

SUPERHERO X12 GETTING STARTED GUIDE

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SO IT BEGINS...

What's up, Keith here.

First of all, thank you so much for picking up Superhero X12.

To put you at ease, I take all the money I make from SX12 and put it into a fund to help single stripper moms in developing countries go to college.

Just kidding.

Although that does sound like a great charity in the making.

But seriously, thank you for picking up this course and putting your trust in me to help you get in shape.

The #1 goal with SX12 is to teach you, step-by-step, how to build a badass superhero body.

Not just build muscle for the sake of building muscle...

But to build a lean, athletic, and muscular body.

You know, the kind you always see in movies and tv shows and mentally jerk off to the thought of having some day.

I'm not here to just give you workout and diet information.

The information in SX12 was designed to change the way you look at fitness.

This isn't some quick fix "hack" that will help you lose 20 pounds in 10 days.

SX12 is a legit, long-term plan that will help you build your best possible body and actually maintain it.



THE HOLLYWOOD HYPE TRAIN: FORGET EVERYTHING YOU KNOW ABOUT “CRAZY” BODY TRANSFORMATIONS

We’ve seen Hollywood produce some pretty amazing body transformations.

Remember when Gerard Butler got in shape to play a Spartan warrior in 300? That shit was insane.



And we've seen countless other actors get into "Hollywood shape" for their movie roles:

- Chris Evans, *Captain America*
- Brad Pitt, *Fight Club* and *Troy*
- Daniel Craig, *007* movies
- Chris Hemsworth, *Thor*
- Henry Cavill, *Superman*

I could go on and on.

Seeing an actor who was once in average shape, completely transform their body is motivating as fuck.

You start thinking to yourself, *"Man, I can do that too. I'm so pumped up and motivated right now."*

Then you start researching the best ways to get in shape and attempt to pull off your own crazy Hollywood body transformation.

But we all know how that story plays out.

You go to the gym for 2 weeks, lose all forms of motivation, and stop going for 2 months.

You're able to eat nothing but chicken breasts and brown rice for 5 days but end up binging on Ben & Jerry's and pizza on day 6.

You end up hating yourself. You try to think positive and get back on track, only to see yourself screw up the following week.

This nasty cycle of feeling motivated to change your body, trying something, and then screwing up continues for months, years, maybe even the rest of your life.

It sucks.

So how do we stop going through this cycle of shit?

I wish there was one definitive answer.

Unfortunately there isn't.

But one of the first steps you must take is to **get off the hype train.**

You need to learn how to set realistic expectation when it comes to transforming your body.

And when it comes to realism, Hollywood is not your friend.

Any time an actor gets in amazing shape, the media starts spewing fairy dust about how John Doe's amazing body transformation was all done in only 6 months (and how you can do it too).

Look, you can't expect to look like Captain America in the next 3 months if you've never even stepped foot in the gym before.

I'm not saying you can't get amazing results in the next 3 months, but you need to understand that the process to building a superhero body takes years if you're just starting out.

It's a long road ahead, so you better learn to enjoy the journey.

DO CELEBRITIES TAKE STEROIDS?

I'm not going to make accusations about who's on steroids and who's not.

But just ask yourself this:

If you were the head of a movie studio, with millions (possibly billions) of dollars on the line, where the success of your business is dependent on your actor looking a certain way...would you trust your actor to get in the best shape of his life purely based on work ethic, determination, and protein?

Just saying...



THE DIRTY LITTLE SECRET ABOUT THE “SECRET”

“The little known secret personal trainers don’t want you to know about building 6-pack abs”

“This ancient Chinese secret will increase your body’s fat burning potential by 17.46% in 6 days or less”

“12 secrets to building massive arms that no talks about (#7 will blow your mind)”

We all like “secrets.”

Secrets create hype, drama, and a sense of mystery.

Secrets make us believe that instead of putting in actual work, we can just “hack” our way to success in ways nobody else knows about.

Most importantly, secrets give us hope, that the reason we’re failing isn’t our fault, and that the “system” is screwing us over.

But you wanna know the funniest thing?

