

BUILT LEAN[®]
by Marc Perry

GET LEAN

GUIDE

Lose Fat,
Not Muscle

[www. builtlean.com](http://www.builtlean.com)



“In every block of marble I see a statue as plain as though it stood before me, shaped and perfect in attitude and action. I have only to hew away the rough walls that imprison the lovely apparition to reveal it to the other eyes as mine see it.”

-Michelangelo

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A Lean Body Is Within Your Reach

You are about to be empowered with information that will change the way you think about fitness and nutrition. The supplement industry, sellers of useless fitness products, and tons of other special interests don't want you to know about the information in this report.

What you are about to read reflects 15 years of my experience working out, countless hours training and coaching people of various ages and exercise levels, and a substantial amount of research. In fact, all the health claims I make are backed by research studies that I reference.

The photo on the previous page is of me shortly after leaving my finance job. I was able to achieve less than 6% body fat exercising only 3x per week for 45 minutes. While I've attained the build that I always wanted, much more importantly, I've helped people just like you dramatically change their bodies as well.

There is not a shadow of doubt in my mind you can have a lean, strong, healthy body, even if you work long hours, or sometimes lack motivation. With the right mindset and approach, you cannot fail.

Here's to your health,



Marc Perry
Creator, BuiltLean



8-WEEK PROGRAM TO GET LEAN

ONLY 3 WORKOUTS PER WEEK



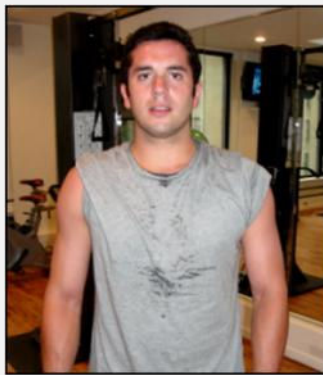
- ✓ **The Power Of Strength Circuits™** – If you are busy and don't have much time, our Strength Circuits™ method will help transform your body fast.
- ✓ **Customers In Over 90 Countries**– The BuiltLean Program is designed to help you shed fat as fast as possible while retaining or increasing muscle mass. It works so well we now have customers in over 90 countries.
- ✓ **Maximize Your Results**– If you are tired of trying to create your own exercise routine and eating plan, all you need to do is just follow this program to maximize your results. Everything is already done for you.
- ✓ **A Program Based On Science** – The BuiltLean Program has been medically reviewed and evaluated by a Registered Dietician.

WWW.BUILTLEAN.COM/PROGRAM

Before



After



"When I first started the **BuiltLean Program**, I was completely out of shape and didn't know the first thing about the gym. Now I'm down to 14% body fat and I'm in the best shape of my life.

I'm a busy guy and my work schedule is hectic, so the short, efficient workouts work perfectly. BuiltLean also taught me a tremendous amount about nutrition, so I now know what to eat and how to eat on a daily basis.

Marc does a great job at really putting the whole package together: from stretching, to my diet, to getting better sleep, to going to the gym, my whole lifestyle has changed."

-Danny, Sales Trader

Stats

	Before	After
Weight (lbs)	189	178
Bod Fat %	23.0%	14.0%
Fat Loss (lbs)		17
Muscle Gain (lbs)		6
90 Days		

* Danny was able to put on some muscle during a fat loss program because he was new to strength training.

Before



After



"What the **BuiltLean Program** did for me more than anything else was to educate and inform me in a way that I hadn't been before. This knowledge really focused my efforts (both in the gym and nutrition-wise). It empowered me. I realized that being in good shape wasn't about luck, or putting a lot of wasted energy into something and hoping for the best. It was about knowing for a fact that I'd get the results I wanted if I just put in the required effort. It served as a way to hold me more accountable for decisions regarding my health and well-being."

-Patrick, Designer

Stats

	Before	After
Weight (lbs)	190	171
Bod Fat %	22.0%	13.8%
Fat Loss (lbs)		19
Muscle Loss (lbs)		0
(10 Weeks)		

*Results may vary. Proper exercise and diet are necessary to achieve and maintain muscle definition.

Before**After**

"When I was 49 years old I had this dream to get "six pack abs" by the time I was 50. I thought it was a fantasy, a ridiculous goal. I was over 98kg, wore 38 inch pants and could get a belly overhang by leaning forward. I did nothing about the goal, and my 50th birthday came and went.

After I started the **BuiltLean Program**, I was so shocked at my progress that I realized that my ridiculous goal of six pack abs at 50 was achievable. The program made me look at my weight loss in a structured, scientific way. Photographs, measurements, calculations, all made me see my progress accurately. I felt that what I was eating and the exercises were based on current research and practice, so I trusted them to work.

