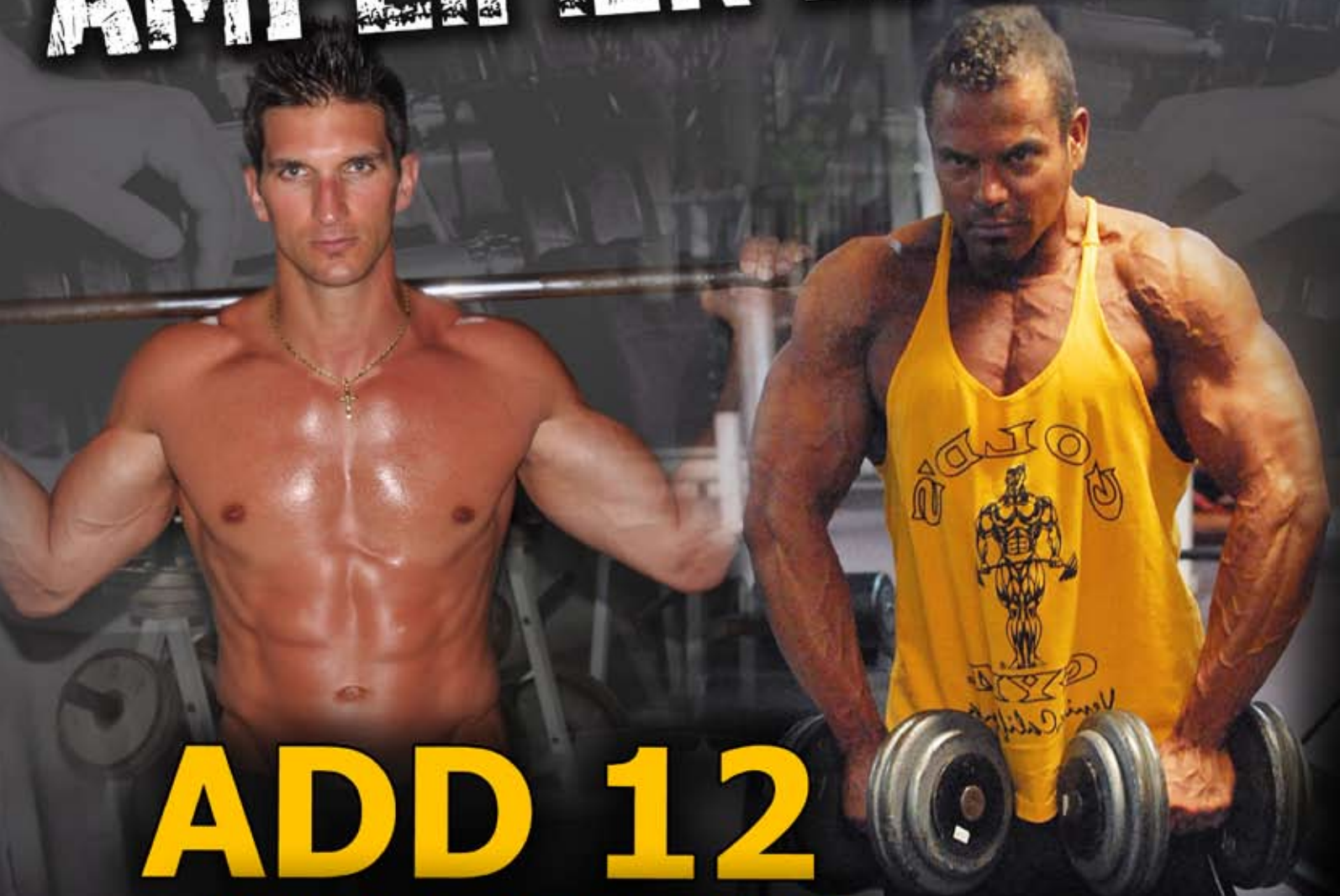


**FREE REPORT**

# THE **ANABOLIC** AMPLIFIER EFFECT



**ADD 12**  
POUNDS OF MUSCLE  
**By February 7<sup>th</sup>**

By Vince Del Monte & Lee Hayward

[www.21DayFastMassBuilding.com](http://www.21DayFastMassBuilding.com)

# THE ANABOLIC AMPLIFIER EFFECT

How To Skyrocket Your Muscle Growth By Triggering A Natural Release Of Your Body's 3 Most Powerful Anabolic Hormones - IGF-1, Testosterone, and Insulin!

## FREE Report

Complements of:

Lee Hayward & Vince Del Monte  
[www.21DayFastMassBuilding.com](http://www.21DayFastMassBuilding.com)

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## The 21-Day Fast Mass Building Program

if officially released on January 11th, 2011

It shows you how you can gain up to 12 pounds of pure muscle using The Anabolic Amplifier Effect in just 21-days.

## Thanks for being an action taker and downloading this report!

You're about to discover how you can make the most insane muscle gains ever, simply by harnessing the "hidden anabolic power" that's lying dormant inside your own body.

In fact, this radical approach to building muscle has been a jealously guarded secret only known by competitive bodybuilders... ***Until Now!***

So make sure to read every word of this information packed report!  
And get ready to watch your body explode to the next level of muscular development with: **"The Anabolic Amplifier Effect"**

**NOTE:** If you haven't already done so, please go back and read ***The Death Of Bulking Report*** first. That report covers some important concepts that you need to understand and grasp before continuing on here.

Vince covers the top 10 reasons why traditional **"Bulk Up"** diet plans are the absolute **worst thing** you can do if your goal is to build a lean muscular physique. You see more often than not **"Bulking Up"** causes you to gain excess bodyfat, it slows your metabolism, and it overtaxes your digestive system...

Bottom line, **"Bulking"** is hindering your muscle growth more than it is helping! And you'll get all the details of how to avoid this in ***The Death Of Bulking Report.***

# THE ANABOLIC AMPLIFIER EFFECT

I've got a question for you...

***What's The Most Anabolic Muscle Building Substance You Can Get Your Hands On?***

... Is It A Black Market Steroid ?

**Nope.**

... Is It The Latest Bodybuilding Supplement Stack ?

**Negative.**

... Is It Some Exotic Herb From The Amazon Jungle ?

**Heck No!**

The most anabolic substance known to man is ***“food”***.

I'm dead serious about this. All the training, drugs, and supplements in the world won't build an ounce of muscle mass without proper nutrition and adequate food intake. In fact when you get right down to it, the food you eat is the only real “Anabolic Component” of your entire muscle-building regimen.

Going to the gym and working out is NOT anabolic. The workout itself is actually catabolic and breaks down muscle tissue. Now granted it's the stress of working out that triggers the adaptation response within the muscles so that they get the signal to become bigger and stronger. But it's the ***food*** you eat that actually goes towards building muscle tissue.

In fact I'll go so far as to say that food is so anabolic that it can even build solid muscle mass regardless if you lift weights or not!

Think I've lost my marbles and that I'm full of BS???

I'm not and I'll prove it to you... Just go out in public and take a look around. You'll see

# THE ANABOLIC AMPLIFIER EFFECT

lots of people who don't even workout, many of who have never stepped foot inside a gym before. Yet all of these people have muscle on their body.

The average adult male is made up of 42% skeletal muscle. Think about where all that muscle came from... It had to be built from the food that was consumed along with release of the body's own natural anabolic hormones... Right?

*(I mean where the heck else would it have come from?)*

So the question is how do we harness this muscle building power that's lying dormant inside your body right now? Well the key is to understand exactly how your body reacts hormonally to changes in your food intake.

In this report I'm going to show you how to properly cycle your diet and training so that you tip the scales in favour of lean muscle growth. And how you can literally unleash your body's natural muscle-building potential and jack up your levels of anabolic hormones (*specifically IGF-1, Testosterone, and Insulin*).

But before we get into all that, let's first cover the basics of how all this diet cycling stuff actually works in the real world...

## Yo-Yo Dieting...

Chances are you have probably heard the words "Yo-Yo Dieting" brought up in conversation among dieters and weight loss experts before. Basically **Yo-Yo Dieting**, also known as weight cycling, is a term that was coined by Kelly D. Brownell, Ph.D., at Yale University, in reference to the cyclical up-down motion of a yo-yo.