The dirty little secret to building the body you’ve always wanted....is that there is no secret.

Believe me, I wish there was an ancient book hidden by the Mayans underneath some uncharted pyramid in the Amazon Rain Forest that held the secrets to being ripped without any work.



Where all ancient fat loss secrets are discovered ;)

But there isn't.

Instead we spend our days scouring the internet for that one special trick, or that one piece of advice we hope will change the course of our fitness journey.

And any company that promises you ripped abs if you just drink their magic, fat burning tea should be burned to the ground.

Deep down you know that the answer to building your dream body, is dead simple:

- Eat less to lose weight.
- Lift weights and get stronger over time to build muscle.
- In general, just stop eating so much crap.

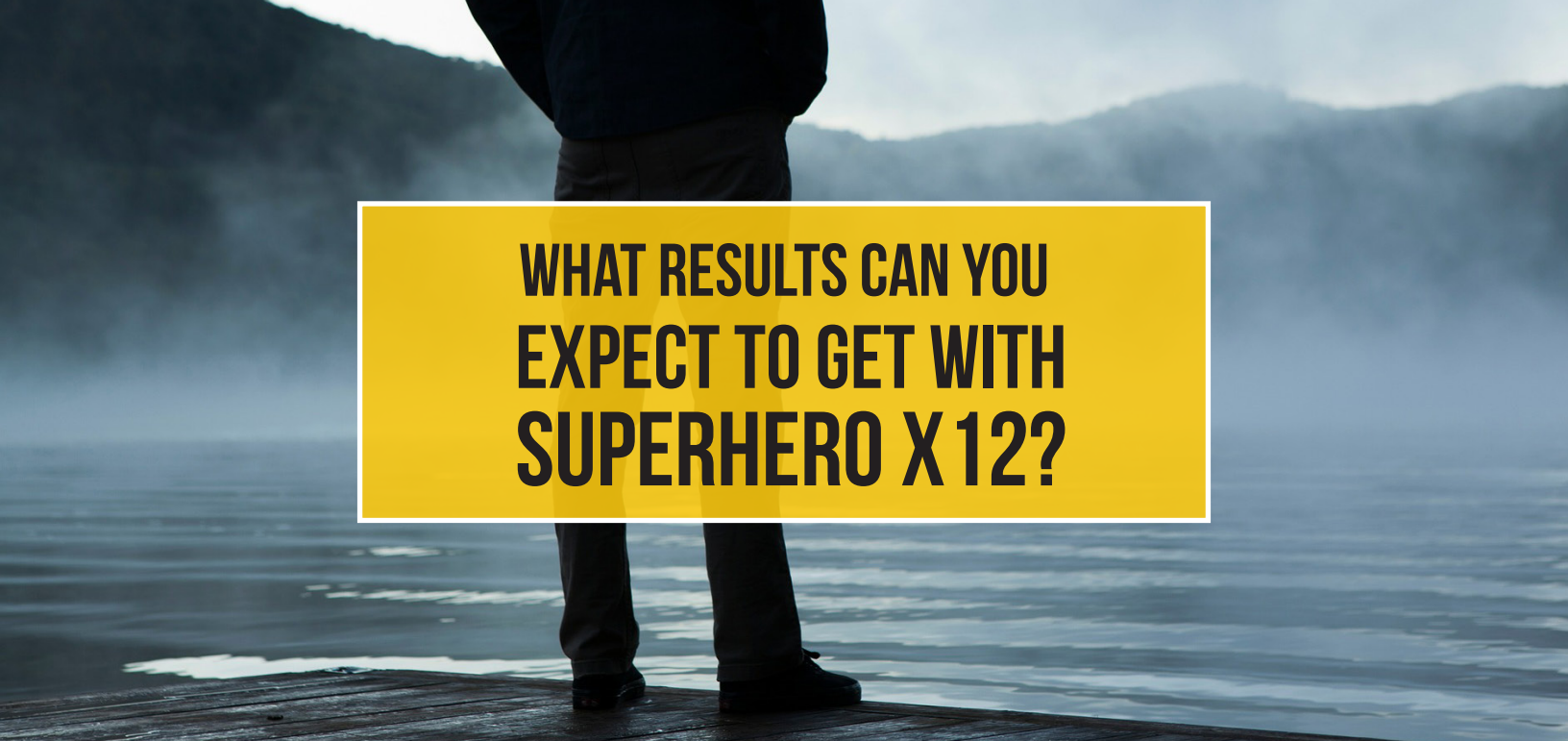
THAT'S IT.

