



# Strength for Life: The Fitness Plan for the Rest of Your Life

*By Shawn Phillips*

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## **Strength for Life: The Fitness Plan for the Rest of Your Life** By Shawn Phillips

Shawn Phillips is an internationally respected strength and fitness expert who has helped athletes, celebrities, and tens of thousands of others over the past twenty years. Now he's sharing his fresh approach to fitness with everyone. Strength for Life is an easy-to-implement program to help you get in fantastic shape, enjoy abundant energy, and maintain a lean, strong physique—not just for 12 weeks but for the rest of your life.

Let's face it, with the demands of family, work, and life, many of us simply don't have the time to stick to a rigorous workout schedule. Through his own life experience, Shawn Phillips has recognized this challenge and risen to it, literally reinventing fitness with a results-oriented program that you can embrace even with your hectic schedule and do either at home or at the gym. Homing in on the idea of building mental and physical strength rather than just sculpting your body, Shawn has pioneered a technique called Focus Intensity Training™ (FIT), which uses the mind-body connection to yield incredible results. The program features

- a workout plan that can take as little as 35 minutes a day, 3 times a week
- illustrated exercises with clear step-by-step instructions
- 3 workout phases—a 12-day Base Camp pre-training period, a 12-week Transformation Camp, and a year-round continuation plan geared to keep you going strong and vibrant for the rest of your life
- a simple eating plan to fuel your body for optimum energy and performance—one that will free you from dieting forever
- goal-setting exercises to help you achieve lasting motivation and reach your loftiest visions

It's never too late to get in shape. If you're in your twenties or thirties, Strength for Life will show you how to achieve peak levels of fitness year after year. For those forty and beyond, you can look forward to recapturing the energy and vitality you thought you had lost. By following Strength for Life, you will make yourself stronger, leaner, sharper, and more confident. As Shawn writes: "Strength is about being more, doing more, giving more. It's not just surviving;

it's thriving. And most important, strength is about having a reserve, a deeper, fuller capacity of body, mind, heart, and soul."

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### Editorial Review

#### Review

Advance praise for *Strength for Life*

“Strength training is unsurpassed in its ability to create superbly sculpted muscles and increase balance, strength, and stamina while ridding the body of unwanted fat. Shawn Phillips has developed an outstanding holistic program that will help you to reach these goals quickly—regardless of age or current fitness level. His unique mind-body approach keeps you constantly motivated, enabling you to achieve true strength for life.”

—Nicholas Perricone, M.D., F.A.C.N., author of *The Perricone Weight-Loss Diet*

“This is the first book to take you through a 12-week transformation and beyond. It’s like finally hearing the rest of the story. In week 13 and afterward, you set yourself for a lifetime of strength and fitness.”

—Lynn Lingenfelter, 1997 *Body-for-LIFE* co-grand champion

“Strength for Life is truly fantastic! This is a book and a message that every single person can identify with and be inspired by.”

—Larry North, founder, Larry North Fitness Clubs

“Do you want to be in control of your life? If you do, the answers are in the pages of *Strength for Life*. This book illustrates the difference between exercise and training. Now my mind is right and my body is ready, and so far each session has been more productive. It reminded me of why we seek to be fit, and seek the ultimate goal of our lives.”

—G. Porter Freeman, 1997 *Body-for-LIFE* co-grand champion

“Strength for Life is a superb handbook on physical transformation, leading to a complete life transformation, a novel and tremendously effective technique. Highly recommended!”

—Ken Wilber, author of *The Integral Vision*

“Shawn Phillips is the epitome of form following function. There is no need to suffer through exercise when you hack away the inessentials and focus on what really matters: Strength.”

—Timothy Ferriss, author of *The 4-Hour Workweek*

#### About the Author

Shawn Phillips is CEO of Phillips Performance Nutrition, maker of the world’s premium total-nutrition shakes. He lives with his wife, son, and daughter in Golden, Colorado.

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#### Introduction

If the idea of having a lean, strong, beautifully fit body; of feeling great with more energy and even looking years younger grabs your interest—great news: You’ve just taken the first step toward your absolute best life.

*Strength for Life* contains easy-to-follow proven principles and practices that can empower you to transform your life. Whether you just need to drop a few pounds, sculpt and shape, boost your confidence, lift your

energy, or create a brand-new you, I invite you to take the decisive next step with me and dare to discover just how truly amazing looking and feeling great can be.

Perhaps you're thinking, "Sure, I'd enjoy swapping some weight for shape and I'm in for more energy and self-confidence, but I've got to know: What's it going to take? I'm very busy—there is so little free time. Will this be something I can do? It best be fast and easy or I'll drop off."

