

**FREE REPORT**

**7 CREEDS TO HELP  
YOU RAPIDLY BUILD  
MUSCLE & BURN FAT  
(AT THE SAME TIME)**



**THE**  
**MUSCLE**  
**SHIFTING DOCTRINE**

**ELLIOTT HULSE, CSCS • MIKE WESTERDAL**

**[WWW.LEANHYBRIDMUSCLE.COM](http://WWW.LEANHYBRIDMUSCLE.COM)**

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## NOTICE

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This publication is presented for information purposes, to increase the public knowledge of developments in the field of strength and conditioning. The program outlined herein should not be adopted without a consultation with your health professional.

Use of the information provided is at the sole choice and risk of the reader. You must get your physician's approval before beginning this or any other exercise or nutrition program. This information is not a prescription. Consult your doctor, nutritionist or dietician for further information.

## MUSCLE SHIFTING DOCTRINE

**Lean Hybrid Muscle Reloaded** is expected to be released on **February 8th, 2011**. This will be an invitation only 3-Day pre-sale before it is released to the general public.

The updated system will help you build muscle and burn fat even faster.

Since you downloaded this special report you're on our **VIP LIST** to get information about the release before anyone else.  
**Plus you get a discount.**

Having said that....

INTRODUCING

**THE**

# **MUSCLE SHIFTING DOCTRINE**



## MUSCLE SHIFTING DOCTRINE

You don't need to be a scientist to read this report. In fact my friend Elliott Hulse and I are not doctors with access to research facilities. We aren't even trying to peddle any supplements if you can imagine that.

We're just two regular dudes that have stumbled upon a very fast way to build muscle and burn fat.

The cool thing is, neither of us care about our reputations. Often times people don't agree with us and that is fine. The training methods and information we're going to share with you can be considered controversial. Check em out and decide for yourself if you think this is something that can help you like it has helped so many others.

In fact when Elliott and I first started talking about building muscle and burning fat at the same time over a year ago it was met with a lot of criticism from industry experts.



As the results kept pouring in, many of these "experts" have now changed their tune and admitted that it is possible to both build and burn at the same time. Welcome to the bandwagon.

Are you sick and tired of bulking up just to gain unwanted fat and the having to diet down just to lose hard earned strength and muscle? We sure are! There is a better way.

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We're here to tell you that it is possible to tone and build your muscles while decreasing body fat.

- Think you can't change your muscle fiber type? Sure you can.
- Think muscle building and fat burning is all about calories in versus calories out? Think again.
- Have you been brainwashed to think eating fats are bad for you and going to give you high cholesterol?

**Who Is This Report For?** This is for anyone that wants to transform their physique by creating dense thick muscle while lowering body fat.



This report was also written for those that are willing to break the rules and try something new and different. If you're willing to keep an open mind and think for yourself this report is dedicated to you!

We are going to refer to the process of both Building Muscle & Burning Fat in the same training period as **MUSCLE SHIFTING**.

**MUSCLE SHIFTING** is the process of transforming our physiques to be stronger and leaner with more endurance.

**MUSCLE SHIFTING** is accomplished by focusing on three main strategies that we plan on covering in much more depth over the next week and a half.

## MUSCLE SHIFTING DOCTRINE

**#1 Training:** Using hybrid training to develop muscles with biologically superior capabilities.

**#2 Nutrition:** We will rotate Nutrition Strategies To Keep The Body From Adapting

**#3 Hormones:** Using the body's traffic cops to our advantage

### **Creed 1: Build Type III Super Muscles With Greater Mitochondrial Density**

Our bodies are made up of different types of muscle fibers. Type I fibers are known as 'slow twitch' fibers and have a high resistance to fatigue while Type II fibers are known as 'fast twitch' fibers and have a low resistance to fatigue.

Slow twitch fibers support aerobic activities while fast twitch fibers are built for weightlifting and other activities that require short bursts of energy.

Guys who are built with lots of Type I muscle fibers make great marathon runners but terrible weightlifters.