Like literally.
The end.

Of course there are some more nuanced details, which is what SX12 will cover.

But fitness is really that simple.

No secrets.



WHAT RESULTS CAN YOU EXPECT TO GET WITH SUPERHERO X12?

I'm gonna be brutally honest with you on type of results you can expect to get with SX12.

First off, there will be no 30-day magic transformation where the dude gains 10 pounds of muscle and loses 15 pounds of fat in a month.

I wish results happened like that. That would be sweet.

Unfortunately, the fitness industry does nothing but promote “quick fix” solutions.

I'm not saying you won't see results in 30 days (you definitely will), but I am saying you need to keep realistic expectations.

STRUCTURE YOUR GOALS INTO 12 WEEK BLOCKS

There's a reason that the program is called Superhero X12.

Superhero X12 is meant to be done in 12 week intervals.

Why 12 weeks?

Because 12 weeks is only 12 weeks.

It's 3 months or approximately 90 days.

Basically, 12 weeks is a short enough amount of time for you to really focus without getting overwhelmed.

But at the same time it's long enough for you to establish long-term habits that will help you get through the next 12 weeks, and hopefully 12 years :)

Too many guys start out and set these short term goals that are simply unachievable.

"I'm going to gain 50 pounds of muscle in 2 months."

"I want to lose 10 pounds by next week."

Not only are these unrealistic goals, but they do more harm than good.

I guess I somewhat admire their ambition for saying they want to gain 50 pounds of muscle in 2 months, but they're only setting yourself up for failure by wanting so much so fast.

By structuring your goals into 12 weeks, you can set ambitious (yet realistic) goals that are easier to manage and achieve.

NOVA SERIES: NEWBIES, ENTER HERE

SX12 is broken up into 2 “series:”

- 1 Nova Series (for beginners)
- 2 Titan Series (for intermediates)

Each Series has its own workout and diet guidelines depending on your goal (lose fat or build muscle).

In this section, I’ll be going over the Nova Series for beginners.

DEFINING WHAT A BEGINNER IS

Contrary to popular belief, a beginner isn’t just someone who has never lifted weights before.

Just because you’ve been lifting for the past 5 years doesn’t mean you’re not a beginner.

I know guys who have been lifting for the past 3 years but look the same.

They might lift for 1 week but take 2 weeks off, then lift for another 2 weeks and take 1 month off.

Therefore, they are still a beginner.

Consistency is key here.

Anyone can go to the gym and lift, but very few actually stay consistent and get results.

MY DEFINITION OF A BEGINNER

You are a beginner until you have done the following:

- You've gained at least 10 pounds of lean muscle.
- You've been lifting consistently for 6 months.

HOW MUCH FAT CAN YOU LOSE AS A BEGINNER?

The more weight you have to lose, the more weight you'll initially lose.

Someone who has 100 pounds to lose could lose 10+ pounds in their first week because they have so much fat (and water weight) to lose.

But the amount of weight you lose will quickly taper down as time passes.

Someone who only has 10-20 pounds to lose will only lose 1-2 pounds per week because there simply isn't as much fat on their body.

Make sense?

So the amount of fat you lose is dependent on where you're starting out.

Here's what you can expect as a beginner trying to lose fat:

- If you're a beginner trying to lose weight, your first instinct will probably be to measure your results by the scale. And if the scale drops, you think you're seeing results. This is a very dangerous way to measure results.
- While the scale is important, **beginners trying to lose weight tend to build muscle at the same which can result in the scale not going down at all.** This is because the stimulus of weight lifting is so new that it shocks the body into building lean muscle tissue.
- For example, if you lose 2 pounds of fat, you might gain 1.5 pounds of lean muscle at the same time. Therefore the scale will barely move. But if you look the in mirror, I guarantee you'll look better.
- Bottom line: The scale is just a tool. But especially for beginners, it is not an accurate way to measure progress.

