

**BROOKLYN**  
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**STRONG**  
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# **DIETS SUCK.**

**In 7 Days, Here Are 7 Ways  
To Gain An Amazing  
Physique**

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**JEB JOHNSTON, CPT**

Diets suck. They don't work long term. You see small successes and then rebound, often gaining weight. This creates frustration, emotional distress, and more.

What does work is changing your attitude. About food, training, and moving. With this guide you get one new thing to try every day for one week. That's it. **One week.**

At the end of this week you will have the tools you need to build a killer physique. **It's not a diet.** It's **not a training program.** It's not a **fad.** It's an outline that you customize **to you.** Not **me** or my other clients or that weirdo at the gym that is always way too naked in the locker room. It's all about **you.**

Give me a week to help change your thinking. Then your physique. And maybe, **just maybe,** change your life.





What's up? I'm Jeb, founder of Brooklyn Strong, connoisseur of fine tattoos, purveyor of jacked arms and stacked booties. I train people in NYC and coach people online from all over the world. My specialty is helping creative professionals get strong.

Along the way I help them eliminate clutter, improve focus, and strengthen resolve. **Did I mention looking great naked?** Yeah, we do that too.

I help take the worry out of fitness and nutrition because I only do what works. How do I know what works? I have already tried everything that doesn't so you don't have to. Don't make the same mistakes I have.

This 7 day guide will help you make the changes **today** that will pay off for years to come.



[WWW.JEBJOHNSTON.COM](http://WWW.JEBJOHNSTON.COM)

# DAY 1

## SET YOUR 1 BIG GOAL

Goals are great, but goals without boundaries quickly become dreams, and dreams are hard to capture. So let's give those goals a place to live.

As far as fitness goes we have two main, opposing goals. Gaining muscle and losing fat. No matter how many gurus will tell you otherwise, it is extremely difficult for a drug free person to lose fat and gain muscle simultaneously. It's just not how the laws of thermodynamics work.

Most clients that come to me want to lose fat. It is the most common goal for 90% of the people I work with. At least to start. Building muscle is easier and more efficient (and comes with less fat gain) when you have a low bodyfat percentage. Once we establish a good baseline body fat percentage we can discuss muscle gain phases.

When setting goals for fat loss make sure to have small, attainable goals. These should be benchmarks on the path towards your ultimate goal. If you want to lose 15lbs and fit into your favorite pair of jeans that might be an 8-10 week process. Along the way you should have markers such as 5lbs by the first 14 days and avg 2lbs per week for the following 5 weeks. That would mean you hit your goal in 7 weeks which seems like a long ways off. It's not. Manageable bite-sized pieces help keep you motivated.

You also want to visualize how things might be different when you reach your goal. What do you hope to achieve? What feelings come with your goal? How will reaching your goal change your life for the better? What sacrifices are worth reaching that goal? Be honest.

If you can visualize the end result, are willing to do what is needed, and have a plan to get there it is time to take action. Action is what makes goals different from dreams. I want you to write down your big goal. But not as a goal. If it is a number on the scale write:

“ It is (goal date) and my current weight is (goal weight). I have lost (x amt lbs) in (x amt days) and I feel (emotion that comes with achieving goal) ”

Put it somewhere important that you will not lose it but that is not too far out of sight. I want you to be aware of its existence.

Next, I want you to write out your weekly goals in the same manner but without dates. So week one might look like:

“I just lost 2 lbs since (start date). I feel (emotion).” ”



These will be in the form of post-it notes and you will place them, time dependent somewhere that you look first thing in the morning and last thing at night. Could be a bathroom mirror, on your bedside table, stuck to the front of your nightly reading.

These goals are smaller, more manageable, and also might not happen in the time frame expected. Weight loss is not a linear progression. It has peaks and valleys. That is why there are no dates on these. These are your victory cards.

Collect all of your victory cards by the goal date and congratulations, you just reached your goal. That sounds a lot less daunting than trying to look 12 weeks or more down the road.

In case you are one of the 10% looking to gain weight, you will still be goal oriented but need a bit more finesse. Gaining muscle is hard. Gaining fat is not. Unless you are that friend.

We all have that one friend who eats whatever they want and is still rail thin with a six pack and muscle definition. And we all hate that fucker. If that is you then just eat a lot of whatever you want and be even more hated. And jacked.

If you are like me, a hardgainer, a skinny fat little pudgeball with no muscle and no idea how to get it; welcome. You are among your kind. I went from a soft 143 lbs to a leaner 175 in 2 years. I have been up to 200lbs but sit at around 190 these days.

