


The **4** Greatest  
***Fat Loss***  
***SECRETS*** In History



The Interview -  
Marc David with Craig Ballantyne  
by **Marc David**

4 Ways To Torch Fat Fast | Marc David

BEFORE WE BEGIN...

## THE AUDIO VERSION OF THE INTERVIEW



This is a transcript of the main audio portion of "THE 4 GREATEST SECRETS TO FAT LOSS IN HISTORY". It was included here as a reference, but it is not intended to substitute for the actual audio volume of the interview.

In fact, if you haven't yet listened to the main, 55-minute audio presentation, why don't you close this file and listen to it right now. :o)

**-Marc and Craig**

[Click Here To Download The FREE Audio Version Of This Interview](#)

---

## LEGAL STUFF

This is a **FREE** e-book. This e-book may be freely distributed as long as all links and content remain 100% intact.

NOTICE: You DO Have the Right to Pass Along This Report!

Copyright 2007 Marc C David & Craig Ballantyne

**ALL RIGHTS RESERVED.**

DISCLAIMER AND/OR LEGAL NOTICES:

The information presented herein represents the view of the authors as of the date of publication. Because of the rate with which conditions change, the authors reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the authors nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This report is not intended as for use as a source of health or medical advice. The information herein should not be used to treat, diagnose, or prevent a disease or medical condition without the advice of a competent medical professional. Any reference to any person or business whether living or dead is purely coincidental.

---

# THE 4 GREATEST SECRETS TO FAT LOSS IN HISTORY – THE INTERVIEW, BY MARC DAVID WITH CRAIG BALLANTYNE

*Marc:*

Hi, this is Marc David with [NoBullBodybuilding.com](http://NoBullBodybuilding.com), and I've got something a little bit exciting to tell you because I've got somebody on the line who's actually a fitness expert. Craig Ballantyne is a certified strength and conditioning specialist and writes for *Men's Health*, *Men's Fitness*, *Maxim Fitness*, *Muscles and Fitness* *Hers* and *Oxygen* magazines. His trademark Turbulence Training for Fat Loss Workouts have been featured multiple times in *Men's Fitness* and *Maximum Fitness* magazines and has helped thousands of men and women around the world lose fat, gain muscle and get lean in 45, in less than 45 minutes three times per week.

But more important is the simple fact that Craig is an industry expert. He's actually certified in the industry, recognized by his peers and other well known gurus who don't just promote everybody who comes along. Now, you're going to ask me why you should care. Because in the age of the Internet where it levels the playing field, making everybody seem equal, you need to realize that not everybody actually is equal. Would you take your car to just anybody to work on? Or is the answer obviously that you take it to a qualified mechanic or personal friend that you knew had the experience? The same thing to be said here.

You see newsletters all day long with the new name of the month who's the expert, but right now on this call, I've got a real certified pro who's qualified to answer the questions I'm about to ask. It might seem the playing field is level, folks, but that's an illusion. Let me welcome Craig Ballantyne, the author of *Turbulence Training* to this call. Welcome to my call, Craig.

*Craig:*

Thank you very much, Marc.

*Marc:*

Now before I jump into this, some of these questions might be a little long. You can answer them however you want to answer them. You can be short, you can even say pass, and I'll skip, but I'm really looking to do here is just figure out what your take is on a sound aerobics fitness program and some of these cardio free diets or exercise free programs along with all the studies I've been seeing lately where weight training and exercise doesn't seem to make a difference, and then you know, the rewrites of cardio doesn't seem to play any role in fat loss. I'm really

trying to figure out what your take is on that is. So, that's the purpose of the call.

*Craig:* Cool.

*Marc:* So, the first question is I've heard about a few programs that advocate doing no cardio whatsoever. The descriptions are along the lines of cardiovascular workouts do burn a few calories, but far fewer than you think, and the more cardio you do, the hungrier you feel, and only this cardio fail to help you lose weight, but it kills. It kills your time, your energy, your joints and your motivation. You burn a few measly calories, but then you eat twice as many afterwards. The result, weight gain and lots of it, so with that one, do you really think cardio is a waste of your time?

*Craig:* Well, I mean, it might be if you're doing it and you're not getting any results then you're probably better off spending some time doing something else. I know that I've had more than one, usually it's a woman, but more than one person write in and they tell me about how much cardio they're doing. Like one woman was doing seven hours of cardio and not getting any results, so you know, the question is what's next? What are you going to do? You going to quit your job and do more cardio? So obviously for this person, the cardio training is not getting them closer to their goals, so we have to look at them doing something else.

"You going to quit your job and do more cardio?" – **Craig Ballantyne**

Other ways, there's two other ways that it can be a waste of their time and one of them is if you're doing it, you're ending up injured from overuse that's clearly not a good use of your time, and if you can be getting more results in less time doing something else, then again, you know, if you want to use a different phrase than waste of your time, that's fine, but it's clearly not the best use.

On the other hand, if you're getting great results and you don't suffer from a lack of time, then obviously cardio is not a waste of your time. I mean, most of this cardio controversy can be answered with some basic common sense. I mean, the other reason that it's not a waste of your time is if you truly love doing it and you're doing it healthfully and you're not obsessed with it. If it's contributing to your progress and you know, there isn't something else you should be doing with your time, then, no, it's not a waste of your time.

But to me, personally, I believe that it is relatively inefficient for the results that most people are going after, but it's not going to kill you and certainly not going to make you fat, which I've read in some other writings. I like to think I'm a relatively moderate person with a bit of

common sense here, and so, there are answers that can be both yes and no, that for some people it's going to be a waste of their time, and for others that it's not a waste of time.