HOW MUCH MUSCLE CAN A BEGINNER BUILD?

If you're a beginner focused on building muscle, I'm going to assume you're a skinny guy.

You shouldn't be overweight and trying to build muscle.

Focus on losing weight first (but hey, you'll most likely build some muscle in the progress).

Beginners focused on building muscle should expect to gain about 0.5 pounds of lean muscle mass per week.

Of course there are factors like genetics and age that determine the rate and overall amount of muscle you'll be able to build but 0.5 pounds per week is the general average.

Now you're probably thinking, 0.5 pounds per week?

That's nothing.

Well understand that most advanced lifters are considered VERY lucky if they can put on 0.5 pounds of muscle in a month.

As a beginner, you'll never gain strength and muscle faster than you will right now, so enjoy it.

For example, take a 150 pound male. In his first 6 months of training, he will likely gain 10-15 pounds of muscle mass. And trust me, 10-15 pounds makes a HUGE difference in your physique.

And after a year, you'll have put on close to 30 pounds.

This will completely change the way you look.

"I'M SKINNY FAT. WHAT THE FUCK DO I DO?"

I feel for you.

I go over how to conquer skinny fat syndrome in the Diet & Nutrition guide, so be sure to check that out.

In short, there are different "levels" of being skinny fat and each one requires a different nutritional approach.



TITAN SERIES: LET'S KICK IT UP A NOTCH

Titan Series is the next step in your journey to looking like a modern day superhero.

You're no longer a beginner.

You're now in the magical land of Intermediates (sounds sexy, I know).

I classify an intermediate as someone who has gained at least 10 pounds of lean muscle. Typically this means they have been training for at least 6 months, preferably closer to a year.

LOSING FAT AS AN INTERMEDIATE: WHAT TO EXPECT

If you're an intermediate trying to lose fat, then you already have a solid base of muscle.

This means you probably won't build muscle and lose fat simultaneously like most beginners do.

Instead, you need to focus exclusively on dropping body fat while maintaining your current levels of muscle mass.

Just like a beginner, the more weight you have to lose, the faster you'll initially lose it.

The only difference now is that you need to eat enough protein to make sure you don't lose your current levels of muscle mass.

After losing a bunch of water weight the first week, expect weight loss to taper off to about 1 pound per week.

And once you get down to your last 5-10 pounds, expect weight loss to slow down even more to around 0.5 pounds per week.

Remember, you don't have much body fat left to lose, so weight loss becomes especially slow towards the end.

BUILDING MUSCLE AS AN INTERMEDIATE: WHAT TO EXPECT

As an intermediate, your ability to build muscle fast dramatically decreases.

After a year, you should expect to gain about 1-1.5 pounds of muscle per month (0.25-0.375 pounds per week).

Again, some of you might be freaking out about how low this amount is, but how can you expect muscle growth to not slow down?

If everyone kept on gaining 0.5 pounds of muscle per week, indefinitely, then dudes who have been training for 10+ years would have put on 200+ pounds of muscle.

Simply impossible, even with steroids.



HOW TO TRACK PROGRESS

If you're not tracking, you're just guessing.

Tracking is an absolute must when it comes to losing weight or building muscle.

If you're not tracking or at least have a decent idea of what your numbers and measurements are, then you'll never really know for sure if you're progressing.

Below, I've outlined the 5 ways to measure your progress when doing Superhero X12 and exactly how to use them

TRACKING METHOD #1 - THE SCALE

Let's just get this out of the way since everyone uses a scale.

The scale is great, but way too many get attached to it and whatever number shows up.

There are 2 big problems with the scale:

Problem #1: Scale weight is heavily influenced by water weight so your weight can fluctuate like crazy on a daily, even hourly basis.

On days you eat a ton of sodium and carbs, you'll see a large spike in water weight which can really mess you up emotionally if you give too many fucks about the scale.