Likewise, guys who are mostly made up of Type II fibers are ideally built to





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lift weights but poorly suited for long-term aerobic activities such as long distance running.

However, by applying certain scientific principles, it is possible to create hybrid super muscles that have the best characteristics of both Type I and Type II muscle fibers.

To create these 'hybrid super muscles' we are reconfiguring Type I and Type II muscle fibers into a new variety of muscle fiber (Type III) that has endurance, strength and greater mitochondrial density. The greater the mitochondrial density, the more energy we have available for our muscles.

Mitochondria are essentially the muscle cells' powerhouses, taking nutrients, breaking them down and producing energy for the muscle cells. The form of energy used to power our cells is known as adenosine triphosphate (ATP).

When you increase the mitochondrial density of muscle fibers, you boost mitochondrial capacity to burn fat for conversion into ATP. This enhanced utilization of fat for energy brings about a process known as 'muscle shifting,' which results in stronger muscles, increased lean muscle mass and a decrease in body fat.

Also, as part of the muscle shifting process, a key function of greater mitochondrial density is to increase the capacity of the Type II muscle fibers to resist fatigue, thereby pushing them towards conversion to hybrid super muscles.

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**How do we do this?** Read the next tactic.

### **Creed 2: Utilize Resistance Cardio**

One of the amazing qualities of super hybrid muscle fibers is that they utilize more fat for energy than ordinary muscle fibers.

That's great because one of our primary goals is to keep body fat to a minimum. Our other primary goal though is to build bigger, stronger muscles.

Fortunately, muscle shifting—creating super hybrid muscles—provides the body a tremendous advantage for building lean mass.

The advantage stems from the fact that Type III muscles have the best qualities of both Type I and Type II muscles—meaning that you have muscle fibers that are both strong and resistant to fatigue.

Therefore, because these muscle fibers don't behave like ordinary muscle fibers, they need to be trained using different techniques, approaches and strategies. Ordinary training techniques won't produce the results we want. To build super hybrid muscles, you need to utilize a multi-faceted training approach that incorporates elements that would individually be used to train Type I and Type II muscle fibers.

In other words, we need to combine training techniques used for ordinary muscle fibers in order to facilitate muscle shifting and



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address the unique characteristics of the resulting Type III muscle fibers.

And the best way to do that is to utilize a training approach that includes a strong emphasis on both resistance (weight) training and cardio at the same time. Traditional training strategies use one or the other—not both. Combining the two into a hybrid training strategy produces results far superior to those that you could achieve through ordinary weight training or cardio training alone.

### EXAMPLES

#### Tabata -

Using Tabata means alternating 20 seconds of exercise with 10 seconds of rest, nonstop for 8 sets. Unlike HIIT we typically prescribe for conditioning, but similar in its fat burning effectiveness, this style of training can be adapted any exercise; dumbbell presses, barbell rows, jumping rope, rowing, push ups, whatever! It's painful, but the results are worth it!

#### KB Swings -

The swing maximizes muscular endurance in the back and waist, is a great lower body strength builder and is a highly effective conditioning exercise.



1) The starting position of the Two Arm Kettlebell Swing is with the kettlebell on the ground in front of you, knees bent, your weight centered towards your heels and your back flat

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**2)** Start the movement by hiking the kettlebell behind you and then drive your hips forward to propel the kettlebell through its arc. The movement is similar to performing a standing broad jump, but of course you stay in the same spot

**3)** Your arms are just hooks and the power comes from the movement of the hips and the muscles of the posterior chain ie, hamstrings, glutes, lower back.

**4)** Swing the kettlebell to about chest height. At the top of the movement breathe out whilst contracting your quads, glutes and your abs (by tilting your pelvis up).

**5)** Breathe in and hold your breath as you let the kettlebell free fall back between your legs so that it passes through your legs as high as possible (to keep the arc tight and to stop unnecessary pulling on your back). Aim for your groin and then get your groin out of the way by taking you hips back

**6)** Although different trainees will have varying amount of knee bend the important thing is that the hips go back and thrust forward and that the quads do not take over the exercise.

