet.

Summary

- The ideal calorie deficit for cutting is around 25%. That means you should eat 25% less calories than your body needs to maintain its current bodyweight.
- Food is made out of 3 macronutrients: protein, fat, and carbs. Protein and Carbs have 4 calories per gram and Fat has 9 calories per gram.
- For the best results, your intake of macronutrients needs to be balanced:

```
get 25-30% of your calories from protein
get 30-35% of your calories from fat
get 35-40% of your calories from carbs
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• A big calorie deficit combined with an unnecessarily high protein intake can lead to low testosterone levels.