The scale is only capable of measuring weight - muscle, fat, bone, organs, water, and even the clothes you wear.

It can't differentiate between what's what.

Problem #2: Like I mentioned in the previous section, beginners who are either trying to lose weight or are skinny fat have a tendency to lose fat and build muscle at the same time.

So you could, in theory, lose 10 pounds of fat and gain 10 pounds of muscle, therefore not affecting the scale weight at all. Don't get me wrong, you'll look 10x better in the mirror but the scale weight itself might not change much.

What's the best way to use the scale?

The best time to weigh yourself is in the morning, right after you wake up, take a piss, and before eating or drinking anything. This will be the most accurate time to do it.

The scale does work relatively well for intermediates looking to lose fat. Since at this point, you won't be building muscle anymore and the weight should be steadily dropping.

And an intermediate looking to lose 20 pounds should be 20 pounds lighter at the end of his journey.

But remember, the scale is just one way to track progress.

It should never be your only method.

TRACKING METHOD #2 - TAPE MEASUREMENTS

Tape measurements are a much more reliable way to measure progress.

Here are the body parts I recommend taking weekly measurements of:

*Note 1: Take off your clothes when measuring and make sure to use **soft (not hard) measuring tape** so you can easily wrap it around your body.*

Note 2: These measurements should be taken in the same state as you weigh yourself (after you wake up, after you take a piss, and before eating/drinking anything).

- Shoulder circumference (at the widest point)
- Chest circumference (right across nipples)
- Leg circumference (at widest point)
- Waist circumference (at belly button)
- Arms (taken with biceps flexed at widest point)

If your focus is to lose weight, your waist measurement should go down while all other measurements remain the same.

And if you're a beginner, then you might also see increases in your shoulders, chest, legs, and arms at the same time your waist goes down.

If your focus is to build muscle, your shoulders, chest, legs, and arms should be getting bigger while your waist remains relatively the same. By tracking waist measurements while bulking, you know you're not gaining too much fat.

Also make sure you don't purposefully flex (except when measuring arms) or suck anything in when taking the tape measurements.

TRACKING METHOD #3 - BODY FAT MEASUREMENTS

Body fat measurements are decent, whether it's via calipers, DEXA scans, or hydrostatic weighing..but there's always going to be a **margin of error when it comes to measuring your body fat.**

I've had clients that used DEXA to measure their body fat but when they measured it themselves, the DEXA scan said they lost 10% muscle mass when in fact, the tape measurements and mirror said otherwise.

So definitely don't use body fat measurements as your main method of tracking progress.

If you want to measure body fat, **I recommend calipers** since they're the easiest to use and most convenient.

And as a general rule, **if your caliper measurements are going down while your tape measurements (specifically chest, shoulders, legs, arms) remain the same, then you're definitely losing body fat, not muscle.**

TRACKING METHOD #4 - STRENGTH LEVELS

If you're trying to lose fat, your goal should be to maintain strength.

If you're trying to gain muscle, your goal should be to gain strength.

If you're not, you're doing something wrong.

BEGINNERS AND STRENGTH GAINS

Like I've said multiple times - beginners are a special breed.

They can lose fat and build muscle at the same time.

This means they can gain strength consistently even when they're trying to lose weight.

But once you hit that intermediate level, it's harder consistently get stronger while losing weight.

Your #1 job at this point is to maintain what you have.

TRACKING METHOD #5 - THE MOTHERFUCKING MIRROR

This right here, is the MOST POWERFUL form of tracking.

There is no better way to see results than with your own eyes.

Please take some fucknig selfies.

There's no better feeling in the world than taking 20 progress pics and seeing yourself transform over a few months.

So take progress pics 1-2x per week (front, back, and side of body) and you'll have one of the most efficient ways of tracking your progress.

WHICH TRACKING METHOD IS BEST?

In a perfect world, all of them.

All these tracking methods work synergistically with each other.

For example, when weight goes down, you tend to lose fat.

When strength goes up, weight tends to go up since you're building muscle.

So really, just spend a 5-10 minutes each week and record your progress.

I promise you won't regret it.

But if you had to choose one, I would use progress pics.