*Marc:* Well, with that, do you have to sacrifice your joints for your heart?

*Craig:* Absolutely not. The thing is as much credit as we give to cardiovascular exercise for improving cardiovascular health; it's probably not the most important thing. I mean, there's so many other ways to improve your cardiovascular health. I mean, the basics are don't smoke, don't drink excessively, don't be overweight and don't eat certain foods like trans fats; and on the other hand, do be active in activity you enjoy. Don't be stressed out, so make sure that you have some stress reduction tactics. Maintain a healthy body weight and eat the right foods, lots of healthy fats, protein, fruits and vegetables.

I mean, that's a big, broad picture. I mean, if you think about the old people that you know that are in good health, I bet you a lot of them haven't spent four, five hours a week doing cardiovascular training. They've been active, they're probably very happy, good natured people, and they eat and live in moderation. So, I guess my answer is, again it's very moderate there, and you certainly don't have to do cardiovascular, joint pounding exercise to live long and happy and healthy without cardiovascular problems.

And if you do too much cardiovascular training, it's, in certain methods obviously, you can end up sacrificing your joints, and that's one of the things that I refer to as the dark side of cardio. When I've been in gyms with a physiotherapy office in the back, who are the people going in there most of the time? People with overuse injuries, whether they're desk workers with overuse injuries, whether they're weight trainers with overuse injuries, more often than not, they're endurance athletes with overuse injuries from spinning too much to running too much. There's certainly, again it just comes down to common sense and having a professional look after your program, and you'll end up with the most benefits with the least amount of risk.

*Marc:* Well, I think you've probably already answered this one, but I'll just ask it again just in case, but does aerobic activity have to be extremely time consuming?

*Craig:* No, I don't think I've covered that yet, and one thing is you do have to look at, you know, there's a law of diminishing results. If I do 30 minutes of steady, say cardio, am I only getting half the results as a person who's doing 60 minutes? No, that's not true. And can I get a lot of cardiovascular benefits from doing interval training in shorter workouts? Definitely, so it doesn't have to be excessively time consuming to improve your health.



- Marc:* That's absolutely perfect which leads me to this next question. This one will be a little bit weird so, and it is supposed to be an absolutist statement, so I'm not putting in any words here that I didn't actually hear. But one person said and I quote, "If you want to lose weight then you should never do cardiovascular exercise."
- Craig:* Well, that's obviously somebody taking something a little bit extreme there. On one hand, you're going to have those people that are literally doing seven hours of cardio per week and not losing weight. Chances are there are a lot of nutrition problems with that person's program, but for some reason there are people that don't respond to cardiovascular training.
- On the other hand, I mean, there's plenty, especially in young men, it's very easy to get very lean with cardiovascular exercise. Body builders, I mean, how can you say that if you want to lose weight then you should never do cardiovascular exercise, and that just flies in the face of thousands of body builders and fitness models that have done a lot of cardiovascular exercise and achieved a very lean appearance. I mean, it's certainly not stopping anybody from losing weight, or it's certainly not stopping those people from losing weight. Maybe it's stopping somebody else, but it's certainly not stopping most people from losing weight.
- That said, again, I don't think it's the most efficient way to lose body fat, and I know some of your other questions are going to probably address that, so, you know, obviously, I disagree with this person.
- Marc:* Ok. I sort of wanted just to put that one in there just because from my perspective, I think, [Tom Venuto](#) said it as well, but taking an absolutist view of anything, those are usually the people that he said you want to avoid. When people start using the words *never* and when it's an absolutist viewpoint, those are usually signs that there's something wrong.
- Craig:* Well, I mean, that's, in this day and age, if you're not at the extreme you're not standing up, so obviously some of those quotations, no matter what industry you're in, obviously they're set for a reason and that's probably more business than results as far as the training goes.
- Marc:* True. So from a fat loss perspective, I can see why these programs, you know, make sense on that level. Basically, you build more muscle which in turn burns more fat, so your metabolism is increased, but in your professional experience, and this I think where the real meat of the call is going to come as far as people seeing a gem of wisdom. So, in your professional experience, what are the three keys to fat loss?

*Craig:*

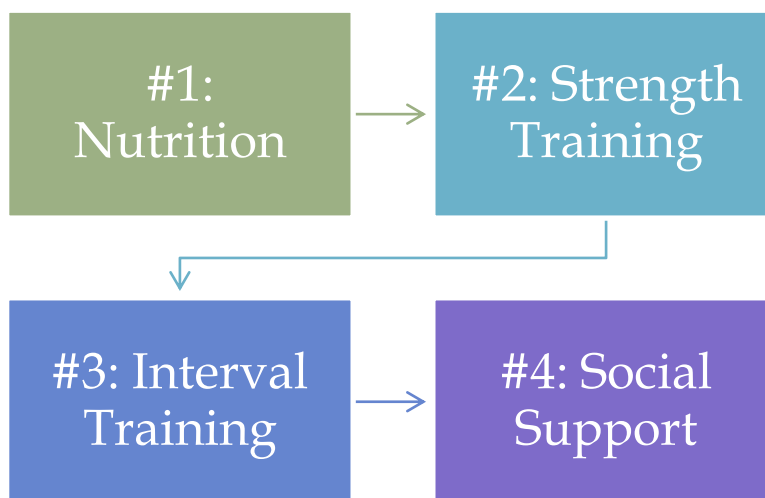
Well, the three physical keys are nutrition, that is number one and you know, I'm a guy who makes my living selling training programs, but I still admit that nutrition is more important than the training program. One way to look at it is that you cannot out train a poor diet. It doesn't matter how good your training program is unless you're an 18 year old guy, your nutrition can totally screw up a great program.