Hardgainers have to eat cleaner than the naturally ripped dudes but a lot more than the juggernaut guys. We have small joints and aren't built to carry a lot of weight. For us, goal setting is slow and long.

Don't even worry about an end number. Try to gain 2lbs per week at most and quit your muscle gain phase at 90 days. The key is to monitor that you are not getting too fat. A little fat is fine but the more you add the more you need to lose after.

Once you reach the end of 90 days you need to maintain that weight for at least a month, preferably 2. Your body prefers homeostasis and will revert back to your old weight too quickly if you start cutting immediately.

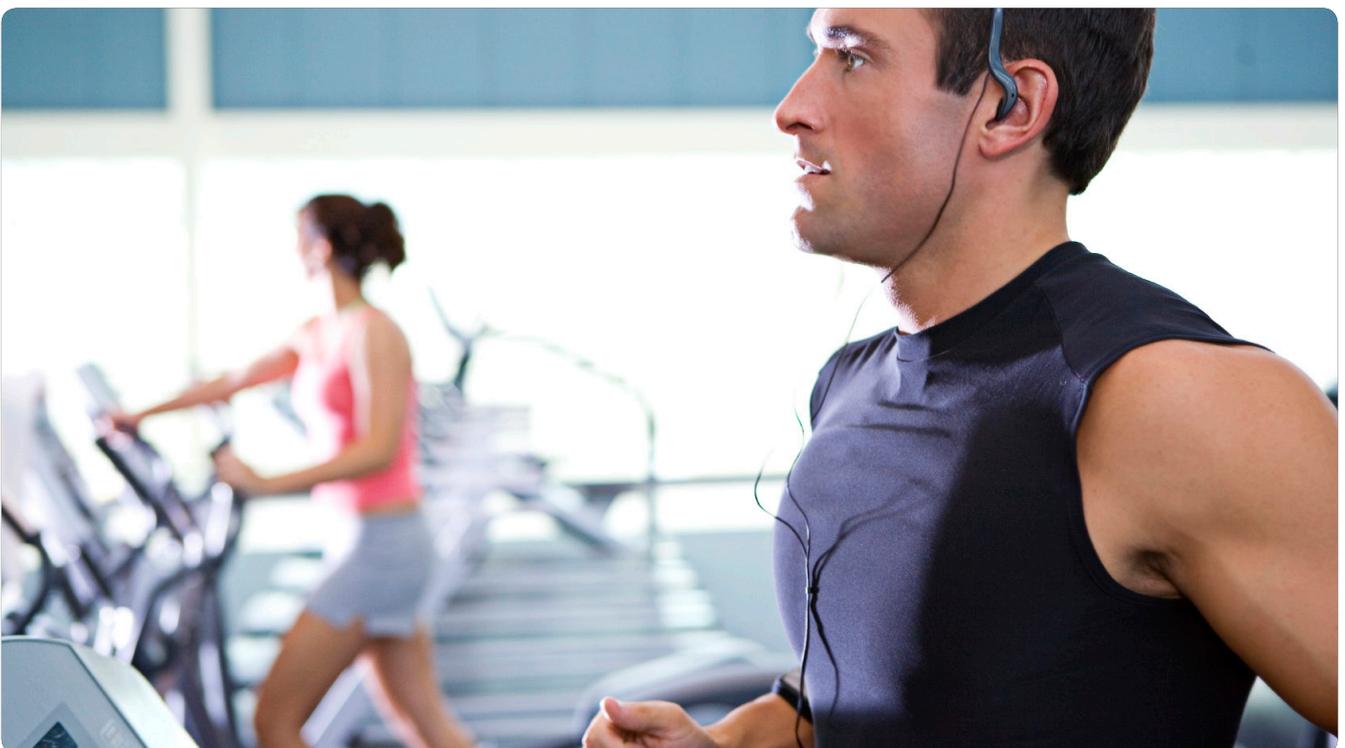
Now that we've established that you will choose one of two goals make up your mind and dedicate yourself to that goal, and only that goal, for 30, 60, or 90 days. 1-2lbs per week is the maximum you want to lose or gain if you want to spare muscle/ minimize fat.

# DAY 2

## SUCK WIND 2X PER WEEK

Just like diets, cardio sucks (pun intended). It is an inefficient way to lose fat and, in many cases, may inhibit muscle growth. It is also hard, and boring. And not sexy. It's also what's going to help you live longer and live better. It will help you better churn out high rep sets on shorter rest making your resistance training sessions more efficient. It's like laundry. Nobody wants to do laundry but it has to get done.