You should feel the movement in your hamstrings. If your quads are instead fatiguing then you are not taking the hips back at the bottom of the movement. Kettlebell swings are a fantastic exercise for fitness and conditioning and to develop strength and power in the posterior chain.

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### **Barbell Complexes -**

“**Barbell Complexes**” are one of the most challenging types of Hybrid Conditioning that I’ve ever done! A Barbell Complex is a series of 6 to 10 movements, with no rest between each movement.

Basically, you’ll pick up a barbell or a pair of dumbbells and you won’t put the weight down until all movements are finished.

These workouts will make you angry, mad, sick and sad... then you will vomit. But they work like hell for getting you lean and jacked.





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**HERE ARE TWO EXAMPLES:**

### **BAD ASS BARBELL COMPLEX**

Overhead squat for 10 reps  
Hang clean for 10 reps  
Standing military press for 10 reps  
Bentover row for 10 reps  
Lunge for 10 reps on each leg  
Romanian deadlift for 20 reps  
Front squat for 10 reps  
Sprint 50 yards

### **BAD ASS DUMBBELL COMPLEX**

Cheat Curl to press for 10 reps  
Standing Front Plate Raise for 10 reps with each arm  
Forward lunge for 10 reps with each leg  
Bentover alternating row for 10 reps with each arm  
Reverse lunge with overhead press for 10 reps with each leg  
Romanian deadlift for 20 reps  
Sprint 50 yards

For the barbell complex, start with an unloaded bar. When you can bang out the exercises with no problem, then add another 5 lb plate to each side of the bar and keep going!

For the dumbbell complex, start with 10 - 25 lbs and go heavier as you get in better shape.

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### **Creed 3: Train Concurrently for Multiple Goals**

For many years now ‘bulking and cutting’ has been the most widely used strategy for gaining mass and getting lean.

Bulking is the process where you work out really hard, eat a lot and don’t do any cardio. The idea is to put your body into ‘mass building’ mode so that you get really big. But because you inevitably pack on excess fat along with the muscle, you then have to go through the cutting process to shed the unwanted fat.

During the cutting phase you decrease your caloric intake and ramp up the amount of time you spend doing cardio. It sounds great in theory but in practice it doesn’t work so well.

First, it’s not good for the body to be pushed along a roller coaster ride of ups and downs.

Second, when you’re in the cutting cycle, there’s no way to avoid muscle loss because of all the cardio you’re forced to do to get lean. You wind up going from fat but strong to lean but weak.

And lastly, bulking and cutting can lead to insulin resistance, meaning that the body’s hormones become less effective at lowering blood sugar—resulting in more body fat and putting you at risk of developing serious health issues.

The best way to approach this is to concurrently train to build muscle and lose fat at the same time.

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By using hybrid training and synergistic nutrition strategies this is entirely possible because instead of the 'calories in calories burnt' approach, you focus on manipulating the hormone systems—aka the 'traffic cops' that manage the body's metabolism.

Hybrid training is at the heart of this strategy because by simultaneously incorporating both strength and endurance training, it works in harmony with the body's natural systems, optimizing fat loss and mass gains.

The nutrition approach focuses on the consumption of whole, unprocessed foods that include the proper balance of lean proteins, healthy fats and complex carbs combined



with strategically-established periods of periods of negative energy balance. This systemic, hormone management approach allows you to simultaneously achieve your goals of building lean mass while cutting unwanted body fat.

### **Creed 4: Different Sources of Calories = Different Results**

Instead of counting calories pay attention to the quality of your calories.

It is important to note that not all calories are created equal.



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The truth is that different sources of calories will provide different results. Energy from the foods we eat comes from fats, carbohydrates and proteins—all of which are metabolized differently in the body.

Additionally, within each of these categories there are metabolic distinctions as well. Saturated fats are not metabolized the same as unsaturated fats and complex carbs are metabolized differently than simple carbs.

Because the hormonal response varies depending on the food source, these are important differences that you need to understand when planning your nutritional strategies.