On the other hand, if you eat really well and stick to the right program, then you can, you stick to the right nutrition program, sorry, then you can have a less than optimal workout program and still get great results. So, I believe that nutrition trumps training so nutrition is number one and then strength training is number two and then interval training for me is number three.

But I also want to add a fourth factor which is not necessarily physical, but more mental and that is social support. A lot of people neglect having a social support group. If any of your listeners have a hard time staying motivated, or sticking to a program, maybe they still have the motivation but they just can't stick to the program, a social support is incredibly important. If they can find anybody in any facet of their life that is supportive, whether it's on the Internet in fat loss forums, whether it's in person as a workout partner, whether it's their spouse, whether it's their doctor, trainer or nutritionist, you can't do this all by yourself. Most people can't anyways, otherwise I think we'd have a greater success rate. So look for a form of social support. The best two sources are professional or someone that is also successfully losing weight. So, if you hang around people that are losing weight, you have a better chance of losing weight. And when I say losing weight, that's interchangeable with body fat because that's what we're worried about.

---

## THE 4 KEYS TO FAT LOSS





*Marc:*

Well, that makes a lot of sense, especially number one and number four. At least in my own personal experience, I know that before I was able to really pack on some muscle, I was trying all kinds of you know, heavy lifting programs and you know, doing program of the month and really working out hard in the gym, but I have to admit that my nutrition basically sucked. It just wasn't any good, and the minute I started figuring that out, how many calories I needed, what to eat, what was healthy to eat and the portions, and really the mast building foods, I noticed that I started to not only lean up, but I put on a lot of muscle mass as well. So, I have to agree with you, the nutrition for me, I mean if I had to throw a percentage out, it, you know, was near 80%. It made that much of a difference for me.

And number four, the same goes. You know, having a support group. I'd have to say that my subscribers, my listeners, the pod cast members, the people that are on my body building forum are really my support group because they hold me accountable. In some ways, maybe I'm trying to keep up with the pack or show off or whatever you want to say, but you're absolutely right. Doing it by yourself without anybody supporting you or encouraging you or helping you would certainly be a lot harder. I know my gains substantially improved after I, you know, started reading all these different fitness newsletters and participating in forums and getting different workouts, all of a sudden, that sort of light at the end of the tunnel really started to shine through, so I would have to agree with you, especially on number four.

Now, this one's a little bit different just because this question was sort of odd, but again it might be an absolutist statement. But the only reason anybody should ever spend a minute exercising is to increase your body's lean muscle tissue. Can you comment on that statement?

*Craig:*

Well, I mean, it just, you know, I don't really see the point why anybody would say that. I mean, if somebody wants, I guess this is referenced only into changing somebody's body because obviously an endurance athlete would need to spend minutes doing other types of activities and not just be focusing on building lean muscle tissue. So, let's take a look at it in that context and I still would disagree with it. So, if we were only thinking about this statement with respect to fat loss or body sculpting and thinking that you should only spend time exercising to increase your body's lean mass tissue, I would disagree because I believe that there's some benefits from interval training that help to boost your metabolism.

You know, if I was going to rearrange that statement, I would say, you know, for fat loss, the only reason anybody should ever spend a minute exercising is to increase their body's metabolic rate because to me that's the foundation in my training system, building lean muscle tissue, just a

pet peeve. I always dislike it when people put the word *lean* in front of muscle. Are you going to build fat muscle?

*Marc:* Yea.

*Craig:* I mean, you know? Ok, so the foundation in my training is we want to boost our metabolism with the strength training and interval training and you know, strength training builds muscle tissue which does help increase your metabolism and you know right after exercise, after a hard strength training, work out your post exercise metabolism is increased. So, you know, I certainly wouldn't limit the only exercise people do to building lean muscle tissue.

*Craig:* There're certainly other benefits, I mean also, you know, boosting metabolism and taking care of your abs and your lower back. You might not be building lean tissue there, but there's certainly, that's the type of exercise you have to do sometimes.

*Marc:* Ok. Now this question, some different avenues here, but bear with me here. While excessive cardio is indeed a waste of time and can be detrimental to those looking to build muscle, it seems there're some specific cardiovascular benefits that help with athletic performance that go beyond just heart healthy benefits. So, one fact I picked up was research on people untrained who did bike cardio to failure three times a week, showed that the number of capillaries increased 100% in the leg. So this means better nutrition and oxygen to the affected area and all that imparts. So, cardio training provides new roads to the muscle where strength training alone cannot. So, my question is that true and what might this actually mean even to people trying to build muscle, does it mean more pathways into the muscle so more nutrients can be delivered or am I reading that wrong?

*Craig:* Well, you would first have to establish that blood flow and nutrient delivery is a limiting factor in strength training, or in building muscle, and to be quite honest with you, I don't think it is. If you believed that, then you would actually have to say that these, in my opinion, worthless nitric oxide supplements would actually be beneficial because they increase blood flow, but I don't believe that increased blood flow is making anybody bigger or even stronger.