Cardio comes in two main flavors; HIIT (High Intensity Interval Training) and LISS (Low Impact Steady State). Apparently abbreviations are important to your cardiovascular system, I don't know. Basically one is high intensity short duration and the other is low intensity long duration. Think sex versus cuddling. Stop pretending your sex life is long duration. We all know the truth.



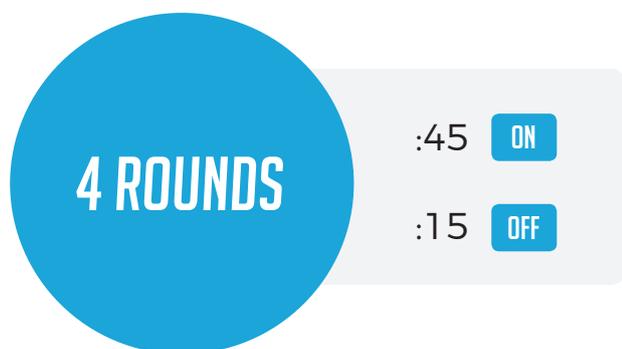
Either one can be effective. HIIT is things like interval training with kettlebells, sledgehammers, burpees. Things popularized in Crossfit commercials and episodes of The Ultimate Fighter. LISS is things like jogging, cycling, swimming, and walking.

A few years ago all anyone did was HIIT and sprints because they were afraid that jogging would turn all of your muscle into gelatin and cause men's balls to shrivel up inside of them. We have slowly turned the corner and a resurgence of LISS training for general health and cardiorespiratory output is happening in the strength community.

The key to properly applying either of these methods is to program them properly. HIIT can be done on a strength training day after the main work or on an off day. If programmed on an off day, however, it should not be done in a manner that interferes with recovery. Since most people tend to go too hard on HIIT days, I place them after a strength workout.

For LISS the key is to stay in what is referred to as Zone 2 work. It is roughly 65-70% of your max heart rate (between 120-140 bpm). If you have never worn a heart rate monitor while training you will be amazed at how slow zone 2 feels. I never jogged because it always felt so awful. Since I have been doing zone 2 work I feel better and more recovered after a run, not worse.

Here is an example of a good HIIT session you can do anywhere:



4 ROUNDS

:45 ON

:15 OFF

- 1 Burpees
- 2 Situps
- 3 Pushups
- 4 Mountain Climbers
- 5 :60 Rest

My preferred LISS workout is a zone 2 jog, preferably in Prospect Park in Brooklyn for 45 minutes. When it is shitty outside I will walk on an incline treadmill, sometimes with a weight vest on.

Even though cardio isn't necessary to build a great physique, I want you to do two sessions per week. Because dying at 40 with a six pack is not sexy. I don't care if it's two 60-90 minute steady state sessions on a treadmill or walking around the park. Or if you prefer shorter more intense HIIT sessions. Or sprint/ track work. Just get it done.



# DAY 3

## LIFT HEAVY SHIT 3X PER WEEK

Bottom line, if you want to look good naked you have to do some type of resistance training. It can be bodyweight, kettlebells, powerlifting, strongman. Whatever you like to do is fine, just put the work in. I'm not saying you should just do whatever random thing you just watched on youtube 3x per week. You should have a progressive training program that gets you stronger.

That said, for most beginner or intermediate lifters **3 full body sessions per week will give you the most fat-burning, muscle-optimizing results.** Try to have variations of a squat, hinge, push, pull, and carry. Throw in some abs and a quick little burner at the end and there you go. Including warm ups you should be in and out of the gym in less than an hour. Three hours per week is all I ask. More advanced lifters will obviously need to take a different route.