**For example**, the consumption of protein provokes a greater thermic effect than the consumption of carbs or fats.

Thermic effect refers to the amount of energy the body uses to process food. The lower the thermic effect the easier it is for food to be turned into body fat. While proteins have the greatest thermic effect, saturated fats and simple carbs have the lowest.

Now you know why consuming a 500-calorie donut is going to stimulate an entirely different hormonal response than getting that same 500 calories from organic chicken breast and steamed veggies.

In fact the other day I read something that stood out to me in the

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4-Hour Body by Tim Ferris. Way back in 1956, an interesting study was conducted by researchers Kekwick and Pawan. They compared three groups of persons on calorically equal diets of 90% fat, 90% carbs, 90% fat. Though the number of calories each group consumed every day was the same, as shown below, the outcomes were very different:

- 1000 calories at 90% fat = weight loss of .9 lbs per day
- 1000 calories at 90% protein = weight loss of .6 lbs per day
- 1000 calories at 90% carbs = .24lbs of weight gain

So you see that not only do you need to think about what foods you put into your mouth but also about the hormonal responses those foods will initiate and how they will impact your metabolism.

### **Creed 5: Rotate Nutrition Strategies**

Our incredible ability to adapt is one of the human body's most amazing qualities. Adaptability has not only been a key to our continued survival for thousands of years but it is also a cornerstone of the body's optimal state of functionality.

Our bodies get bored just like our minds do when faced with the same situations day in and day out. The mind doesn't perform optimally when it's bored and neither does the body. Actually, it's just the opposite—our minds and our bodies function best when challenged and forced to adapt to new situations.

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In fact, adaptation is the whole basis of muscle growth and strength gains. When you lift weights, you are stressing the muscle cells. In reaction to this stress, the body 'improves' the muscle—making it bigger and stronger—so the next time you perform that same movement or exercise, there will be less 'stress' on the muscle.

When it comes to nutrition, our bodies operate the same way. Our bodies obviously need energy to function—the energy we use is derived from the foods we eat. Maintaining the same nutritional strategy over and over for extended periods of time leads to diminishing returns because our bodies get accustomed to the same inputs every day.

Essentially, you hit a plateau, just like you eventually do when you don't vary your weight training routine. But switch things up and all of sudden you see quick results—until the body gets used to that change. Then you need to switch to something else to get results again. Regular rotation of nutritional strategies keeps the body's hormonal systems from getting accustomed to a particular diet or nutrition approach.

And since the hormonal systems are the body's traffic cops, charged with managing metabolism, regularly switching things up optimizes fat loss, strength gains and increases in lean muscle mass.



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### **Creed 6: Fasting for Anabolic Fat Loss**

Fasting is the act of 'willingly abstaining from food.' It has been practiced by humans for thousands of years. It is practiced for a variety of reasons including religion, as a form of protest as well as for health.

A fast can be as short as just a few hours or could last up to a week or more. Though an ancient practice, fasting has recently stepped back into the spotlight due to its effectiveness as a technique for stimulating anabolic fat loss. Most people tend to think that fasting leads to rapid loss of muscle mass, leaving you gaunt and weak-looking.

While that may be true for the 'hardcore' faster, for the strategic, occasional faster, that's just not the case. In reality, strategic use of fasting can facilitate the loss of fat, without losing muscle mass (which is why it's referred to as anabolic fat loss). This is possible because short, occasional periods of fasting activate a number of metabolic shifts in the body that signal the body to burn stored fat for energy.

It is the frequent and longer-term periods of fasting that lead to loss of muscle mass, not just body fat. The hormonal shifts that we're concerned with begin shortly after the absorption of a meal is complete—typically between three and five hours after eating.

For our purposes, the ideal period of fasting is from 3 up to 24 hours,

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no longer than that. This is the ideal time period because the human body is naturally programmed to burn fat, not muscle, during brief periods of fasting.

And since a regular, purposeful regimen of fasting is in tune with the ideal functioning of our hormonal regulatory systems it does not diminish performance either. As long as you don't fast all the time but do it strategically, you can achieve some remarkable loss of unwanted body fat.

