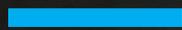




# GET RID OF FLABBY ARMS



MAPS FITNESS PRODUCTS



## GET RID OF FLABBY ARMS

Tight, sculpted strong arms...almost NOTHING says "I work out" like a pair of well-developed biceps, triceps and shoulders. They are rare in women... even in women that workout religiously. Why is this?? Is it because women aren't dedicated enough with their training? Is it because the female body is destined to have soft flabby arms? NOPE!! Its because women have been LIED to for decades. The fitness industry has fed you myth after myth when it comes to training in hopes of selling you products, gym memberships, diet books and "miracle" diet pills.

"Follow our program for TONED arms"... "our workout program develops LONG and LEAN muscles"...both statements are common and both statements are based on literal lies. You may be asking yourself why the industry would make up such lies. Apart from the obvious (to sell you their crap) it all started as a way to ATTRACT the female consumer.

When it comes to consumption of products and services women easily out perform men and marketers know this. Women make most of the purchasing

decisions for the home and women tend to take the time to research before making a decision. For years the fitness industry had a problem...women were NOT buying gym memberships. Decades ago people believed that if a woman lifted weights she would quickly look like a male bodybuilder...only men lifted weights. The fitness industry, in an attempt to remedy this, invented new terminology to attract women. They didn't "build muscle" they "TONED." Toned is a made-up term...muscles don't tone...they either build or they shrink. When muscle build they FEEL harder and firmer...it takes a LOT of building before a muscle looks big.

Workout programs designed to tone looked different than the ones designed to build and women were sold and marketed to very effectively with this message. The result of this marketing strategy was more misinformation than you can even wrap your mind around and thousands of women who did aerobic classes, tons of cardio and extremely ineffective workout programs that provided little results that did not STICK around for very long. This is especially true for arm training since the last thing most women want are arms the size of a bodybuilders. Below I have listed the top three arm training myths that is keeping you from developing the sculpted, firm and strong arms you want. Read below and apply the simple tips and watch your arms respond in ways you have yet to experience.





## MYTH ONE

### HIGH REPS TONE WHILE HEAVY WEIGHTS BUILD

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This myth permeates and infects the entire female fitness population with incredibly deep roots. I must talk about this have talked about this myth with every single one of my female clients over the last 20 years...Its s terrible myth that wont die. Its why "female designed" workout plans look different than programs designed for men.

Exercise done properly is a stress on the body...the muscles in particular. When the body receives a stress signal it aims to adapt to the signal by becoming stronger and more resilient so that the same stress doesn't cause the same damage the second time around. This is why your skin tans when exposed to the stress of UV rays or why the skin in your hands develop callouses when you handle rough objects. The muscles of the body are no different and their adaptations are plenty. Muscles can gain endurance and durability...they can become more pliable and "elastic"...and they can become stronger. All of those cause changes within muscle but only one of them causes significant VISIBLE change. The one I am referring to is STRENGTH.

With endurance muscles learn how to use energy systems better and they learn how to become efficient. This means muscles perform better WHILE they learn to use energy better (burn less calories). The result is little visible change with gains in performance.

With elastic adaptations like flexibility the muscles learn to “relax” and feel safe in new ranges of motion. This allows muscles to elongate in stretches easier with less pain. The result is very little visible change with great gains in flexibility.

With strength gains muscles need to CONTRACT harder for a higher capacity to lift heavier loads. This requires better muscle activation but it also requires muscle fibers that are BIGGER. The result are muscles that are harder, look more shapely and the wonderful side effect of boosting the

metabolism. When muscle get stronger they visibly change QUICKLY as a side effect of the strength adaption because harder and denser muscle fibers (what you feel when you get “toned”) can LIFT MORE WEIGHT...and the best way to get stronger is to LIFT HEAVY. No debate there...every strength coach and personal trainer in the world knows this...heavy weights build muscle fastest and most effectively.

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#### BOTTOM LINE

Lift heavy weights in the 6-12 rep range for fast visible changes to your arms.