In this process, the dieter is initially successful in the pursuit of weight loss but is unsuccessful in maintaining the weight loss long-term and begins to gain the weight back. The dieter then seeks to lose the regained weight, and the cycle begins again.



# THE ANABOLIC AMPLIFIER EFFECT

Ok, so to translate that into English it basically means that a fat person goes on a diet and they lose some weight. But after a while they get fed up with being on a low calorie diet and feeling hungry all the time. So they ditch the diet, pig out, and gain the weight back again.

Now most mainstream diet and weight loss gurus talk about Yo-Yo Dieting as a “*bad*” thing that should be avoided. But when you actually take a deeper look into the topic, you’ll see that it’s not as bad as the weight loss gurus have made it out to be.

You’ll hear all kinds of myths and misconceptions about Yo-Yo Dieting... People say stuff like... “*it will ruin your metabolism*”, “*make you get fatter*”, “*make it harder to lose weight again in the future*” and the list goes on and on.

But when you do your homework you’ll see that the research doesn’t back up these myths. In fact studies have shown that repeatedly cycling your caloric intake actually **increases** your food efficiency and doesn’t “*ruin your metabolism*”.

And while it’s true that most people will re-gain weight when they come off a diet. What is NOT taken into consideration is the actual body composition of that re-gained weight. There have been several studies that show a lot of the weight that’s re-gained after a low calorie diet is actually lean muscle mass and NOT just excess bodyfat.

## Yo-Yo Dieting For Muscle Growth!

Competitive bodybuilders will regularly go through phases of “**Yo-Yo Dieting**” for the purpose of gaining lean muscle mass. They will follow an ultra strict diet before a competition in effort to lose weight and get ripped to the bone shredded. Then right after the competition is over they will purposely change their diets and gain back the weight they lost, along with several pounds of additional new muscle mass. The end result is they get bigger and more muscular with every single competition they do!

Bodybuilders will routinely go from heavy “Off-Season” mass building programs, to ultra strict “Pre-Contest” fat loss programs, as well as taking some down time where they settle into more of a maintenance type program.

# THE ANABOLIC AMPLIFIER EFFECT

**OFF-SEASON**



**DECEMBER 2009**

**CONTEST SHAPE**



**APRIL 2010**

These pictures are of the author (Lee Hayward) and they really show the contrast between a bodybuilder's off-season shape and the ripped conditioning that they achieve after months of pre-contest dieting.

You see building muscle happens in spurts. It's kind of similar to the seasons in nature; you have the planting season of the spring, the growing season of the summer, the harvesting season in the fall, and then some down time over the winter.

Building muscle works along the same lines, it is NOT a non-stop process that just goes on and on forever without interruption. You have to work WITH your body, not against it.

If you are stubborn and try to force your body to grow non-stop it will fight back with all the negative symptoms of plateaus, over training, burnout, and injuries. You may have already experienced some of these things first hand for yourself, or at least know of people who have.

# THE ANABOLIC AMPLIFIER EFFECT

However the year long training cycle of a competitive bodybuilder avoids many of these pitfalls by providing nutritional variety and unique muscle stimulation. It also takes advantage of the body's natural anabolic growth and recovery cycles and uses them to pack on solid muscle mass.

A prime example of this happens right after a bodybuilding contest when bodybuilders experience their post contest "Rebound". It's during this short window of opportunity bodybuilders will literally make the most insane rapid muscle gains ever!

If you're not familiar with how the **Post Contest Rebound** works, then let me explain it for you...

Bodybuilders will go on a very strict fat loss diet for at least 12 weeks prior to a bodybuilding contest. This is so they can strip away all their excess bodyfat and get as ripped to the bone shredded as possible. Their goal is to step on stage with NO Excess Bodyfat What So Ever! This is necessary in order to bring out all their rock hard muscle definition.

However, once the contest is over the celebration begins. Can you imagine how good it must be for all those "*starving bodybuilders*" who have deprived themselves of their favourite foods for weeks on end to all of a sudden be allowed to eat them again?!

Let's just say that the typical foods most bodybuilders eat after a show are NOT the most "*healthy*"... Pizza, burgers, fries, ice cream, cake, cookies, and chocolate bars are just some of the many things that will get devoured in ridiculous amounts... If they actually added up all the calories consumed it would be scary!

Now in most "*normal people*", eating this much food would just be stored as ugly unwanted bodyfat. But when your body is depleted (*as in the case of a pre-contest bodybuilder*) this Over abundance of calories triggers the body to unleash HUGE amounts of Natural Anabolic Hormones that shuttle all this food towards building solid Lean Muscle Mass!

# THE ANABOLIC AMPLIFIER EFFECT



The typical tasty goodies that bodybuilder's will **PIG OUT** on right after a competition!

***NOTE: I am NOT suggesting that you purposely go out and eat "junk food" in effort to gain size. I'm just telling you what the majority of competitive bodybuilders will do when they "pig out" after months of strict dieting.***

It's actually quite common for bodybuilders to gain 20+ pounds of muscular bodyweight during the first week after a show!

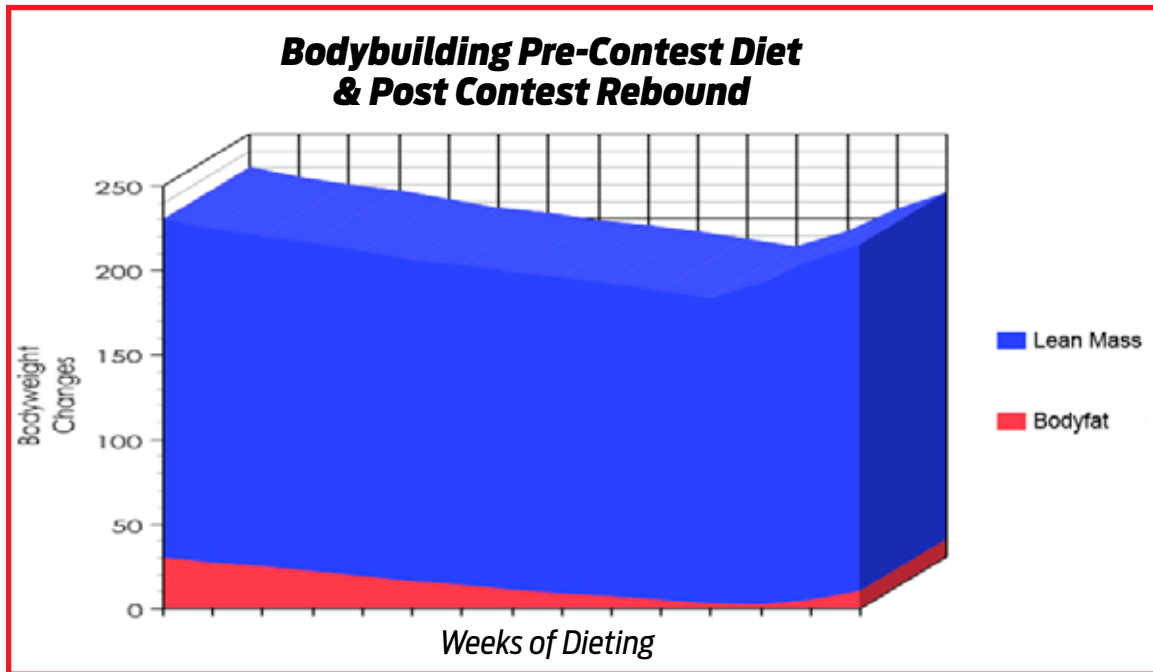
Now obviously a lot of that rapid weight gain will be water and muscle glycogen being stored within the muscle cells. But about 5-10 pounds of it will be actual solid lean muscle mass.

Can you imagine the incredible muscle building results that you could make by going through this kind of rebound cycle again and again?