-John, Pediatrician

Before**After**

"Marc's System produces impressive results! Within 8 weeks, I lost a ton of body fat and gained solid muscle. A few months later, I got washboard six pack abs. Overall, I dropped down from 23% body fat to 6% body fat. I'm in my 30's and I'm in the best shape of my life.

Marc provides tremendous insight into what works and what doesn't, from both an exercise and a nutrition perspective. Moreover, his **BuiltLean Program** is easy to understand and easy to follow. I highly recommend BuiltLean to men and women who want to see serious results in a short amount of time."

-Nick, VP, Investment Bank

*Results may vary. Proper exercise and diet are necessary to achieve and maintain muscle definition.

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1) Never Try to Build Muscle and Lose Fat at the Same Time

I have to admit I spun my wheels for years because I didn't understand that muscle gain and fat loss require completely different approaches. Losing fat is a catabolic process (breaking down) while muscle building is an anabolic process (building).



The following is an oversimplification, but building muscle requires eating more calories than you burn while lifting heavier and heavier weights. Fat loss requires you to eat less calories than you burn and does not necessarily require you to progress the weight you are lifting.¹ **Not one respectable natural bodybuilder or fitness model attempts to build muscle and lose fat at the same time (i.e. over a short time period).** Instead, these people go on a muscle gain cycle of around 3-6 months, and then go on a fat loss cycle of 2-3 months.

I'm guessing if you're reading this report, you're body fat is around 15% or more. If this is the case, I encourage you to focus 100% on losing fat (without losing muscle of course). Once you reveal your build, you can go on a muscle building phase if you so choose. I don't think you'll be disappointed with how you look if you can get your body fat down into the single digits. Your muscles appear larger the more defined you become. Not only will you look awesome, you will feel even better.

I want to hammer home why it's so important to lose fat **without** losing muscle. Let's take Mike who is 200 pounds with 25% body fat. After a strict diet, he loses 30 pounds, 10 of which are muscle. Mike is excited about his weight loss, but unfortunately, his body fat only decreased to 18%. On the other hand, if Mike lost 30 pounds of fat **without** losing muscle, his new body fat percentage would be an impressive 12%. Now that's lean. **So in order to get the lean, toned, athletic body you want, you must lose fat without losing muscle.**

2) Lift with Your Legs

Most guys I see in the gym trying to lose weight spend most of their time working on their upper bodies, with an emphasis on arms. Unfortunately, it's all backwards. Legs are hands down the most important muscle group to train to help burn fat off your body for a few reasons:



a) Legs are the largest muscle group in our bodies and deserve the most attention

b) Since leg muscles are so large, they burn the most calories during AND after your workout²

c) When completing structural exercises like squats or lunges that impact your central nervous system, there can be a very powerful hormonal response. Hormones that help your body burn fat include testosterone and growth hormone, both of which have been shown to increase after doing structural exercises involving your legs.³

I know how hard it can be after a long day at work to get mentally ready to complete leg exercises. Your body is stiff, your lower back is sore, you don't really feel like moving at all, so it's a lot easier to do a couple sets of bench, a few biceps curls, and then leave. My suggestion is to warm up when you get to the gym so you can get mentally and physically prepared to lift hard.

3) Focus on Strength Training

My definition of strength training is engaging your muscles with weight that you can lift no more than 20 times. Weights include anything from barbells, dumbbells, kettlebells, bodyweight, to resistance bands. Strength training should be the foundation of your exercise program to maximize fat loss for two major reasons:



1) Strength training helps you maintain your muscle mass

If you eat less than you burn and don't exercise, your metabolism will drop and you will stop losing weight (as you will learn more about in tip #4). If you diet alone, more than 30% of the weight you lose may come from muscle.⁴ Given that muscle is a metabolically active tissue that helps maintain your strength and function, losing muscle is very undesirable. Strength training will help you maintain your muscle while you eat fewer calories so that you can achieve that lean, toned appearance you want.⁵

2) Strength training burns calories during AND after you exercise

This is really the magic of strength training during a fat loss program, because you can burn calories not only while you exercise, but after you exercise. This concept is called the "afterburn effect". Strength training has been shown to keep your metabolism elevated for up to 48 hours, which is simply magic when you are eating fewer calories than you are burning.⁶

While there are many exercise methods to choose from, our **Strength Circuits™** method is extremely effective for busy people looking to get lean fast. You will learn more about **Strength Circuits™** in tip #8.

NOTE: While I don't specifically mention cardio exercise in this report, I do recommend some cardio in addition to strength training. You may be able to lose fat simply by eating correctly and strength training, but incorporating cardio (especially interval training) will help you burn fat at a faster rate and is VERY beneficial for your health.