So, the fact, in my opinion, mechanical factors which is the eccentric, the lifting of weights and the lowering of weights, most importantly, and the concentric, the lifting of weights, the mechanical stress is what stimulates the growth response, and there's enough blood flow to match the needs of the mechanical stress. And the limiting factor is A, mechanical stress and B, the processes in the muscle for regeneration and repair which are probably determined by genetic factors. And then obviously the amount of nutrients, the correct nutrients, but I don't believe that nutrient delivery

which you asked about, is a limiting factor here. So, to me, I really, if you took those untrained people and you trained them intensely with strength training only, you would probably show an increase in capillary density as well because the university that I went to, McMaster University, they had showed that in body builders there's an increase capillary density due to that training, but I don't believe that that increased capillary density made the muscle bigger.

And then the last thing I just want to say on this is that it's clearly not, it doesn't sound like what they were doing is traditional cardio. It sounds like they were doing interval training because, and that makes sense because what interval training does is it decreases oxygen saturation at the muscle level, and the response of the muscle is to increase the number of capillaries so that in your future training sessions, your muscles aren't deprived of oxygen like they were in the last training session. So, your oxidative enzymes increase in your muscle tissue, and then your capillary density increases or your oxygen delivery, so.

Long story short, I don't think that cardio, if you took 10 guys and gave them body building only and you took 10 guys and gave them the same body building workout and additional cardio, you wouldn't see any difference.

*Marc:* Ok, well, that sort of leads me to a surprise question I want to throw at you right here. Just because you mentioned it, and I know that I get a lot of questions on this particular product, so and this is just out there. You can pass on it if you want. NO<sub>2</sub>, nitric oxide style supplements, are you saying you're not a fan of that and you don't play into the, "It builds muscle"?

*Craig:* Oh, not a fan at all, not believing one second that that type of stuff increases muscle.

*Marc:* I just mentioned that because at least on my forum and I get a question a week on, you know, the new nitrix oxide product, you know, pumps and, you know, "It gives me great pumps and delivers nutrients," and it's the same old spin, but a lot of people are getting pulled into buying those style products thinking that, you know, it's going to increase my blood flow, it's going to give me better pumps, I'm going to get more nutrients and the muscles are going to get bigger, and I think what they're getting is caffeine from the product which, you know, amps you for your workout and maybe a placebo effect which I'm all in favor of. I mean, if you give a man a sugar pill and he could bench 450 pounds and he doesn't know, then the mind is a powerful thing, right? So-

*Craig:* Well, I think that there's another ingredient in a lot of those products and I am saying this, I don't study a lot of these products, but I know that

some of them have creatine in it, so, you know, same with some of the protein powders out there have creatine in it.

Creatine I know can help you do more work, I mean, it may not work for everybody, but it can work for a lot of people, so. I wrote years ago that the muscle pump has nothing to do with your body building. I mean, again, it's the amount of blood flow to muscle does not result in muscle growth alone. I mean, the work has to be done to the muscle. If, and this should be a pretty graphic analogy, if blood flow to an area increase size, then we would have a lot of older men using Viagra that were well endowed, you might say, but blood flow alone does not cause growth. So, that's important to understand and you know what? You know what? If somebody shows me a well done study from a scientific journal that proves me wrong, I'll definitely write about it in my newsletter, but until that day, I am pretty confident that these products are not directly responsible for growth, unless they contain creatine or, I didn't know there was caffeine in some of these products, but if there is, it certainly can help your focus in the workout. So-

*Marc:* There's not many, NO<sub>2</sub> style products anymore, I mean, there are a few, like the original NO<sub>2</sub>, but a lot of them now come in transport systems that have Taurine, caffeine, creatine, I mean, a slew of different things, so pointing, it's very difficult to say, "Well, I know that this NO<sub>2</sub>," it's like, "Really cause there's nine other things in that."

*Craig:* Yea, and you know what? I mean, if it's their money, and if they are loving every minute of it, then by, who am I to say, "Don't waste your money," if you're enjoying the effects of it? You know, it goes back to my original statement on the cardio there, if you love every minute of it, and you know, you've got the time to spend doing it, then by all means, go ahead and do it, but, you know, put it this way, I wouldn't buy them.

*Marc:* Well, having done super sets myself, you know, I can testify to the fact that my heart is pumping during those workouts and the intensity levels are very high. But would making a statement like, "Strength training gives you all the heart healthy benefits of cardio," would that be like saying that doing the Stairmaster gives me all the muscle boosting effects of doing squats, or is that sort of a bad analogy?

*Craig:* It is a bad, it's not a great analogy, and again, it comes back to something I said earlier in the interview that there is so many factors that affect cardiovascular health that I think there's an over emphasis on the entire, you know, steady stay cardio for heart health.

You know, if you take a look at the most basic general recommendations for health, you know, the doctors of the, you know, ACSM says, you know, you should be walking for 30 minutes seven days a week or something like that, or I mean, if that is the basic recommendation and

somebody says to me that my 45 minutes of strength training is not helping my heart health, I mean, that just defies common sense because there's so many factors here. I think it really comes down to you're going to have very good heart health with great nutrition first of all and avoiding stress, smoking and excessive alcohol. Just take a look at where the oldest people in the world live, you know, some of the islands in Japan. I really doubt these people are doing steady state cardio. They're living to very long ages because they're eating incredibly healthy diet.

There are many factors in there, they're generally avoiding stress, or at least in the past, maybe things have changed now with modernization, but I like just to look common sense wise at people that live a long to a long age, why do they live to a long age? Was it because they did cardio? Most people that live to a long age now have never ever done cardio. So, again, it's just being active with an activity you enjoy is probably more important and I don't think that cardiovascular exercise is the be all and end all of improving your heart health with exercise.