Considering the fact that the average gym member is lucky to even gain 5 pounds of muscle per year. You can now see why competitive bodybuilders are among the

# THE ANABOLIC AMPLIFIER EFFECT

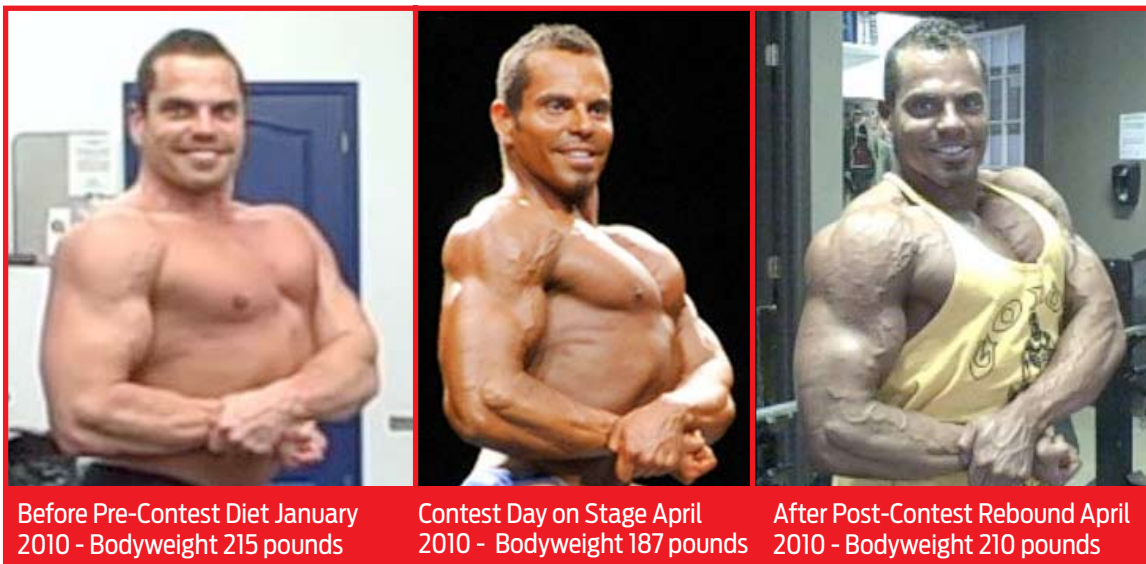
BIGGEST & Most Muscular guys in the gym, especially since they are literally packing on 5-10 pounds of permanent muscle mass with every pre-contest diet & post-contest rebound!



When following a strict bodybuilding contest diet you'll lose a lot of bodyfat, as well as some lean muscle mass in the process. But once you start the post contest rebound the majority of the weight gained is lean muscle mass with only small increases in bodyfat.

## My Personal “Rebound” Results...

These are pictures that were taken while I was in training for the **Atlantic Canadian BodyBuilding Championships** which took place in New Brunswick, Canada on April 17, 2010.



As you can see in the first picture I started my pre-contest diet at 215 pounds. I wasn't in “bad” shape, but certainly not lean enough to compete in a bodybuilding competition.

The second picture was taken on stage at the competition. After 12 weeks of strict dieting I got my bodyweight down to a ripped 187 pounds.

Then right after the competition was over, the post contest pig out began. It started off with an “All U Can Eat” Italian buffet with endless amounts of pizza, pasta, and desserts. And for the entire week after the show I pretty much ate whatever I wanted in rather large quantities... *(Hey, I had 12 weeks of cravings to get out of my system LOL)*

But I didn't get “fat” from eating all this food... Instead my muscles filled out like crazy and I made the most insane muscle gains imaginable. The third picture above was taken within 1 week after the show. And as

# THE ANABOLIC AMPLIFIER EFFECT

you can clearly see I was up 23 pounds and looking as huge and jacked as ever!

**This rapid growth process is what we refer to as “*The Anabolic Amplifier Effect*”.**

And the only way you can make these kinds of rapid fast muscle gains is through strategically cycling your diet and training similar to how competitive bodybuilders do with each pre-contest diet and post-contest rebound.



## Bottom Line: Calorie Cycling Builds Muscle!

These muscle-building results are not just limited to competitive bodybuilders either. Even regular folks who cycle their food intake through typical **“Yo-Yo Dieting”** gain lean muscle from it as well. However, the muscle gains are generally not as dramatic with “average people” as they are with post-contest competitive bodybuilders.

But whenever you drastically increase your food intake over base levels it increases protein synthesis, it improves nitrogen retention, and it triggers your body to produce more anabolic hormones such as IGF-1 (insulin like growth factor), testosterone, and insulin.

In fact there was a study done by Forbes, et al., called “Hormonal Response To Overfeeding”. In that study the test subjects went from eating a maintenance diet to eating a diet that provided an extra 1,200 - 1,600 calories per day for a total of 21 days. The results from this study were quite eye opening and really show just how powerful calorie cycling is for gaining muscular bodyweight.

First off, the study volunteers were adult women who did NOT do any weight training exercise. Not only that, but the diet they ate during the study was very LOW in protein (consisting of only 6% protein). Now just from that info alone you wouldn't expect to see any muscle gains from bunch of women who didn't workout and ate a low protein diet... Right?

### Wrong!

Just the fact that they were in a significant caloric surplus was enough to elevate their anabolic hormones. In fact their blood tests showed a progressive increase in the 3 most powerful anabolic hormones; IGF-1, testosterone, and insulin which actually peaked and doubled within 14 days!

This hormone spike was also accompanied by an equal impressive gain in solid muscular bodyweight. By the end of the 21-day study the average lean muscle gains for the group was 4 ½ pounds!

# THE ANABOLIC AMPLIFIER EFFECT

Now granted the ladies did gain a few pounds of bodyfat along with those lean muscle gains, but isn't it amazing how they still managed **to gain muscle WITHOUT weight training and by eating a LOW protein diet...**

Can you imagine how much greater those lean muscle gains would have been if the test subjects actually worked out with weights and ate a well balanced, high nutrient, high protein muscle building meal plan!?



## All Good Things Must Come To An End... (Or Maybe Not ?)

As impressive as these results are for both competitive bodybuilders and average folks alike, the key thing to realize is that these fast muscle gains are only temporary!

Like I mentioned earlier, muscle gains come in spurts, it's NOT a non-stop process. Even in the Forbes study above, the increased levels of anabolic hormones peaked out after 14 days of overeating. Then they started to decline back to base levels.

The same thing applies with competitive bodybuilders when they are “pigging out” after a bodybuilding contest. Generally, they will make incredible muscle gains for 2 weeks before things start to plateau. After that if they continue eating excessive amounts of calories beyond the 2 week mark those extra calories will get stored as bodyfat, and NOT as lean muscle mass.

High calorie “Bulk Up” diets work great for fast muscle gains initially... But if you continue eating excessive calories after 2 weeks you'll start gaining more inches to your belly, than to your biceps...

This is the biggest draw back to traditional Bodybuilding “Bulking” Programs. Guys will go on a prolonged high calorie eating plan for 12 weeks at a time. Now granted they will make some fast muscle gains initially when starting the program, but they quickly get to the point where the gains in bodyfat are greater than the gains in lean muscle mass.



So do you want to know the “secret” strategy to avoiding these problems? It's simple... Implement Shorter & More Frequent Training & Nutrition Cycles!

## Adaptation & Muscle Growth...

Whenever you start a new fitness program you can usually make fantastic progress for the first few weeks. But after that, the body starts to adjust to the new program and the results come to a plateau.

This concept applies to both exercise AND nutrition...

When you start a new workout routine, you'll make your best strength gains during the first few weeks of the program before they start to taper off.

When you change your diet, you'll see the fastest changes in body composition during the first few weeks. After that your progress will slow down to a snails pace.

Basically our body is very good at adapting to changes in our environment. So the rapid progress that you make whenever you change your diet and training programs is your body adapting and growing in response to the changes made.

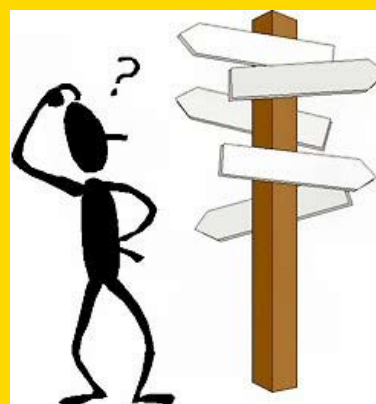
Now when most people first here about this they think:

*"I'll Just Keep Changing Things Up All The Time."*

That's the basis of the whole **"muscle confusion"** theory. And a lot of people mistakenly think that if they keep changing their programs all the time, they'll keep making progress all the time.