### **Creed 7: Partitioning Helps You Build Muscle & Burn Fat At The Same Time**

We've pointed out that hormones are the 'traffic cops' that direct the activities and responses that manage the body's metabolic systems. We can have an impact on the way that hormones manage traffic in our body by manipulating factors such as diet, activity levels, weight training, sleeping, resting, managing stress levels and others.



Influencing the hormonal traffic cops provides a measure of control over the operation of our metabolic systems. One particularly strong influence we can have is on how our hormonal traffic cops partition the energy our bodies use.

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When it comes to energy storage and usage, the body uses the same banks—fat, glycogen, muscle tissue or proteins—to deposit or withdraw energy. The process of managing where energy is deposited or withdrawn from is known as energy partitioning.

Diet has an especially strong impact on the way our metabolic systems partition energy. Interestingly, evidence indicates that brief, strategic periods of under eating can manipulate the hormonal traffic cops to tell the body to partition energy to allow for the simultaneous building of muscle and burning fat.

This is made possible in part because these controlled periods of under eating trigger the release of Growth Hormone.

One of the key functions of Growth Hormone is to maintain growth and lean body mass during short periods of time when we don't have access to food. This occurs because Growth Hormone mobilizes fat fuel energy to be redirected (partitioned) to protein synthesis (muscle growth).

Our bodies are not designed to maintain muscle mass during extended periods of under eating—these situations trigger a survival response where the body is going to use anything and everything—including muscle—for fuel. But they are however, optimally designed to manage short, controlled periods of under eating, allowing us to convert excess body fat into lean muscle mass.



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### **Bonus Creed: Eat High Fat Meals to Promote Steroid Production**

Fats have gotten a really bad rap over the past 15-20 years. It seems like the day after food manufacturers figured out how to make 'low-fat' and 'fat-free' foods, the press started publishing stories about the dangers of fats, how they were responsible for the obesity epidemic and how bad they are for the body.



But here we are 20 years later and Americans are fatter than ever before, despite all the low-fat and fat-free foods they're eating. Seems like fats weren't the culprit after all and in reality, it turns out that fats actually play an important role building bigger, stronger muscles.

You know that the body produces steroid hormones (e.g., testosterone) that drive muscle growth and strength gains. The metabolic processes that trigger the production of steroid hormones are driven in large part by the foods we eat. Well, researchers have found that maintaining a low-fat, low-calorie diets appears to suppress the body's production of steroid hormones.

So cutting fats of your diet is not only a mostly ineffective strategy

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for getting lean, but it's also got some unwanted side effects such as reduced muscle mass and strength caused by diminished production of steroid hormones. Fortunately, we have a lot more knowledge today than we did in years past.

And what we know today is that an occasional high fat meal is not just tasty and satisfying, but it promotes natural steroid production as well. Normally, when planning what foods to eat as part of your get lean/build muscle diet, you should choose healthy, unsaturated fats over saturated fats, which have a lower thermic effect and in general are less healthy.

However, to really stimulate the production of steroid hormones, it's perfectly acceptable—and recommended—to occasionally eat high fat foods such as a good juicy burger without being concerned about unsaturated versus saturated fat content. Do this from time to time and you'll find that it's good for both the mind and the body.

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### What's Next Guys?

We really hope you enjoyed this **FREE Report** and acquired some valuable information that will help you jumpstart your own transformation. When you build muscle and burn fat you become a new person, a new you. Just because this report was free, do not discount the information. A lot of people have already put these tips to the test.

But we're not done yet. We've got a ton of new content and fun information coming at you over the next week and a half. We have some really cool updates and a chance to win a copy of our **Lean Hybrid Muscle Reloaded** system all coming up soon. So keep an eye out for our emails okay?

[CLICK HERE](#) in you're not on the VIP early bird list.

Stay Lean and Mean,

Mike & Elliott



# MUSCLE SHIFTING DOCTRINE

## ABOUT THE AUTHORS

My name is Mike Westerdal and many of you know me as the founder of one of the biggest weight lifting sites on the Web, [CriticalBench.com](http://CriticalBench.com). Here's my story and how I got involved with this project.