Marc:

Well, the reason I'm going to ask this next question is because I think a lot of people who might read, you know, various magazines, it seems like the stars really get in to talking about a certain type of a diet or something they've tried. So, what's your take on weight loss and using stars as proof because it seems to me that some of these stars go through some crazy routines and diets to get to a weight goal or look a certain way and then, you know, it goes back to the same old routine that they've done, you know, after the photo shoot or the movie.

You know, I can name numerous stars that have either bulked up or lost a ton of weight and changed, but people look at them as like, "Oh, you know, what was Brad Pitt's routine for *Fight Club*. I want to look just like that." Of course, Brad Pitt doesn't look like that right now anymore. He specifically trained for it, but people are looking at these stars as somehow, you know, as proof that they can achieve something, and I'm not sure that's, you know, they're paid to do it, they have professional trainers doing it, it's sort of their job, and people who are, you know, working at home or have fulltime jobs or looking to do the same thing, and yet, I don't know that that making that connection is always such a good idea.

Craig:

I don't really know enough to comment on some of the workouts and diet changes of the stars, but I mean, we certainly can look to successful role models and even in the magazines. I mean, I interview women for *Oxygen Magazine* and there's a woman in there that has had six kids and she looks fantastic. She's a fitness model, you know, she's about 36 years old, didn't even start doing this until she was 32.

And then there's John Benson's [Fit Over 40](#). That's where people should, you know, people that are over 40 that want to role model, they can look. And I mean, all these transformations, I think all these transformations, like body for life and even the supplement Transformation contest, not the ads, but the contest and where they show the winners and stuff, if they're legitimate winners. I mean, we can learn a lot from these people and that I've always say that we can often accomplish a lot more than we give ourselves credit for, and you know, there's definitely no point in selling ourselves short, so whether or not, you know, the million dollar stars are using a good program or not is irrelevant, but us everyday people, if we use a good program, and we plan ahead which is often what most people fail to do or just don't want to do.

Plan ahead with your nutrition, you can avoid the obstacles in your life that, you know, keep the body fat on your body and really working out becomes the simple part of it. The nutrition is the hard part, but if we commit and we plan ahead, then we are all capable of incredible changes. And there's a lot of inspiring stories out there, far more inspiring stories from the average, everyday person that makes these changes, whether they lose 200 pounds to go from 350 to 150 and a healthy weight, or whether they go from, or whether they're 40 year person that makes incredible transformation and steps onstage for the first time. I mean, those are the people to look to for your role models and to show what can be done with busy lifestyles, with kids, with families, with jobs we can all pull it off.

*Marc:*

You know, it's interesting that you say that, especially the part about not just the mental aspect of it, but what you can accomplish in not selling yourself short, and the reason I bring that up again is that I, you know, at least once a year, usually in a body building forum because that topic gets buried somewhere and it starts, you know, a new topic, the topic of genetics comes up and body building and reaching your genetic potential, and in a sense, I think that that's sort of, you know, a lot of times when I read these posts, a lot of people are selling themselves short because they figure, "Well, my family is small, so I'm never going to accomplish those things," and so they're looking for, you know, supplements or something else to do it for them rather than looking at the nutrition and training harder and making those, you know, results happen for them because they look at the genetic potential like, you know it's selling themselves short, and yet, you're absolutely right.

You look at some of these other people and that question doesn't even come into their mind. They simply just 100% go for it. They're not worried about their genetic potential compared to Mr. Olympia or something like that. They're just reaching their own limits. I don't know that that question comes into their mind. I mean, it probably doesn't if



you're going to succeed doing 100%, then you're not really worried about, you know, mentally limiting your factors and your potential as far as genetics go.

Even for me personally, I see that question all the time and I know that I haven't reached my genetic potential because I know that I could train a little bit harder because every time I find a workout from one of you fitness gurus out there, it pushes me to a new level that I hadn't been to before. So, even for me, I haven't reached my genetic potential. I have no idea what it is, but I know that I'm not there.

*Craig:*

Oh, I agree with you. I know I'm not at mine, and I know that it's due to my shortcomings and I know that if I focus my efforts even more. I mean, I'm still making improvements, but you know, I'm never satisfied, and like most people, most people are probably in the same boat as you and I, Marc, that they know they can do better, but are least striving to do better. I mean, we certainly are and you know, a lot of us are at different stages of understanding that and knowing how to harness our potential, but you know, the key is as long as you don't stop and as long as you, I mean, you can understand that you're not at your potential, but you can also understand that you can still improve. And as long as you don't look for excuses or you know, I hate to say the word *quit*, but as long as you're not quitting, as long as you keep on moving in a positive way, then you're doing a good job, and that's what we should all be striving for is just keep on kicking butt and doing the best we can, you know?

*Marc:*

Well, I just bring that up because like I said, I see that every year and for me, I don't believe in answering that question anymore because it doesn't even come into my mindset. I mean, I'm just going to continue to improve. I know I can do better and I'm not worried about what my genetic potential is or comparing myself to other people. I think that's sort of, when you start to go down that path, you potentially can make excuses for why you're not at a certain level. I just don't even think about it. I mean, if I want to achieve a certain level, then I try to achieve that level. I don't know that anybody knows what their genetic potential is, but I can tell you that 99% of the people that I encounter never hit, you know, those types of levels. They always could be doing more than they are to improve themselves, so not even sure that I question is something that people should even really think about other than-

*Craig:*

We should just keep on making plans to improve.

*Marc:*

Exactly. So, I think you covered this one, but you know, as with many of these new programs, they all seem to skim over the fact that the real results come from changing a person's diet, not eliminating cardio or eliminating weights or fruits or fats or anything else. Some have diets so

low in calories it's not a surprise people would lose weight. So, would you say that making dietary changes is the most deciding factor?