But they are neglecting one key element...

**Adaptation!**



In order for significant muscle growth to occur you have to give your body time to adapt and grow from the program you are currently following before changing it to something else.

So while change is good, you can't be haphazard about it either. You need to have a planned system and structure in place so that your body adapts and grows from your current training and nutritional program, before you change things and move on to another complementary program.

## 2 Steps Forward, 1 Step Back...

Now if you've done any reading on the topic of fat loss, than I'm sure you are familiar with the concept of cycling your calories. I've talked about it in this report with regards to "*Yo-Yo Dieting*". But the common strategy that most weight loss diet experts recommend these days is to temporarily increase calories to prevent the metabolism from slowing down and hitting a fat loss plateau.

What researchers have found is that whenever you start a low calorie diet you can make rapid fat loss progress for the first few weeks. But after that the body adjusts to the low calorie diet, the fat loss results comes to a screeching halt.

So to overcome this problem people have incorporated different kinds of calorie cycling variations. Having a "*cheat day*" or "*high calorie re-feed days*" planned into the fat loss program helps to prevent your metabolism from adapting to the low calorie diet, and it actually speeds up your overall fat loss results.

Not only that, but having a planned "*Cheat Day*" gives you a mental break as well. Temporarily going off your diet satisfies your food cravings and makes the process of following the fat loss program much more tolerable over the long term.

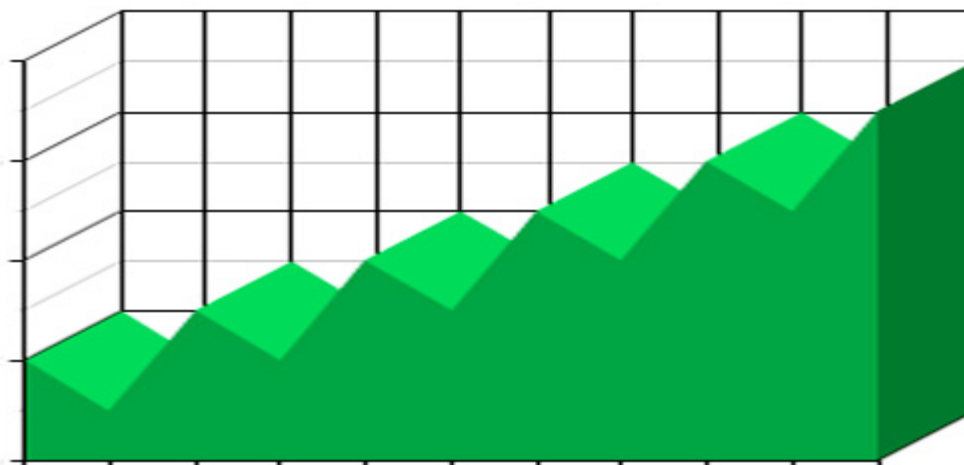
Now there have been tons of research articles published about this calorie cycling concept from fat loss point of view. After all we live in an overweight society where the average person wants to lose weight. But this same principle also applies in reverse to muscle building as well. It just hasn't been documented as much because building muscle isn't nearly as popular as losing fat.

So like we've already mentioned in the previous sections, whenever you drastically increase your calorie intake over base levels your body will release higher amounts of anabolic hormones to shuttle those extra calories towards lean muscle growth.

This elevated anabolic response continues for about 2 weeks. After that, the body adapts to the higher calorie intake and your muscle growth progress hits a plateau. This is when you need to temporarily back off on your food intake and "*Re-Prime*" your body for another rapid growth "*Rebound*" phase.

## *The Anabolic Amplifier Effect*

*(2 steps forward, 1 step back)*



Muscle Growth occurs in spurts, and with the **Anabolic Amplifier Effect** you'll make a rapid gains during the 2 week high calorie "*Overload Phase*". Then you'll need switch to a 1 week low calorie "*Primer Phase*" to prepare your body for the next anabolic growth spurt.

Cycling your calories like this not only helps you make better lean muscle gains, but it also gives your digestive system a break from consuming excessive amounts of food all the time. A lot of people don't realize this, but following a high calorie mass building eating plan is down right hard!

While it sounds fun initially to be able to eat a lot, it quickly becomes a chore. Having to regularly consume over and above your maintenance calorie intake day after day is very difficult. If you have ever followed a typical bulk up eating plan for any length of time you know exactly what I'm talking about here.

Just like when you are following a fat loss diet and you look forward to a cheat day when you can "*pig out*". During a mass building phase you actually look forward to low calorie days when you don't have to eat so much.

The brand new **21-Day Fast Mass Building System** that will be available on January 11th is based on those exact nutritional cycling principles. The program is divided into 2 phases that complement one another, and keeps your body on the "*Anabolic Edge*" for maximum muscle growth.

# THE ANABOLIC AMPLIFIER EFFECT

The first phase of the program is a 1-week low calorie “*Primer Phase*”. This will give your digestive system a break, increase your insulin sensitivity, and elevate hormones and enzymes so that your body becomes very efficient at storing the food you eat as lean muscle.

Then once your body is primed for growth, we’ll switch gears and move into the 2-week high calorie “*Overload Phase*”. This will open up the floodgates for natural anabolic hormone production (*IGF-1, Testosterone, and Insulin*). It’s during this phase where you’ll literally be able to feel your body growing bigger and stronger by the day!

In addition to cycling your nutritional program, we’re also cycle your training routine. You see a HUGE mistake that bodybuilders and fitness enthusiasts often make is not matching their workouts so that they complement their diets.

Obviously, when you are following the low calorie “*Primer Phase*” you are not going to have the same level of strength, muscle fullness, and power as you will when following the high calorie “*Overload Phase*”.

So to go along with the “*Primer Phase*” we’re going to follow a fast paced conditioning circuit routine that utilizes higher reps and more bodyweight exercises. This lighter training phase will give your joints and tendons a break, and prep your body for the heavy mass building power-training phase that’s to follow.

With the **21-Day Fast Mass Building System** the scales are tipped in favour of lean muscle growth, because you’ll spend the majority of your time in a caloric surplus. While at the same time following a heavy mass building power-building workout program, thus allowing you to grow bigger and stronger!

But you will not experience the metabolic pitfalls that are associated with traditional long term bulking and heavy mass building workouts, because we’ll be strategically “*Re-Priming*” your body with a brief period of lower calories and lighter training every 3rd week.

# THE ANABOLIC AMPLIFIER EFFECT

This short low calorie “*Primer Phase*” will also allow you to trim off any excess bodyfat that you may gain during the high calorie “*Overload Phase*”. This is a nice little side benefit of the program that ensures you make LEAN muscle gains over the long term.

With this system you’ll work WITH your body’s natural growth processes and NOT against them. You’ll literally take 2 steps forwards and 1 step back with every **21-Day Fast Mass Building Cycle**. And you can follow this program for as many cycles as you like until you reach your desired level of muscular development!



## Real World Results...

My early experiments with this style of training and nutritional cycling started back in 1998. I was a college student at the time and my main goal was getting bigger and packing on muscular bodyweight.

Now granted the early version of this program I used back then was not nearly as detailed, structured, and organized as the 21-Day Fast Mass Building System is now. But non the less I was still able go from 170 pounds to 215 pounds in less then a year of following it. That's a solid 45 pounds of muscular mass!

Keep in mind that I was already working out consistently for 8 years and had 3 bodybuilding competitions under my belt by the time I first tried this program. So those 45 pounds did NOT come from the fast initial "newbie" muscle gain growth spurt that we're all familiar with.

Not only that, but these gains were also 100% naturally (*i.e. I never took any anabolic steroids to make those rapid fast muscle gains*). Taking illegal drugs goes totally against my morals. And besides that, I was a broke college student so I couldn't afford to take anything even if I wanted to.