4) Nutrition is King

When it comes to losing fat or building muscle, nutrition is king.

Improper nutrition is by far the #1 reason why most busy guys never see any results. Now

don't get me wrong, you can dramatically improve how your body feels and functions with a great training program, despite horrible nutrition. In fact, I've seen guys double their strength, substantially increase their aerobic capacity, and lose a whopping 0 pounds of fat thanks to improper nutrition.



So what is proper nutrition? It depends on who you ask and the context. With regards to losing fat without losing muscle, I think proper nutrition comes down to three primary components (a) calorie control, (b) balance of macronutrients (protein, carbs, and fat), and (c) clean foods.

I'm going to quickly cover the most important of the 3 pillars, calorie control, but they are all integrally tied together.

If you eat more calories than you burn (i.e. calorie surplus), you gain weight, and if you eat less calories than you burn (i.e. calorie deficit), you lose weight. It's the physical law of thermodynamics.

Because 1 pound of fat has 3500 calories, you will lose roughly 1 pound of fat per week with a 500 daily calorie deficit. A calorie deficit of 1000 calories per day can lead to 2 pounds of body fat loss per week. Most health organizations recommend that men should not eat less than 1600 calories per day, and women should not eat less than 1200 calories per day.

So that's it, right? Just eat fewer calories than you burn and you get a lean body? Unfortunately, the rabbit hole goes deeper, but calorie control is paramount.

5) Take It Easy With Drinking Alcohol

I had a client who described to me what he ate in a given day and his diet was literally perfect. We also had awesome workouts and he did cardio a couple days per week on his own. I couldn't understand why he wasn't losing fat if he was eating so well and exercising effectively. It turns out that he was drinking 4-5 nights a week. Alcohol is not a nutrient; it neither aids in growth



nor helps to repair the body. **When you consume alcohol, you practically shut down your body's ability to burn fat.**⁷ If you have a sedentary job and you drink late at night, the fat is almost guaranteed to start accumulating. I don't want to be a fun vacuum and suck the excitement out of your life, but I can't emphasize enough that drinking excessively will hold you back.

6) Forget The Scams, Change Your Habits

All over the Internet and on TV exist bogus claims like, "Lose 30 pounds in 30 days", "How I got ripped in two weeks", "An Easy and Fast Weight Loss System" with bogus before/after photos. These are called scams and I'm hoping that you never pay attention to them again.

If losing fat and getting lean were easy, then everyone would be lean. Changing our bodies is very difficult for several reasons. Here are three of them:



a) To change our bodies we must change our habits

Our bodies reflect (1) our genes and (2) our habits.⁸ I would argue the amount of body fat you have reflects your habits more so than your genetics. By definition, habits are deeply ingrained in our subconscious minds, so it can be very difficult to change them.

b) Our bodies are homeostatic organisms

Our bodies are homeostatic organisms, meaning they are resistant to change.⁹ This is fantastic from a survival perspective, but not so good in terms of helping you lose your love handles.

c) Society is structured for us to get fat

From the structure of our food system to the convenience technology has brought to our lives, we are like pigs being fattened for slaughter without even realizing the powerful forces at play. Most readily available and inexpensive foods are highly processed and devoid of any nutritional value. Restaurants serve us far more food than we actually need.¹⁰ Technological advancements have made our lives so convenient that we barely have to move to live normally. At the same time, we are tied to our jobs 24/7 and our lives are becoming more and more hectic. Today, as many as 7 out of 10 Americans are "overfat", which includes people who are not only overweight, but those who have normal body weight but excessive body fat.¹¹ Simply put, modern society is structured in a way that sentences us to a life of being fat...that is, unless you stack the cards in your favor.

7) Track Your Progress

Not tracking your progress is like playing in a basketball game without knowing what the score is, how many points you have scored, or how many rebounds you've made. In other words, you have absolutely no idea how you are playing and if you are even winning.

Tracking your progress will help you identify improvements from consistent exercise and better eating so that you can link your efforts to positive results.

Here are a handful of metrics you may consider tracking:



Body Weight

Weigh yourself on the same day and at the same time (i.e. every Monday morning at 8am). Your weight can fluctuate during the day based on what you've eaten and your level of hydration.



Body Fat %

If you do not have a personal trainer to calculate your body fat using the 3-site Jackson Pollack method, use the one-site Accu-Measure body fat caliper. It retails for only \$10 and will give you a decent estimate of your body fat.