*Craig:*

Yes, yes, absolutely, and I often, I did say this already that I believe that sometimes the nutrition is the hardest part. The training, I mean, while physically very hard is not as mentally hard to stick to as nutrition, and it is absolutely the key, not only in fat loss, but also I believe your nutrition is also the most important part of your health. So, I mean, if you are neglecting it or you're not doing as well as you should, you know, I recommend everybody to do a inventory of their nutrition and see if they can't make some changes, and what I like to tell people is just try and make one small change every day and one or two big changes every week. I know that I'm even improving my nutrition every once in awhile I make sure I scour the vegetable area for a new vegetable that I may or may not enjoy and just make sure that I get it back in the nutrition plan, so.

Every day should be trying to improve and every day that you try to improve, you'll find a way to make things easier and make healthy eating a better habit, so especially for the beginners out there, you know, don't worry about changing overnight. Just try and make improvements every day and try and make it so that these changes become habits, and once they become habits, things are going to start to improve very rapidly and any time I go to a seminar or conference and you know, hang out with fitness professionals, whenever we have lunch, we always talk about, you know, because sometimes we're at a seminar and we don't have time to grab the best food. We do the best we can, but you know, if we slip up, we always talk about how we can't imagine how people feel crappy every day because of their nutrition, that nutrition choices that most people make, I mean, if I eat one bad meal, I don't feel that great, and I don't understand how people can go around living like that every day and day in and day out, but you watch people eat nothing but processed foods and high glycemic carbohydrates and it's hard to imagine what they must be feeling like, so, you know, we all know we need to improve our nutrition, so definitely everyone out there should do the best they can.

*Marc:*

One thing that I've seen a lot of people do is, and it's kind of unfortunate, is you have person totally wants to change their lifestyle, maybe lose a lot of fat, so they start reading, they get involved in newsletters and some forums and they kind of figure it out for themselves and actually do pretty well because they ask questions. And then they go from, you know, not such a great lifestyle, say an unhealthy lifestyle, and starting on Monday, you know, because they read about this on Friday.

So, starting on Monday, they're not going to drink, they're not going to smoke, they're going to totally revamp their kitchen, buy all the healthiest

foods and they're going to start exercising four times a week and doing cardio five. And at first, you know, these people are pretty happy, but then they start to realize, I think they start to realize, that they made too many changes too quickly, and what ends up happening is all the sudden, you don't hear from them anymore. And then when you do two years later, you know, they've fallen off the bandwagon. And I think that goes to exactly what you said, making very slow changes in your lifestyle to make them habit.

So, if you have a whole bunch of unhealthy habits, focus on one at a time. If you have a drinking habit, then focus on starting the limit the alcohol intake, or trying to quit smoking. Maybe start with a healthy breakfast. You know, small changes as opposed to changing your entire lifestyle overnight because A, it's not habit, first of all. You've just made a massive change to your lifestyle and keeping up with that is nearly impossible. It's frustrating; your whole life is in turmoil. You basically changed how you eat, how you live, how you function, so you're exactly right on making small, significant changes over time until they become habit is exactly where you need to be even from my own personal experience is the same thing. I've made small changes over my life to the point now where it's just habit. I don't even think about really eating healthy anymore. It's just habit.

*Craig:* Yea, we could talk for hours on helping beginners get their kick start, but you're right, you're right.

*Marc:* Slow, slow changes. The last thing is Will Brink; the author of [\*Body Building Revealed\*](#) said there're many energy pathways in existence. If you leave out something like cardiovascular training because these programs give you the same heart healthy benefits, you're really ignoring one of those energy pathways. So, if you just do strength training, you're not training nor expanding the capacity of other systems that are important to athletic performance. So that goes back to my question is doesn't a sound athletic program, it has all of the key components you were talking about, nutrition, strength training, interval training, and the mental aspect. So, leaving out one of those pathways is a mistake, am I right about that?

*Craig:* Well, it all depends on what the person needs. You know, if we're talking about athletic performance only, I mean, I don't think I have a good reason to put a wide receiver through an extensive cardiovascular training program, so basically, it's a needs analysis. What does this person need, what training methods will suit their needs and then we work around that.

I know body builders that don't use any cardio and step onstage at low single digit body fat, so there's a very big individual factor here. You

know, that's a bit of general statement, so, I guess, my answer's not, it's just paying lip service to, it's very individual exactly what the best training program is in these individual scenarios.

*Marc:* Well, speaking of training programs, now that I've monopolized your time, what I really want to find out if you offered a program called [The Turbulence Training Program](#). So, in a nutshell, what is that? I mean, for people listening, and they're like, "What's the [Turbulence Training Program](#)?" Exactly what is that?

*Craig:* It's home based workout, so I wrote this program because I write for *Men's Health* magazine and *Women's Health* magazine and that is they typical audience that I deal with, very busy people, you know, that work 10 hours a day and commute round trip of two hours, so they have very limited time, you know, to train in the morning before their kids get up or after their kids go to bed at night, and so they can just do these workouts at home with dumb bells, exercise bench, body weight. I have a lot of body weight variations, some pretty unique and funky stuff, but at the same time, you know, not being creative for the sake of being creative, being creative for the sake of results. And it's a combination of strength training and interval training and as you mentioned before, for three workouts per week, 45 minutes per session.