This **21-Day Fast Mass Building System** has been my "secret program" that I've pretty much kept to myself over the years. I'd use it every now and then, whenever I felt that I needed a growth spurt to kick my muscle gains into high gear. But I never really broadcasted it to the world before now...

## Sharing My “Secret Program”...

Just this past fall I was down in Las Vegas watching the Mr. Olympia in Las Vegas with Vince Del Monte and several of our closest friends. You can see several entertaining pictures from our Sin City Adventures in the “**Death Of Bulking Report**” that Vince wrote.

**As they say:** *“What happens in Vegas stays in Vegas... and then gets broadcasted all over the Internet... LOL”*



After attending the Olympia competition, Vince told me that he was motivated to take his training up to the next level and compete in another Fitness Model Competition in 2011. But he first needed to pack on some new muscle mass in order to be more competitive in his division.

Of course we started brainstorming and discussing different training strategies for how Vince could pack on some extra muscle size. And during the discussion I shared

# THE ANABOLIC AMPLIFIER EFFECT

my “secret program” with him of how repeatedly going through these mini 21 day training and nutrition cycles could help him quickly pack on solid muscle mass without getting fat in the process. I told him about my results of how I’ve used this system over and over again to pack on lean muscular bodyweight every single time.

Well, after hearing about it Vince was as excited as a kid at Christmas! He couldn’t wait to give this **21-Day Fast Mass Building Program** a shot for himself. In fact for the rest of our trip in Vegas he didn’t stop talking about it.

Now if you know Vince, he is a HUGE action taker. He’s not one of those guys who just talk’s the talk, but he walk’s the walk as well. So as soon as he got home he jumped right in and started implementing the program exactly as I outlined it to him while we were in Vegas.

21 days later... and 7 pounds of solid muscle bigger... Vince was blown away by the rapid results he had made! Keep in mind that Vince is a very advanced trainer himself. So even gaining 7 pounds of muscle in a year would be considered good gains, let alone gaining that much muscle mass in only 21 days!

Vince kept on repeating the **21-Day Fast Mass Building Cycle** right on through the rest of 2010 and he got up to a very solid 230 pounds with only 15% bodyfat. Those are some very impressive mass gains, especially considering that he is an advanced lifter and these gains were made 100% steroid free!



# THE ANABOLIC AMPLIFIER EFFECT

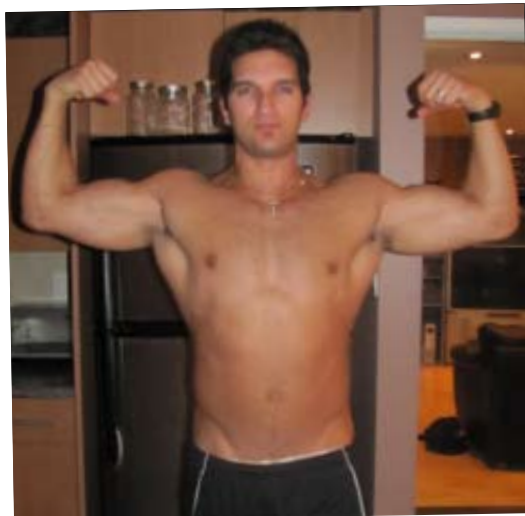
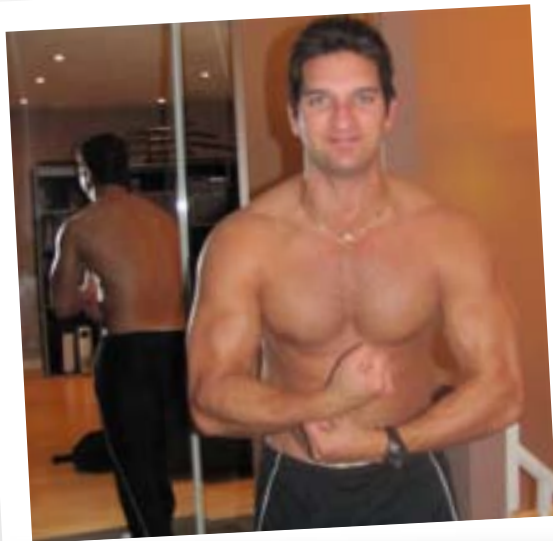
## Vince Del Monte's results from following the 21-Day Fast Mass Building Program!

**Before Picture – October 25th, 2010**

Age 30  
Height 6 ft 1.0 in  
Weight 214.4 lb  
Fat % 15.5%  
Fat Mass 33.2 lb  
Fat Free Mass 181.2 lb

**After Pictures – November 17th, 2010**

Age 30  
Height 6 ft 1.0 in  
Weight 220.6 lb  
Fat % 14.5%  
Fat Mass 32.0 lb  
Fat Free Mass 188.6 lb



**Before**



**After**

# THE ANABOLIC AMPLIFIER EFFECT

Now even though I have used this program numerous times myself and made killer gains with each cycle through. And Vince just went through it himself and experienced some of the best muscle gains of his life... **That wasn't enough!**

We were both curious to see how this **21-Day Fast Mass Building Program** would work on a larger scale. After all, maybe we were the exception (and not the rule) for how good this program would actually perform in the *"Real World"*.

So we put the challenge out there, and ended up recruiting a group of *"guinea pig"* test subjects from our online followers. We got over 100 people to put this **21-Day Fast Mass Building Cycle Program** to the test.

We wanted to make sure that the rapid gains we experienced were not some fluke or just unique to us. We wanted to see what kind of gains that the average gym member could make from following this style of training and nutrition cycling.

Now I have to admit, we were somewhat optimistic that the results would be positive from our test subjects. After all, competitive bodybuilders have been doing this for years, it has worked well for me, and it was working for Vince... But when the final results came in we were SHOCKED to say the least...

We were hoping that our group of test subjects would be able to do as well as Vince did by gaining approximately 7 pounds over the course of the 21-day program. Even if they gained a bit less, we would still have considered it a success. But our jaws hit the floor when we seen that the "average" muscle gains that these guys were making was 12 pounds of solid muscular bodyweight in just 21 days!

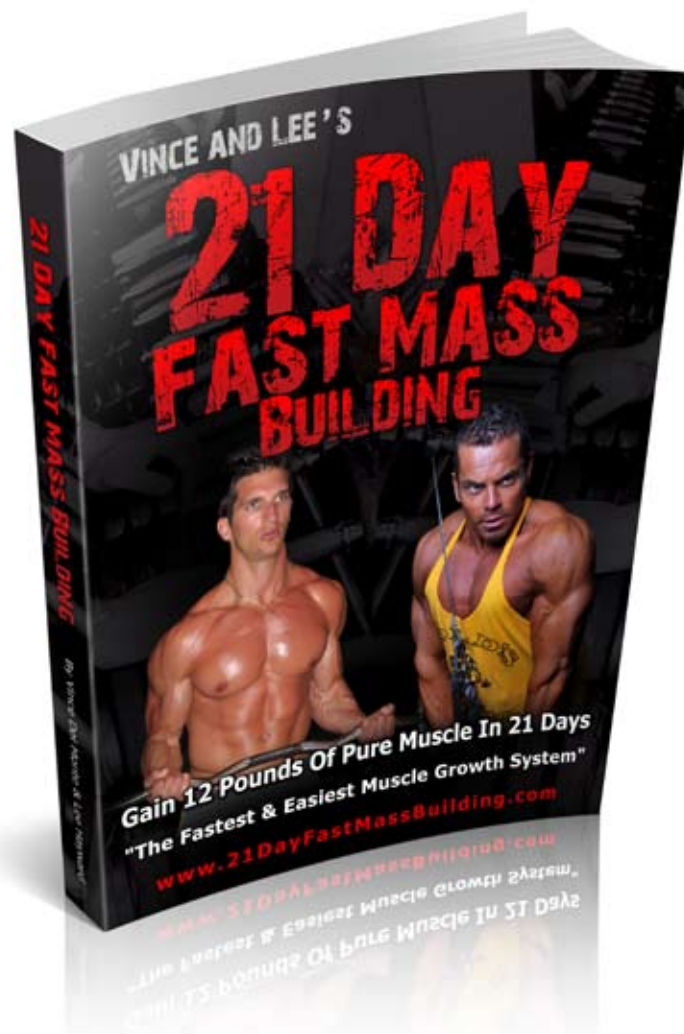
Our test subjects were making better gains than even Vince did when he first tried the program! Now granted most of our test subjects are not as advanced as Vince. Many of them have only been working out for about a year or two, so it's easier to make fast gains when you are not as experienced. But still these results were much greater than we ever expected.