Body Measurements

You can measure your waist, hips, shoulders, chest, arms, thighs, and calves using a cloth measuring tape. Measurements should be taken at the largest cross sectional area of each body part.



Energy Levels

You may notice that you have more energy in the morning and don't need that morning coffee, or maybe you don't get tired anymore after lunch.



Strength Levels

You can keep track of any strength increases such as how many pushups, pull-ups, or crunches you can do over time.

8) Use Strength Circuits™

I see many guys in the gym trying to lift weights that are far too heavy with improper form, then rest for 5 minutes between sets. At the end of the workout, they have completed only 3 sets of 3 exercises in 60 minutes, focusing on one body part. Talk about an ineffective use of time!



Our BuiltLean team has created and refined a workout method, called Strength Circuits™, which is a very effective method to burn fat without losing muscle while spending much less time working out. Strength Circuits™ are circuits of two or more strength training exercises combined into circuits where the targeted number of reps are challenging to complete.

There are few HUGE benefits to using Strength Circuits™:

a) Much more efficient

You can get far more accomplished in much less time. So instead of only doing 9 sets in 60 minutes like that dude who thinks he's Hercules, you can complete 15-20 sets in 30 minutes and hit multiple muscle groups.

b) Favorable hormonal response

Research has shown that less rest between sets, performed at a higher intensity, is associated with an increase in testosterone and growth hormone, which is beneficial for both men and women.³

c) Cardio benefits

While Strength Circuits™ may not be equivalent to sprinting on a treadmill, it actually comes pretty close. Try wearing a heart rate monitor to see how high you can keep your heart rate if you choose a few strength exercises and complete them with little or no rest between sets. I think you'll be amazed at how high your heart rate can be maintained (basically equivalent to a light to moderate jog) throughout the entire lifting session. If your heart rate starts to come down, you know you're ready for another set. So not only can you get the strength training benefits of lifting weights, but you also get substantial cardio benefits as well. Now that's really a great use of your time!

9) Set SMART Goals

Because changing our bodies is such a challenging effort, we must create the right goals to help us stay motivated. In the long run, motivation is the most important determinant of your success. If you could bottle and sell the “M” word, you would easily be the richest person in the world. So while I can't give you a magic potion, SMART goal setting is a big step in the right direction.



SMART goals must pass the following mnemonic:

Specific

Measurable

Attainable

Realistic

Time Bound (deadline associated with goal)

There are two types of goals you can create: (1) Outcome Goals (i.e. losing 10 pounds of fat, achieving a 32 inch waist, etc.) and (2) Process Goals (i.e. eating 5x per day, strength training 3x per week, etc.).

Lastly, you want to find a very compelling reason why changing your body is important to you.

10) Progress Your Workouts Over Time

As you know, our bodies are homeostatic organisms that are resistant to change. So what do you think happens if we use the same exercise routine with the same intensity over and over again? Yes, you are right: our bodies adapt and cease to change.¹²



Several variables can be altered in your fitness program to make it more challenging over time:

- Frequency (# of workouts per week)
- Duration (length of workout)
- Body Part Split
- Sets per Exercise
- Reps per Set
- Rest between Sets
- Resistance/Weight
- Types of exercise
- Order of exercises
- Tempo (how fast each rep is completed)

Designing a safe, effective fitness program that is appropriate for your specific fitness level and goals can be a complex task. It took me 3 years to design and develop my [BuiltLean Program](#), which is an 8-week fitness program for busy men and women who want to maximize fat loss without muscle loss with only 3 short workouts per week.

While all this may seem a bit overwhelming and confusing, it's not as bad as you think. Yes, you will achieve better results if you have a program that has progression and variation built into it, but you will still make progress just by working harder (lifting a little more weight, running a little faster, etc.) each time you hit the gym.

Now it's Time to Change Your Body

I'm thrilled that you have made it through this guide, which I tried to make refreshingly absent of the bogus claims you are probably used to when reading about fitness.

If you enjoyed reading this guide, I would greatly appreciate if you “Like” the BuiltLean Facebook Page and share my BuiltLean.com website with friends.

I sincerely hope that this information was helpful for you and wish you the best of luck on your journey to better health and a leaner body!

Sample BuiltLean Workout

Below is a sample full body workout that can help you burn calories for days. This is just one example of many effective fat-burning workouts in the **BuiltLean Program** using our Strength Circuits™ method.