People always ask me, "What about off days?" And I just say, "Be active on your off days. Choose an activity you enjoy." If you like to do cardio on a Stairmaster, go ahead and do it, but you know, I developed my program to be three structured workouts so you have four days outside of the gym to be active in life. So, whether it's you do some yard work or you play with your kids or you walk your dog for long extended period of time, in this day and age, people are very stressed for time, so I try and give them more time by creating the most efficient workout method that I could come up with in my experience of training people.

*Marc:* Well, I just want to remind people or at least let people know where they can find your program, and that would be at [TurbulenceTraining.com](#), but I also noticed last night, Craig, and this is sort of interesting, when I was looking at your order page, you offer a deluxe version and it seems that there's a body weight training manual?

*Craig:* Yea, that was a lot of fun putting that together. It's a six month body weight manual, over 70 body weight exercises in there, body weight exercises, variations, almost everything you can do without equipment. I mean, you'll need an exercise ball, a bench for like maybe step ups or something, and if you're strong enough, a pull up bar for pull ups and body weight rows, but it's a lot of fun. You can do this, most of the time, you only need about a 6X6 area to do the body weight exercises, so if you're very cramped, if you're traveling, it's really great for body weight,

for business people to travel. Men and women love to take it on the road so that they don't have to go down to the crappy hotel room gym that doesn't have what they want. They can just work out in their hotel room or down in the hotel gym they can do a fantastic work out and not have to worry about, you know, missing their regular routine.

*Marc:*

Well, I think that's important because not only is it for, as you're saying, travelers as well, but you know, I've received a fair number of questions or people aren't quite sure if they want to or can set up a home gym if they have the room to do it, and that's an interesting concept because what they're overlooking is, I mean, what you were saying is your body right there is the home gym, right? I mean, it's exercises you can do with your body weight today that are going to get you lean and in shape and you don't have to go out and spend a whole bunch of, you know, money on equipment. You don't need a huge, you know, gym area at your house. You don't need a spotter, but you have the body weight manual that you can carry around with you and do at home, travel, if you go camping, whatever you want to do, I mean, your gym is basically you in that sense. Is that sort of correct?

*Craig:*

Yea, totally, and there's two things about body weight training, two unique ways that I use it or two unique benefits of it, and one, that I use it in place of cardiovascular training or in place of interval training and we do these body weight circuits. And one way to do these for your listeners is just take three lower body exercises, three body weight, lower body exercises and three upper body, body weight exercises and alternate between an upper and a lower and go through that six exercise circuit and then rest for a minute and repeat three to five times and you have about an 18-20 minute cardio interval session there, just using body weight exercises. And the extra benefit is most of us are suffering from a lack of mobility because we're desk jockeys; we're sitting in the car too much so we're tight in front, in our hip flexor area. Our upper backs are rounded forward, we have a lot of stress and tension in the upper back, but if you go through one of these body weight circuits, instead of doing more linear movement on a treadmill or an elliptical machine with a limited range of motion, use body weight exercises, do a full range of motion, you start to work out this tightness and immobility, especially in the upper back, getting the shoulder mobility, getting the shoulder blades moving properly, and you start to counteract the effects of sitting in a chair for so long because I've trained some financial guys that can barely raise their arms above their shoulders and they're 40 years old. I mean, what good is that? You can do all the cardio you want, but if you can't raise your arms over your head, I mean, you're in trouble now because you know, in 20 years from now; you won't be able to get them up to your shoulder level. And so, this body weight training is very applicable to everyday life, same with interval training.

So, I'll just give you a quick one, so I like to start with a wide squat where your hands up in a Y position, shoulder blades together and do about 15 repetitions. It's a nice warm up exercise. Then we go into a pushup, so we might do a close grip push up or a push up plus, so when you come up to the top, you push your shoulder blades away from one another, do a little extra plus there at the top. And those are two good exercises already to start shoulder blade mobility. And then we'll go back to another lower body exercise, so we might do a step up or a lunge and then we'll go to another upper body exercise, so if we have a bar, we'll do a body weight row. Then we'll go to another lower body exercise. We might do a stability ball leg curl or depending on where dance enough, we might do like a single leg Romanian dead lift or another type of lunge or split squat. And then we'll finish with another upper body exercise, and I like to use an upper body, total body ab exercise here, like mountain climbers. I like to avoid doing abdominal exercises on your back, so you know, we might throw in the mountain climber to finish off, so that's six exercise circuits. We go wide squat, push up, lunge, body weight row, split squat, mountain climber, and we go through that six exercise circuit, we'll go through it, maybe do 12 repetitions per exercise at a nice controlled pace, then rest 30 seconds to a minute after the six, and we'll go through it a couple more times, and then there you go. That's body weight interval cardio, that's great for mobility and you can do that anywhere, anytime.

*Marc:*

Well, if anyone's wondering where you can get Craig's program, it's [TurbulenceTraining.com](http://TurbulenceTraining.com). One other thing I got to say though, Craig, you know, as far as body weight goes, or body weight exercises, you know, I've seen a few sites on the Internet. I can hunt around all day and you kind of get a schattering of things to do, but they're not really organized and some of them are quite strange, and you may or may not need equipment. And being primarily a body builder myself, and once in awhile I do travel. I go to these hotel gyms and like you said, some of them I've been to only have a rickety old bike to go on and I'm stuck thinking, "Well, I guess I could just do pushups." You know, here I am a body builder, I can go and find a million exercises to do with cables and ropes and pull-ups and all kinds of stuff in the gym, but then if you stick me in a hotel room and say, "Ok, I want you to work your legs, your back, your biceps, your triceps, your shoulders. If you gave me a list of that, all of a sudden, I'm like silent.