And on January 11th, 2011 you'll have the opportunity to get your very own copy of

# THE ANABOLIC AMPLIFIER EFFECT

the exact same **21-Day Fast Mass Building System** that our test subjects used to make these rapid muscle gains! Not only that, but the final version has been tweaked, refined, and perfected based on the feedback that we've gotten from our 100 initial program test subjects.

You will **NOT** be a "guinea pig" with this program. We've already put it to the test and it works in the REAL World, by REAL People. You'll have access to a proven system and you'll be able to use it as your very own "secret program" for gaining **FAST MUSCLE MASS** in just 21 days!



**Buy The System & Pack On Fast Muscle Today!**

## Who The Heck Is This “Lee Hayward” Guy Anyway, And Why Should I Even Listen To Him?

Well, I’d probably be asking the same thing if I were reading this for the first time. So let me start by introducing myself... If you haven’t already figured it out by now, my name is **Lee Hayward** and you may have seen me before, because I’ve been online for over a decade! (*I’m one of the “dinosaurs” of the online bodybuilding scene :-)*)

In fact my website [www.LeeHayward.com](http://www.LeeHayward.com) is currently the **#1 Ranked Bodybuilding Personality Website online** (as ranked by *Alexa.com*).

Since 1999 I’ve personally helped countless numbers of aspiring bodybuilders and muscle building enthusiasts from all over the world pack on rock hard muscle mass, increase their physical strength, and get ripped.

I’ve worked with competitive bodybuilders, fitness & figure competitors, powerlifters, football players, boxers, martial artists, as well as average guys and gals who just want to get in shape and look their best.

In addition to coaching others, I also practice what I preach. I’ve been competing regularly in bodybuilding competitions since 1995. With my most recent competition being the **2010 Atlantic Canadian Bodybuilding Championships**.

The reason I’m telling you all this, is NOT to toot my own horn, but to let you know that I’m a REAL person who actually does workout and that I practice what I preach.

**Bodybuilding & Fitness is my passion!** Unlike a lot of the “*phoney fitness gurus*” and flabby out of shape personal trainers, who may talk a good game, but when you actually see what they look like physically you have to wonder if they even workout?



Lee Hayward competing at the 2010 Atlantic Canadian Bodybuilding Championships.

This is a pet peeve of mine that really pisses me off! I can't stand it when I see someone proclaiming themselves as a **“Muscle Building or Fat Loss Expert”** when they don't even practice what they preach and look the part.

## But I Have To Admit, I Was NOT Always In Good Shape...

In fact when I was younger I had a scrawny, weak and puny “skinny-fat” body. You know what I'm talking about... The spaghetti noodle thin arms, flat chest, puny chicken legs, all connected in the middle with a soft mushy belly fat roll.

Being scrawny and out of shape like that certainly didn't help my self-esteem. **I got picked on and bullied in school.** I was pretty much a loner and the other students just walked all over me. It seemed like they could sense that I was weak and self-conscious and they took advantage of it.

I was so embarrassed with how pathetic my body looked, that I was willing to do anything to change it. I can clearly remember how my muscle-building journey started...



This was my very first home gym machine... The York 2001  
This is where I first began my humble bodybuilding journey.

Back in 1990 I decided that enough was enough, I finally had it with being picked on and humiliated from being the “skinny fat guy” and I was going to do something about it!

I asked my parents to get me a home gym for my Christmas present that year so I could start working out and building muscle.

They were very supportive and ended up getting me a York 2001 home gym machine and a York barbell and dumbbell set. This is where I got my humble start in the world of working out and bodybuilding.

## At First I Was So Excited About Working Out! But This Was When My REAL Challenges Began...

When I started out I was so naive that I assumed all I had to do was “workout everyday” and all my physique troubles would be solved. I was expecting to see my body rippling with muscles in the matter of weeks...

### *But It Never Happened...*

I faithfully followed those cheesy little York workout wall charts that came with my home gym machine. Day after day I'd go through the **total body workouts**. But my body was certainly NOT “rippling with muscles”.

I couldn't understand what I was doing wrong? I was following the workouts... Where were the muscles?

I was floundering like this for months. Then I started asking around and getting “workout advice” from gym teachers, coaches, friends, and family members who all thought they were being helpful. But they really didn't have a clue as to what worked and what didn't when it came to building muscle.

So I literally wasted years of progress by following old outdated workout programs and listening to out of shape coaches and gym teachers who “used to lift weights back in the day”.

In fact, the picture to the right shows what I looked like after 3 full years of working out!

### **Obviously, Something Was Wrong Here...**

I may have trimmed off some of my pudgy belly, but what I was doing certainly wasn't helping me gain more muscle mass. I only weighed 135 pounds and **I was literally a bone rack**. Just look at the picture... It's NOT exactly what you'd expect to see from



**Before**, when I started out I only weighed a scrawny 135 pounds. I was literally a bone rack. I mean just look at the picture. I had a thin chest and skinny spaghetti noodle arms.

someone who has been lifting weights consistently for 3 full years!

It got to the point where I was working out daily. Sometimes for several hours at a time. Severe overtraining was putting it mildly. Looking back at it now I can see how stupid it was, but at the time I didn't know any different. And my lack of progress would just frustrate me even more.

Have you ever felt frustrated like this, busting your ass in the gym week after week, and nothing to show for your efforts?

If so, we have a lot more in common than you realize, and you can relate to how discouraged and helpless I felt inside. It was because of this that...

## **I Went On A Personal Mission To Find Out Exactly What I Needed To Do To Build Muscle...**

I spent years reading and studying all the material out there on how to workout and build muscle. I became obsessed with learning everything there was to know about exercise and nutrition. At first I was really excited because there seemed to be a lot of good information available. But the more research I did, the more confused I got :-)

And the real frustrating part was that most of what I learned was **WRONG...** it simply didn't work when I tried it!

You see the dirty truth of the matter is that commercial interests have complicated things to the point where it's hard to know who to trust anymore. Unfortunately, most of the "big wigs" in charge couldn't care less about helping the average guy pack on muscle & get in shape. All they care about is the almighty **\$\$ Dollar \$\$**

A prime example of this is with **Muscle Magazines**. I've literally bought hundreds of bodybuilding and fitness magazines over the past 20 years and read most of them cover-to-cover.

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I've tried dozens and dozens of the so called "champion bodybuilder" workouts that were published, and more often than not I'd end up burnt out, over trained, and more frustrated then ever.

And to make matters worse, **99% of the workouts you see in the magazines (and online) are made up by professional "ghost writers",** and are NOT even written by the actual bodybuilders themselves!



## Please Don't Fall Victim To These Dirty Lies ...*Like I Did...*

This is going on all the time. In fact a lot of companies will even hire people from 3rd world countries for dirt cheap to slap together half baked workout routines.

“Do 3 sets of this, and 4 sets of that, super-set it with something else... blah, blah, blah...”

The problem with this is that many of these “ghost writers” haven't even stepped foot inside a gym before. They are just re-cycling crap that's already out there and passing it off as legit workout programs.

In fact most of the workout programs you see published in magazines and online have NEVER been tested on anyone in the real world. They are just slapped together in order to fill up page space.

And not only are they publishing BS workout programs, but they are doing it to make a propagated profit at **YOUR expense!**

More often than not these stupid ghost written workout programs quickly go from doing “3 workouts a week” to trying to sell you the latest **Hyped Up Magic Muscle Building Supplement Stack.**

You see every single magazine out there is owned by, or affiliated with, a supplement company. These magazines are selling full page advertisements for \$10,000+ per page! So when supplement companies are forking over that kind of cash it's no wonder that over 80% of the magazines content is nothing more than supplement advertisements.