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Full Body Workout

Instructions

Warm up with 5-10 mins low intensity cardio, or dynamic stretching

Alternate between A & B exercises and rest enough to catch your breath between exercises

Depending on Exercise level, complete 1-3 sets; advanced exercisers also complete burnout sets (see modifications below)

Input the reps and weight for each set in the boxes below like this "12/60", for 12 reps of 60 pounds

Exercise	Sets	Reps				Advanced
			Set1	Set2	Set3	Burnout
1A) Squats *	1-3	12				
1B) Forward Lunge	1-3	16 (total)				
2A) Flat DB Bench Press	1-3	12				
2B) Single Arm DB Row	1-3	12 (each)				
3A) Seated DB Shoulder Press	1-3	12				
3B) Knee Crunches	1-3	F				

Comments/Notes

* You can do a squat with an Exercise Ball, hold dumbbells at your sides, or do a Barbell Squat.

Modifications

To make the workout more challenging, rest as little as possible between each exercise. You should get your heart rate up.

Advanced exercisers can add "burnout" sets (wait 20-30 seconds, drop weight 30-40% after 3rd Set, complete to fatigue/failure)

Add High Intensity Interval Training, or Metabolic Circuits at the end of the workout to increase calorie burn

Feel free to use this full body template and substitute various exercises, such as use a squat with upright row instead of squats, side lunge instead of forward lunge, incline DB bench instead of flat DB bench etc. to keep the variety.

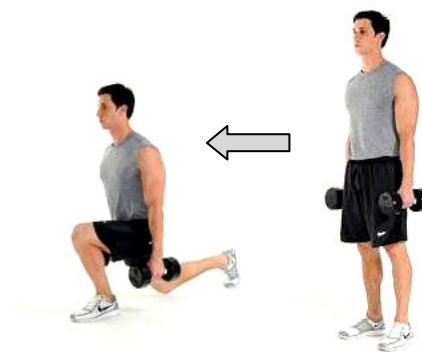
1A) Exercise Ball Squats

Head up, shoulders back, lower back flat/slightly arched. **Advanced Variation:** Barbell Squats



1B) Forward Lunge

Head straight, drop your hips, do not let knee drift too far forward over toes.



2A) Flat DB Bench Press

Slow and controlled, feel stretch at bottom, then contract at top.



2B) Single Arm DB Row

Back flat, head neutral. Don't pull with your shoulder, but with your back.



3A) Seated DB Shoulder Press

Head up, elbows back, lower back flat/slightly arched.



3B) Knee Crunches

Arms extended out, cruch up and contract. If you feel any neck strain, support your head with one hand.



Sample Menu (1800 Calories)

The following is a sample menu designed for a man who is between 180 to 200lb who wants to get a leaner physique. In the **BuiltLean Program**, there are over 50 meal and snack ideas and 10 sample menus for men and women.

Target caloric intake depends on genetics, lean body mass, age, gender, and activity level. Women can adjust the amount of each item below to decrease the total caloric intake (i.e. 3 ounces of chicken vs. 6 ounces).

Breakfast

Eggs& Oatmeal

2 Whole Eggs

2 Egg Whites

1/2 Cup Oatmeal

Orange

Mid-Morning Snack

1 Apple *

Lunch

Turkey/Chicken Club

1 Whole Wheat Wrap

5-6 ounces of grilled chicken, or turkey breast

1/3 avocado sliced

1/2 cup of Spinach & Sliced tomato

Mid-Afternoon Snack

1/4 cup of almonds

Dinner

Soy Gingered Salmon

5 ounces of salmon marinated in low sodium soy sauce and sliced ginger

1 cup of cooked brown rice

2 cups of steamed vegetables (broccoli, mushrooms, onions, etc.)

Total Calories: Approx. 1800

* Feel free to move the apple to the mid-afternoon snack if you are not hungry between breakfast and lunch.

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About BuiltLean

BuiltLean is a private company based in New York City that develops fitness programs and produces free articles and videos that empower busy professionals to reveal their fitness potential. BuiltLean offers personal training, nutrition counseling, and is the producer of BuiltLean Program, an 8 week body transformation program that requires only 3 short workouts per week.

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About Marc Perry

Marc is the creator of BuiltLean and is recognized as the go-to fitness expert for busy professionals who want to get lean fast. He has appeared on NBC, CBS, and various print and online media including Men's Fitness, Men's Health, BusinessWeek, and BusinessInsider. A former Wall Street Finance Analyst who gained over 30 pounds from a sedentary lifestyle, Marc's mission is to make getting lean, strong, and fit easier and more manageable for busy professionals. Marc earned his B.A. from Yale University and holds numerous exercise certifications.



Press inquiries should be directed to press@builtlean.com.

BuiltLean: 8-Week Body Transformation Program

If you want a customizable plan to transform your body with only 3 workouts per week for 45 minutes, you will not be disappointed with the BuiltLean Program. Only available at BuiltLean.com.