So, I think even for people building muscle who might think, you know, "This isn't something I want," I think that's a big mistake because the bonus deluxe portion that product, the body weight exercises is something that you'd want to print, put in your suitcase and any time you travel, if you're visiting family or friends that are nowhere near a gym, but you don't really, you know, want to skip going to the gym, well, these are some resources and exercises that you're going to have with you that



are obviously programs that you can do with body weight. And you know, if it's something different, or you're adding variety to your program things like that, I firmly believe that you can still build muscle doing body weight exercises.

I don't think it's just for people at home who just want to get, you know, get basic minimal shape. I really think you can do some serious damage and some serious growth doing pushups, so having a resource like that isn't just limited, you know, the first thought that comes to mind is, "Oh," you know, "women who stay at home who don't have a lot of equipment of time to do it. Those are the people that want to do it," and I think that's a big mistake. I think even body builders like me should have resources like that so when we get stuck at a hotel when we travel, we need to have a resource that we can turn to that's organized, that has body weight exercises to do because I think if you ask a lot of, you know, body builders today, amateur or whatever, to list exercises they can do, if they were traveling and didn't have access to a gym, then a lot of them wouldn't have much to say. So, I think that's something that you know, would be sort of important for people to look for. So, is that body weight program or manuals included with the deluxe version, correct?

*Craig:* It is, yea.

*Marc:* Cool, and you do, since you sell through [ClickBank](#) at this time, it looks like you offer what is it, an eight week guarantee?

*Craig:* Yep.

*Marc:* Yea, a lot of people ask about that. They're like, they're worried about the risk and you know, selling products myself through Quick Bank, I have to say, there's, you know, no risk to doing that, so even if you want to check out Craig's program, you're doing it risk free, and that's-

*Craig:* No risk to you.

*Marc:* No, there is no risk to the buyer because if you're not satisfied, you know, Craig's a stand up guy. Quick Bank's a good service, so nobody's going to get screwed on either end of the deal for that one, so-

*Craig:* Yea, I guarantee if you give it a try and you don't like it, just let know.

*Marc:* Now, do you offer updates to customers, like do they get on some customer mailing list?

*Craig:* Oh, yea, yea, and we generally add bonuses twice a year. And actually-

*Marc:* People who've bought actually get those, right?

**Craig:** Yea, yea, if you get on the customer list, you get all the bonuses as long as we keep making updates. And we have some pretty slick bonuses just on the regular package. We have, I have one of my eight week mass building programs. I did a customized version for women. I mean, women use the regular manual, but I also did a follow up *Turbulence Training for Women* that's a bonus for all customers right now. And then a couple more advanced Turbulence Training work outs because I'm always coming up with new work outs based on what I do with people that I work with and my own work outs, so there's seven bonuses that you get with the regular package right now.

**Marc:** I think that's something that people need to be aware of is that with these type of e-books and things that you're getting online like this, A, you're getting it from a professional, but B, when a new print book comes out, you know, you have to go and buy that print book and no one's necessarily going to go and tell you about it, plus you're not going to get a whole bunch of, you know, mini reports that compliment that.

When you're getting an online program like you're doing, you are getting a bunch of mini reports that compliment the main programs. You've got several main programs. You've got body weight exercises, and then when you update or add things or add new bonuses, you know, the customers getting updates for life. I mean, that is a huge factor that gets overlooked when authors like you revise and update their programs. I think that's, you know, a huge value add right there, plus there's no risk, so it isn't something that anyone's going to lose on, on doing something like this. So, if you're listening to this and you're interested in where to get *Turbulence Training*, just hop over to [TurbulenceTraining.com](http://TurbulenceTraining.com). So, Craig is there anything else you want to add or I pretty much monopolized all of your time?

**Craig:** That's it, Marc, I actually got to run to, for some client stuff now, but it was great. There was some very thorough questioning there. Hopefully, you know, I just want to leave everyone with my bottom line here. I deal in a world of fish and sea, so I want to get maximum results in minimum time. I don't think cardio is evil, I don't think it's going to make you fat. It can injure you if you do too much of it, but you can get injured doing too much weight training as well, so it's just use common sense, or better yet, a professional program to make sure that you're training to get the results you want safely and effectively.

**Marc:** I want to thank you for your time today, Craig, and I really appreciate it.

**Craig:** Thanks, Marc.

**Marc:** No problem.

**Click here to visit** Craig Ballantyne's [Turbulence Training Website](http://TurbulenceTraining.com)

## ABOUT THE AUTHORS:

**Marc David** is an innovative fitness enthusiast and the creator of the "NoBull Bodybuilding Program" on [NoBullBodyBuilding.com](http://NoBullBodyBuilding.com). He can show you how to reduce your body fat thru diet, how to gain weight or create more muscle thru an abundance of workout tips by training LESS, not more! Once a self-confessed skinny, "135-pound weakling." Today Marc is a 200 pound bodybuilder who teaches thousands of people to gain weight build muscle and reduce body fat with a workout and nutrition system so simple that even a complete beginner can understand it!



**Craig Ballantyne** is a Certified Strength & Conditioning Specialist and writes for Men's Health, Men's Fitness, Maximum Fitness, Muscle and Fitness Hers, and Oxygen magazines. His trademarked Turbulence Training fat loss workouts have been featured multiple times in Men's Fitness and Maximum Fitness magazines, and have helped thousands of men and women around the world lose fat, gain muscle, and get lean in less than 45 minutes three times per week. For more information on the Turbulence Training workouts that will help you burn fat without long, slow cardio sessions or fancy equipment, visit [TurbulenceTraining.com](http://TurbulenceTraining.com)