Even most of the articles that get published are nothing more then cleverly disguised supplement ads. And I don't even want to get started ranting about all the crappy “shady supplements” that they are pushing, and then laughing all the way to the bank... **with YOUR MONEY!**



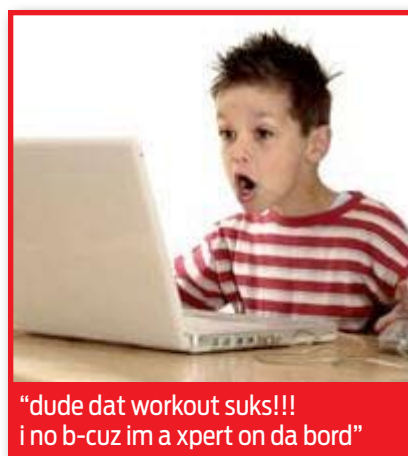
You'd **NEVER** hire someone like this to be your muscle building coach... But a lot of bodybuilding magazines and websites will get “ghost writers” to write their workout programs! ...It's crazy...

## If You Can't Trust The Magazines You Can Trust The "Internet"... Right?

I can remember the very first time I logged into the Internet. I was using an old 486 computer with a slow telephone dial up connection back in 1997. I went to Yahoo.com and searched for the word "bodybuilding". Granted the Internet was peanuts compared to what it is like today, but non the less I thought I hit the jackpot!

I spent countless hours on all the popular bodybuilding forums and message boards looking for some "real world advice", only to be bombarded with tons of useless contradictory crap and childish online debates.

And if you ever get a chance to actually see the guys who proclaim to be the "bodybuilding forum experts" it would SHOCK YOU. They all act big and pretend to know it all, but most of them are just scrawny teenagers who just started working out themselves.



A lot of these kids get a kick out of posting up fake pictures and talking smack, while they pretend to be "Experts" on the Internet forums... All the while keeping hidden behind the safety of their computer monitor and anonymous screen name.

## You Have To Be Very Careful From Whom You Take Advice From These Days...

The big turning point for me was when I started attending local bodybuilding and powerlifting contests. At first I would just go as a spectator, but I would stay afterwards just so I could meet and talk to the competitors.

This is without a doubt what helped me the most and **where I learned the “secrets” to building muscle**, right from the people who were actually doing it in the REAL World!

I became good friends with several of the local bodybuilders and powerlifters and would often train with them in the gym. This allowed me to see what they did themselves, and I would basically just pick their brains for tips and tricks on how to pack on lean muscle mass.

**This is when things REALLY started to “Click” for me and I was able to make some of my best muscle gains ever!**



Since then I've made it my mission in life to help people, just like YOU, get in their best shape ever and build a lean muscular physique through smart training and nutrition. I'm sick and tired of seeing honest hard working people being misinformed and wasting their time with ineffective programs. I don't want you to have to go through the same struggles and frustrations that I went through.

For over a decade now I've been reaching out and helping literally thousands of people from all over the world via my website <http://www.LeeHayward.com>

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I encourage you to head on over to my website right now and sign up for my **FREE Muscle Building Tips e-Mail Newsletter**. This way we can keep in touch and I'll share my very best muscle building and fat burning strategies so that you can finally achieve the ripped muscular physique that you deserve!



**Lee Hayward** – *Muscle Building Coach & Competitive Bodybuilder*

<http://www.LeeHayward.com>

## Got a question about 21-Day FMB? We got answers!

**Q: What exactly is the 21 Day Fast Mass Building Program and how does it work so fast?**

It's simply a new bodybuilding nutrition and training approach we developed – it's quite different from anything bodybuilders are doing right now in America, Canada, the UK, Australia or Europe.

The bottom line is that if your goal is not looking like an average person, you have to “trick” the body constantly in order to have different hormonal systems primed at different times.

The secret to the system is dramatic or “whiplash” calorie cycling that sets up *The Anabolic Amplifier Effect*, which occurs after you underfeed the body for a period of time and overfeed the body for a period of time. We call the underfeed part *The Primer Phase* and the overfeed part *The Overload Phase*. By cycling your calorie intake over the correct period of time, your average fat mass will *not* increase, but your average lean body mass will go *up* significantly!

**Q: Why is this better than going on a “bulking diet” where you overeat for an entire season and then take 12 weeks to cut up?**

In our experience (and many of our clients), this approach only works once, or twice, in your life and it really only works for ultra, ultra skinny guys completely new to bodybuilding. It's not a sustainable model to repeat year in and year for the rest of your life.

We have both tried high-calorie diets (“bulking diets”) and although they do help to get big, we found that you gain a lot more fat than muscle, and when you diet to lose the fat, you sacrifice the muscle too. You just start running in circles and don't get anywhere.

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## **Q: How did you discover The Anabolic Amplifier Effect?**

It's a fact that the best muscle gains in your life always occur after dieting for a certain period of time. No wonder bodybuilders hit the gym right after a big show instead of taking time off! They know their body will respond like a sponge and absorb all the nutrients it's given at peak efficiency in response to the deprived state it's been in for a while.

Your body will always be primed to gain more weight in the form of muscle mass in response to the underfed period that came before it. Basically, bodybuilders have discovered that we have a small time window – which we named *The Overload Phase* - long enough for muscle growth to occur at a rapid and substantial rate, while short enough to keep a significant amount of fat from being stored as adipose tissue.

*The Anabolic Amplifier Effect* has been around for 40 to 50 years and we simply figured out how to create mini 21-day bulking/cutting cycles – instead of spending 6 months bulking and 3 months cutting. The 21-day cycle will work very well every time you try it.

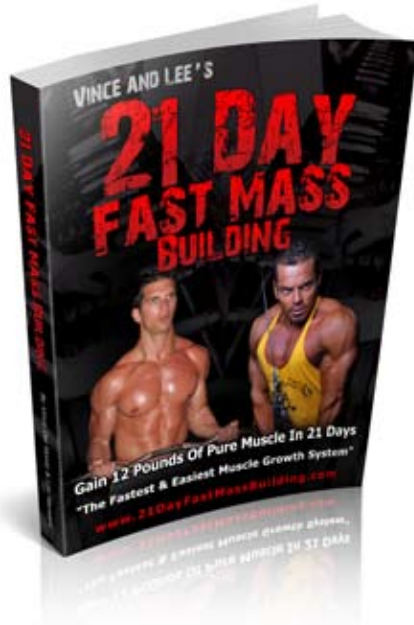
## **Q: How many times can I use the 21-day cycle?**

We recommend doing low- and high-calorie cycles, back to back, as long you continue to gain new muscle with each cycle. For my people, it's mind-boggling to wrap their minds around an entire season of bulking followed by 12-weeks of cutting. 21-days is a period of time that anyone can put his or her mind to. If 21-days of dedicated eating and training is too intimidating, then what the heck are you doing still reading all this?!

## **Q: Will I adapt to it?**

We don't think you can. Vince has personally done two cycles and gained 7.4 pounds the first cycle and another 3.1 pounds the second cycle while only increasing his body fat 3 pounds! He has not achieved results like that since he first started

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bodybuilding eight years ago! The only reason you'll want to switch is for your own curiosity to try something different but I think the **21-Day Fast Mass Building Program** will be something you revisit.

## **Q: To whom do you recommend the Fast Mass Building Program?**

This is the type of muscle-building program we would *highly* and *strongly* recommend to drug free weight trainers who are trying to increase muscle mass without gaining fat. In fact, you might even experience a loss of bodyfat while you gain muscle mass and if you do – consider that a **bonus!**

We do not recommend this program for anyone is currently obese. To be more specific, no body should start with this program if they have at least 30 pounds of fat to lose.

## **Q: Would this work for someone taking steroids?**

We're not sure about that since we're both 100% drug free. For what we do know about steroid use, we would be concerned that if someone is coming off a steroid cycle, the body's hormonal system may not function properly and will not respond to *The Anabolic Amplifier Effect* from the *Overload Phase*. If someone is taking steroids – the body may not respond positively based on the interrupted feedback loops, but in all honesty – we don't really know.