Like many of you I played sports in high school. I walked on the football team in college and played four years of D-IAA football. Keeping my body lean and strong during that period of my life wasn't a problem. After all, we had practice, mandatory weight lifting sessions, morning running, and a very positive environment for keeping the body in an overall anabolic state.

As the post-college years kept passing by, I found myself being less and less active. Don't get me wrong, I found a new passion and started testing my merit in amateur powerlifting over the past few years; it has kept me really motivated and I do love the competition. But..... something is missing. I've gotten a lot stronger but I've also gained over 25 lbs! It's kind of embarrassing actually. Here I am preaching on the Internet and trying to help others stay fit and I go right ahead and pack on some unneeded pounds.

Let me vent for a second. I'm 35 years young now and over the past few years I've felt like I've had to choose between being lean and

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weak or strong and fat. I'm sick of the choice and I want it all. I want to be lean and strong at the same time, for good.

I don't want to bulk up and add muscle mass getting fat, just to lose it all when trying to drop the fat and acquire muscle definition. With Hybrid training you too will discover that you can take the best of several training styles and do them all concurrently.

I have to admit at first I wanted to keep this information to myself because I was making such rapid gains when I combined this kind of training with some new "Hybrid Diet" strategies, but Elliott convinced me the right thing to do is bring this information to the forefront. I almost feel like it's my responsibility to do so since I can reach so many people online.

Besides, I remember what it used to feel like to be so confused with all the different routines and supplements when I was a teenager reading the muscle magazines. I don't want anyone else to feel that way.

Just do us one favor okay? We got kind of caught off guard by the popularity of all this. So please just be patient with us.

Elliott runs a gym called, Strength Camp where he trains athletes plus he has a wife and FOUR kids, so you can imagine his schedule is pretty full. Operating CriticalBench.com takes a huge amount of leg work on my part PLUS I'm actually expecting a baby with my wife Courtney in a couple months! Lots to do to get ready for that as well 😊

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So we've both got a lot on our plate but we've both made the decision that we're going to stay up late a few nights a week and do what it takes to continue sharing this journey with you.

It's humbling to get all the life changing emails and we both want to thank you for your interest and all the positive feedback. It really makes it all worthwhile. We can't wait to share more with you over the next week and a half. A lot of underground gyms across the country have implemented Lean Hybrid Muscle training. With your help over the past few months we've really made some exciting strides that we'll share with you soon.

Keep training hard,

Mike



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### Who the Heck Is Elliott Hulse?



Elliott was born in Brooklyn, NY and grew up on Long Island. The oldest of four siblings and child to Belizian immigrants, Elliott has always been obsessed with health, fitness and becoming the strongest version of himself.

As a child Elliott's Uncle Elroy lived as a member of the Hulse household. Uncle Elroy was an ex-gymnast, a Black Belt in Northern Shaolin Kung Fu, a marathon runner, a bodybuilder and would become, later in life, a strength and conditioning coach. Elliott began training with Uncle Elroy, with his brothers, using bodyweight exercises and odd objects at the tender age of four.

In high school, Uncle Elroy taught Elliott how to train with barbells, dumbbells and plyometrics. As a result Elliott earned an athletic scholarship to play football for a Division 1aa program. After earning his bachelor's degree, Elliott studied Exercise Physiology in graduate school.

Elliott has interned and studied under some of the best experts in the field of strength, health and fitness. Experts such as Paul Chek, Joe Kenn and Tom Mitchell have had a tremendous impact on Elliott's training philosophies and convictions.

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### Why Should I Listen To Him?

Today Elliott is the founder and owner of Strength Camp, a sports training facility in St. Petersburg Florida where he trains baseball, football, and high school wrestlers to get stronger and more explosive in their sports.



Elliott is also a professional strongman, as well an author and publisher of over 50 books, audios and DVDs online. He is also the publisher of HulseStrength.com and he supports other strength, fitness and health experts in sharing their knowledge through his publishing company, Hulse Strength Publishing.



### Don't forget!

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