At one time or another we've all felt the draw of the quick fix. The hope is that the picture-perfect body might come in a pill, that you can diet your way thin without exercise, or even that cardio alone can shape your body strong. If you're still being held back by any of these fitness fantasies, the book you hold in your hands will set you free.

What if forging your body stronger and leaner was something you truly enjoyed doing? There would be no reason to celebrate your remarkable discipline, for you'd look forward to it the way avid golfers do a tee time.

What if I were to show you how to get motivated and stay motivated for a lifetime of strength and fitness?

What if I were to show you how you could fall in love with not just the feeling of being fit but the art of training itself—so that you could have the body, the energy, and all that comes with it—without relying on boatloads of discipline?

Would you step up for that?

What if at the same time you train your body strong, you are also strengthening your capacity to focus and concentrate, becoming more centered, boosting your confidence and performance in work, relationships, and life? Imagine how amazing it could feel to know that your entire life, not just your belt line, is enhanced by your fitness practice.

What if you were to discover a depth and center to strength training that you've only associated with yoga and martial arts?

What if I were to show you a surefire way to end dieting, forever. And give you a simple practice that can change your entire relationship with food?

Would that inspire you to commit?

What if you could swap ten pounds of unwanted body fat for three pounds of lean, strong, energy-burning muscle in about 30 minutes per day? What if your new, stronger, leaner body burned more calories driving your car or just sitting each day than it did previously running three to five miles a day?

What if you were to discover that strength training is not just for men or athletes but is the real secret for women to sculpt a shape they previously only dreamed of?

And what if you enjoyed the time economy of stacking the benefits of strengthening your mind while training your body—for double the results? In this time-crunched world, there's tremendous value to one activity producing multiple benefits.

Sound good?

The breakthrough program I've put forth in *Strength for Life* is going to help you sculpt your body lean and do much more. It's a guide to life at full strength. I'll show you how to start strong, get strong, and stay strong by igniting your inner fire of motivation, helping you to channel it, to transform it, and finally to live a transformed life.

## THE TRANSFORMATION OF FITNESS

There was a time not long ago when *transformation* was how butterflies came to be—not how people came out of their shells—when getting fit most commonly involved some wearisome mix of dieting and jogging. The idea that you could radically reshape and revitalize your body without counting calories, without dieting, and with only a brief amount of cardio and strength training, was unheard of. The logic flew in the face of widely accepted reality, which a yet-to-be-well-known fitness expert and author was about to transform.

Armed with volumes of real-world proof in hundreds of visually stunning *before* and *after* photos of lives changed, the transformation began in the spring of 1999. By year's end this fitness book dominated the bookstore aisles where diet books had previously reigned and had risen to #1 on the *New York Times* bestseller list.

A perennial bestseller since, having sold many millions of copies, *Body-for-LIFE* is the most successful and arguably the most significant fitness book ever. Millions have been inspired to transform their bodies and lives through this landmark 12-week exercise and nutrition program.

The creator: none other than my brother, Bill Phillips. I'm proud of Bill's success and privileged to have been a part of a better than decade-long run of success leading a fitness revolution, redefining the way people approach training, nutrition, and life. Along with millions of readers, I owe my brother an enormous debt of gratitude for the pioneering book, the original transformation program, and the mission set forth that he continues today.

If you've experienced *Body-for-LIFE*, you can expect to discover a sense of the familiar in this program. But make no mistake: *Strength for Life* is a work of my passion, knowledge, and life experience. Unlike the many *Body-for-LIFE* imitators, this book is more than a lateral move, another sideways step. Rather than simply another take on the 12-week process of transforming your body, *Body-for-LIFE*'s strong suit, this program elevates and continues to guide those who've transformed while bringing an entirely new dimension to the process.

## TRANSFORMATION VS. CHANGE

As we near the tenth anniversary of *Body-for-LIFE*, there's no debating the fact that it has positively impacted millions of lives. Yet, for all that it's done, not every person has enjoyed a successful transformation. And even among those who've enjoyed remarkable transformations, it's a small percentage of individuals who have sustained the fitness levels captured in their "after photos."

I've had the pleasure of speaking with hundreds of people and reading thousands of stories of men and women who've followed a 12-week Transformation program. Nearly every one of them fit into one of three distinct groups: the *Frustrated*, the *Enthusiasts*, and the *Transformed*.

### *The Frustrated*

A common story I hear from people who failed to complete a Transformation is they began week one with

great enthusiasm but found themselves drifting away before completion. They speak of struggling with motivation, being too busy, and simply not having the necessary energy.