## **Q: How did you recruit your “Test Group?”**

That was the easy part! I posted a newsfeed on Facebook and got almost 50 of my friends volunteer to try out a beta-version of the program. Both Lee and I then went to our top customers and recruited another 50 people. We started recruiting people in early November 2010.

## **Q: What if I’m currently on a high-calorie diet or low-calorie diet and I want to try the program?**

If you’re currently consuming an excess number of calories, you should start with the Primer Phase (low-calorie phase) to “re-prime” your anabolic engine, in a matter of speaking.

If you already on a low-calorie diet, and working towards a photo shoot or physique show, right now would be a great time to start the program with the Overload Phase (high-calorie phase).

## **Q: What kinds of supplements are involved when following 21-Day Fast Mass Building?**

Our supplement strategy is very similar to our nutrition strategy – variety and timing is vital. We don’t agree with “random shot gunning” or taking supplements with no rhyme or reason. We believe that you can maximize the use of various supplements as well as save money by cycling supplements for 21-days at a time – then take a break. The body adapts to virtually everything, which is why if you don’t want to stay the same – if you want to grow – you have to constantly change things.

We do recommend “stacking” certain amino acids 15minutes before you workout, 30 minutes into the workout and immediately upon completion of your workout. These ingredients slam water into your muscle cells to potentiate cell volumizing and also elevate insulin levels (to combat cortisol and transport nutrients into muscles) and glycogen storage – crucial factors for building fast mass. For full disclosure, these few supplements are not mandatory pieces of the program, but

they will give you an anabolic edge.

## Q: Are there any downsides to the program?

Depending on how many 21-day cycles you go through, you'll probably have to buy new clothes – but this means you can stop shopping in the boys section and start wearing “big boy” clothes :-)

Traditionally, high-calorie bulking diets can lead to a few unwanted effects, such as increased cholesterol levels and a greater risk of cardiovascular disease, but since our *Overload Phase* is only two weeks in length and preceded by a one week *Primer Phase* (a fat-loss phase), we don't believe there will be any adverse health consequences. All the calories in the **Muscle Power Meal Plans** are based on the top 20 muscle-building and fat-loss foods in existence. We're confident in saying the **21 Day Fast Mass Building Program** is very safe. **You should however always contact your doctor before trying any diet or exercise program.**

## Q: What are the advantages to the program?

The program has various advantages over other diets, which make it much easier and realistic to follow. Our program offers variation, thus, it won't be boring to follow; it doesn't promote a lifestyle that prevents you from functioning in a social context; it's based on legitimate scientific finding; it's been tested on over 100 Test Subjects; bodybuilders have been exploiting *The Anabolic Amplifier Effect* for 50 to 60 years now; the “perfect” macronutrient ratios are not as important as the total goal calories in each phase (far easier to tackle); and the program allows you to make changes within the 21-day framework of the diet and training in terms of your individual ambitions and goals.

If you look at other diets like the ketogenic diet, the Zone diet, very high-protein diets, starvation diets, very low-fat diets, high carbohydrate diets, and high-fat diets, many of the things mentioned above are not corresponding.

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## Q: How long does it take to ship the program?

About 10 seconds to 2 minutes, depending on your computer. After you purchase, you'll get immediate access to the entire **21 Day Fast Mass Building Program** so you can download it to your own computer and start this coming Monday.

**Nothing** is shipped in the mail so you don't have to wait for slow snail mail or wait to start adding mass and seeing results.

## Q: What if I'm not a "young buck", will this work if I'm considerably older?

It's interesting because we recently surveyed our readerships and found that over 36% of our readers are males between 45-70 years of age and some of our clients in their 50's and 60's experience just as impressive results – and sometimes better than the "young bucks." If you believe age is just a number than I don't see any reason why you won't experience your *fastest* muscle gains to date.

**FYI:** muscle is a metabolic marker that tricks your body into looking and feeling younger. Ever seen a muscular 75 year old in your gym? He probably looks like he's in his 50's. **Why?** Muscle! It's never too late to start packing on pounds of muscle and be that hunk your wife wants you to be.

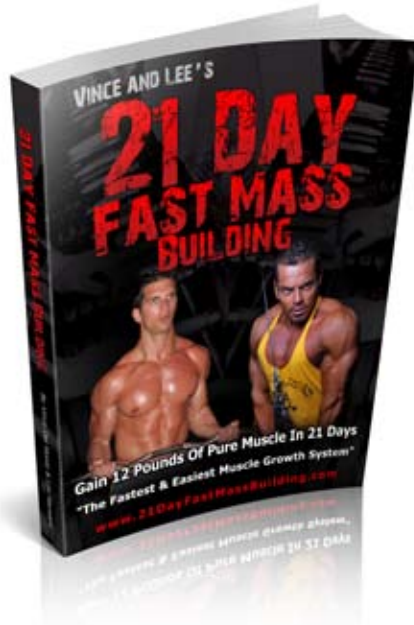
## Q: I'm a female and interested. Will this work just as fast for me?

100% *girlfriend!* Although our Test Group was primarily male dominant Lee and I would both put our ladies – Trish and Flavia – on this program. We like our ladies firm and curvy, not flabby or frail looking. This program does not favor males, a certain age, experience level or any other factor. The program works for everyone from any walk of life. The only person this program is *not for* is lazy tire-kickers.

## Q: I'm a complete beginner and wondering if I should try this program?

Man up and stop wondering! Just start with the *Fitness Model Physique* program and you're good to go. Our belief is that the best program out there is the *one that*

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*you follow.* As you print off the meal plans and follow the workouts as prescribed you're going to build some big muscle fast. My prediction is that you'll pack on 10 lbs. of quality mass in 21-days.

## **Q: What if the program doesn't work for me?**

Well with that attitude, it probably won't work for you :-). Our belief is that a program does not fail you; only you can fail the program.

As you can see, you really do have access to some powerful anabolic hormones – real insulin, IGF-1, and testosterone – a source you can use to pack on pounds of muscle by February 7th.

However... if after you follow the program exactly as outlined in the resources, and you do not build muscle size and strength faster in 21 days than you ever have previously, just shoot us a email and we'll give **you your money back**. No hard feelings and we can still be friends.

**The 21-Day Fast Mass Building Program just flat out makes sense.** It's backed by strong science, years of real world experience, a recent 100 man Test Group and we're predicting thousands and thousands of people saying only one thing, *"Dang... why didn't we think of this sooner... it makes so much sense and this is far smarter and faster than any other muscle building diet or program out there!"*

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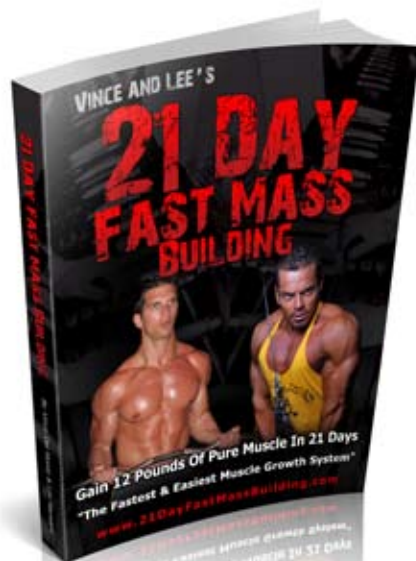
As you know, all the pressure is taken off your shoulders and placed squarely on our shoulders to deliver the results we're promising – your next step is to click [Buy The System & Pack On Fast Muscle Today!](#) and let prove it to you!

**The 21-Day Fast Mass Building Program** is a new bodybuilding *nutrition* and *training* approach to pack on as much as 12 pounds of pure muscle in just 21 days a powerful technique that bodybuilders have been hiding for decades.

The bottom line is that if your goal is not looking like an average person, you have to “trick” the body constantly in order to have different hormonal systems primed at different times.

The secret to the system is dramatic or “whiplash” calorie cycling that sets up *The Anabolic Amplifier Effect*, which occurs after you underfeed the body for a period of time and overfeed the body for a period of time. We call the underfeed part *The Primer Phase* and the overfeed part *The Overload Phase*.

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