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## MYTH TWO

### DOING THE WRONG EXERCISES

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There are countless arm exercises that exist...more than I can list in this article. They all send a signal to the body to adapt and get stronger HOWEVER they are also DIFFERENT in how effective they are at sending this signal. ALL EXERCISES ARE NOT EQUAL. This is a well known fact among strength coaches and it has been for decades. Some exercises are better suited for corrective and rehab purposes...other exercises are better suited for better movement...and some exercises BUILD MUSCLE and cause visible changes at a much faster rate than all the others. For obvious reasons these incredibly effective building exercises are the ones that body builders, figure competitors and bikini competitors choose most because they cause the fastest change. These are also the exercises that most "fitness programs" that are marketed specifically to women avoid in order to show women that "our program isn't like the one your boyfriend does." This is crazy!! What is effective for men is also effective for women and, unless you take anabolic steroids you have about as much of a chance of building a massive muscular and masculine body as you would if you tried to grow a beard by applying aftershave. It simply wont happen.

Doing these effective exercises will build more muscle for you than the less effective exercises but your ability to build muscle is far less than that of a man. The result of doing the same "muscle building" exercises is sculpted, tight and defined arms in a relatively short period of time. The result of choosing the wrong less effective exercises are arms that seem to not respond. Plateaus and failure become the norm and it takes YEARS of this approach to get the results you want.

The ABSOLUTE best and most effective exercises for arms are mostly done with free weights and are known as the "basic" movements. Barbell and dumbbell curls, overhead barbell and dumbbell tricep extensions, bench presses and rows, pull ups and dips...all those "bodybuilding" type movements will send the best adaptation signal to the muscles of your arms to CHANGE QUICKLY.

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#### BOTTOM LINE

Do the classic free weight bodybuilding arm movements for fast visible results.

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## MYTH THREE

### SHORT RANGE OF MOTION TRAINING

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Recently exercises classes that promise women “long lean arms” have been popping up. Classes like Barr Method, pilates based classes and “pump and burn” type classes are all the rage. These classes have a lot in common...these workouts definitely feel painful, they make you sweat and they make you sore. Unfortunately they have another thing in common...they are TERRIBLE for fast visible changes in muscle.

When muscles adapt to exercise they do so in very specific ways. Train one movement over and over and you get better at that movement with little carry over to other movements. In personal training jargon this is known as the “principle of specificity” and its true for ranges of motion as well. If you do small constant “pumping” or “burning” type reps like you see in barr classes or in pilates classes you will get muscles that perform well under those circumstances which is fine if you just want to get good at those classes but is TERRIBLE if you want to see actual visible change.

The longer and fuller the range of motion that you train the MORE muscle fibers you affect and when you combine this with heavy weight and the right exercises you see results MUCH faster. For example a full squat will develop your legs and butt much faster with better results than half squats. This isn't even a debate. Full range of motion is extremely important and doing short high rep endurance based exercises will take a LONG time to show you visible change.

It's also important to note that full range of motion training is superior for real world functional strength. Injuries during movement tend to happen when we train OUTSIDE of a range of motion we have control over. Short range of motion training is not only incredibly ineffective for sculpting the arms it is also a recipe for injury.

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#### BOTTOM LINE

Train in a full range of motion for more functional strength and for better visible results

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That's pretty much it. Erase the brainwashing you have endured from the fitness industry and train in the most effective and proven ways for real results. Your journey towards sculpted strong arms isn't nearly as long as you think when you do the right things...break free from the chains of crappy advice and apply the above to your training now.





## SAL DI STEFANO

Sal was 14 years old when he touched his first weight and from that moment he was hooked. Growing up asthmatic, frequently sick and painfully skinny, Sal saw weightlifting as a way to change his body and his self-image. In the beginning, Sal's body responded quickly to his training but then his gains slowed and then stopped altogether. Not one to give up easily, he began reading every muscle building publication he could get his hands on to find ways to bust through his plateau. He read Arnold's Encyclopedia of Bodybuilding, Mentzer's Heavy Duty, Kubrick's Dinosaur Training, and every muscle magazine he could find; Weider's Muscle and Fitness, Flex, Iron Man and even Muscle Media 2000. Each time he read about a new technique or methodology he would test it out in the gym. At age 18 his passion for the art and science of resistance training was so consuming that he decided to make it his profession and become a personal trainer. By 19 he was managing health clubs and by 22 he owned his own gym. After 17 years as a personal trainer he has dedicated himself to bringing science and TRUTH to the fitness industry.