I call this group the Frustrated, because they carry the burden of believing that they're part of a small minority who didn't achieve the success seen in the "before and after" photos. What these readers don't know is that they had great company and their failure to finish a Transformation is likely not an issue of desire or motivation.

Like the majority of Americans, the Frustrated are often sleep-deprived and eating poorly, which means they are undernourished and overstressed. When they add the physical demands of a Transformation program that would invigorate a "ready" body, their bodies break down rather than become stronger.

Stress and fatigue will silently sabotage even the strongest motivation. As a result, people start skipping workouts and then stop altogether. Sadly, many of these people are left believing they have failed when it's not their fault at all. Depleted when they began, their bodies incapable of responding to the demands, their wisest path forward would have been a step back— to recover first.

Unfortunately, this deprived, fatigued state is more the rule than the exception. That's why it's crucial for *everyone* to invest a couple short weeks in preparation before embarking on a Transformation.

### ***The Enthusiasts***

One of the greatest strengths of *Body-for-LIFE* is that it inspires rabid enthusiasm. However, elevated by their new body and level of fitness, many people come to the end of the 12-week Transformation and, absent any other course of action, promptly start all over again. And without the necessary down time for full recovery, the very thing that triggers your body to get leaner and stronger can quickly start working against you. As a result, your body begins to break down muscle, dissolving all of your hard-earned achievements.

What Enthusiasts are not aware of is that a Transformation is an intensive period of conditioning designed specifically to transform and is not intended as a sustainable lifestyle. Both physically and mentally demanding, the potential for burnout and overtraining increases with each week one pushes beyond the initial twelve. And doing another Transformation after completing one is like riding the Tour de France back-to-back, a feat even the world's top cyclists would not attempt.

A simple course of action can help Enthusiasts maintain the progress they enjoyed in their Transformation and keep their momentum going strong. More on this in a moment.

### ***The Transformed***

The most fascinating group of the three are those who didn't just change their body and snap a photo. In the process of Transformation something clicked inside—they truly Transformed.

It's important to note here that there is a difference between *change* and <...

## **Users Review**

### **From reader reviews:**

#### **Lester Jaworski:**

Why don't make it to become your habit? Right now, try to ready your time to do the important take action, like looking for your favorite reserve and reading a guide. Beside you can solve your long lasting problem;



you can add your knowledge by the e-book entitled Strength for Life: The Fitness Plan for the Rest of Your Life. Try to make book Strength for Life: The Fitness Plan for the Rest of Your Life as your close friend. It means that it can be your friend when you feel alone and beside associated with course make you smarter than in the past. Yeah, it is very fortunate for you. The book makes you more confidence because you can know anything by the book. So, let me make new experience in addition to knowledge with this book.

#### **Samuel Jackson:**

A lot of people always spent their own free time to vacation or perhaps go to the outside with their family members or their friend. Do you realize? Many a lot of people spent many people free time just watching TV, or playing video games all day long. If you want to try to find a new activity here is look different you can read a new book. It is really fun to suit your needs. If you enjoy the book that you read you can spend the whole day to reading a e-book. The book Strength for Life: The Fitness Plan for the Rest of Your Life it is extremely good to read. There are a lot of folks that recommended this book. These folks were enjoying reading this book. If you did not have enough space to develop this book you can buy the e-book. You can more quickly to read this book from a smart phone. The price is not to fund but this book offers high quality.

#### **Cecil Atkins:**

Reading can be called imagination hangout, why? Because if you are reading a book particularly book entitled Strength for Life: The Fitness Plan for the Rest of Your Life your brain will drift away through every dimension, wandering in most aspect that maybe mysterious for but surely might be your mind friends. Imaging each word written in a publication then become one form conclusion and explanation this maybe you never get before. The Strength for Life: The Fitness Plan for the Rest of Your Life giving you an additional experience more than blown away your brain but also giving you useful information for your better life in this era. So now let us teach you the relaxing pattern is your body and mind are going to be pleased when you are finished examining it, like winning a casino game. Do you want to try this extraordinary shelling out spare time activity?

#### **Martin Williams:**

You are able to spend your free time you just read this book this reserve. This Strength for Life: The Fitness Plan for the Rest of Your Life is simple to deliver you can read it in the park, in the beach, train in addition to soon. If you did not include much space to bring the printed book, you can buy the particular e-book. It is make you simpler to read it. You can save often the book in your smart phone. Consequently there are a lot of benefits that you will get when one buys this book.

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