# FULL BODY PROGRAM

## DAY 1

- 1 Squat- Work up to a heavy set of 10 at a weight you could do 12-13 with then do 3 sets at that weight
- 2 Barbell Hip Thrust- Do 1-2 warmup sets then do 3 sets of 10. Squeeze your butt hard at the top for 2 seconds
- 3 **A)** Push Ups 3xAMAP  
**B)** Inverted or TRX Row 3x10
- 4 KB Farmers Carry 2x60sec- Grab 2 heavy KBs or DBs and walk for 60 secs

## DAY 2

- 1 KB Front Squat 3x10
- 2 Sumo Deadlift- Work up to a weight you could do for 10 and do 3 sets of 8
- 3 **A)** DB Incline Bench Press 3x8  
**B)** Bruno Row 3x5- <https://www.youtube.com/watch?v=91S6liPoffA>
- 4 Weighted Sit Ups 3x15

## DAY 3

- 1 **A)** Dumbbell or Barbell Bench Press- Keep working up in sets of 10 until you can barely get 10. Take small jumps to get some volume. Count the last 3 sets as 3x10. On the earlier sets you will superset with the pull ups (or assisted)  
**B)** Pull Ups (or assisted) 3xAMAP
- 2 Bulgarian Split Squat 3x8/leg- do a couple of warm ups sets of 5 and then hit 3 hard sets of 8 each leg
- 3 KB RDL 3x8- really focus on pushing the but back and getting a good stretch in the hamstrings
- 4 Stretch Push Ups 2x10- put your hands on top of KBs or pushup handles to get a deep stretch when performing your pushups. Knee push ups are fine, just use good form
- 5 Modified Candlesticks 3x10

# DAY 4

## EAT 4 MEALS PER DAY

For ages bodybuilders have preached to eat 6 or more small meals per day spaced 2-3 hours apart. The reasoning is simple. It's easier to manipulate your caloric intake in small, measurable portions than it is in large ones.

Bodybuilders are generally eating very little calories when cutting or massive amounts when gaining. If you have ever tried to restrict calories to very low levels than you know what a toll it can take mentally. Having a small meal to look forward to every couple of hours is a big help in staying positive. On the other side, eating for mass is a brutal exercise in mental fortitude. Spreading 5000 calories out over 6 meals is a lot more realistic than trying to get that in 3.

Now, none of you are going to be eating 5000 calories under my direction. If you are in need of that high of a caloric intake than you should look for coaching from someone other than me.



Most of my clients are busy with active social lives and just don't have time for prepping and, in some cases, eating 6 meals. Plus, in NYC it's impractical to lug all of that tupperware from your tiny kitchen, on a crowded subway, stuffed into a 90 floor office building 5 days a week.

So I ask my clients to give me 4 meals instead, one of which is a shake. That means just breakfast, lunch, dinner and either a snack or a shake.

On training days you will consume a shake either during or immediately after your session. On non-training days it will come as dessert or as a snack.

If you are trying to gain weight a second shake can be added as it's sometimes easier to gain by drinking your meals than eating all of them. Of, course, the inverse is also true so you may want a whole food option if you are trying to lose weight.

My intra workout shake is one of two formulas. One is one scoop of vanilla protein mixed with 30gms of carbs from Tang. Yep, Tang. It's cheap, tastes good, and easy to find in NYC. My second shake is chocolate protein mixed with 30 grams of carbs from Nestle Quick. I relive my childhood every workout.

Depending on your weight, goals, and tolerance you will adjust the amount of protein and carbs but for most people a 1:1 ratio is pretty good. I also toss my creatine in there.

I include recipes for other meals that I stick to further into the ebook if you are interested in them.

# DAY 5

## EAT 5 HANDFULS OF VEGETABLES PER DAY

You are a grown adult. No one should have to tell you to eat your vegetables. Yet here I am. Because I know damn well that a lot of you don't. You know how I know? Because I was that guy. I never ate any vegetables unless my wife made dinner. It's not that I don't like them, I just couldn't be bothered. I didn't want to take the time to prepare them. And I wondered why I was always sick and lacked energy. Now I just throw a handful of spinach in the blender with my protein shake, in an omelette, or on a sandwich. Spinach is my go to because it's super versatile and easy. I switch it up at dinner but during the day it's my jam.

The other advantage of upping your vegetables is that they have a high satiety level meaning they keep you fuller, longer. This can be huge when you are trying to lose fat. A large volume of leafy greens has a relatively low number of calories so you can also load up your plate and know that you aren't going to screw up your numbers. Just be sure not to utilize a lot of fatty dressings or oils unless they are accounted for.

# DAY 6

## COMMIT TO 6 DAYS OF COMPLIANCE PER WEEK

Just like it says. I want you for 6 days per week. If you can stick with your nutrition from Monday-Saturday you can go drink bottomless mimosas w/ the girls from the Hair Factory on Sunday. I want you to have a life and I want you to make this a lifestyle, not a competition.

Now, this isn't a free pass to wreck all of your work from the week in one day. I treat my Sunday as a controlled free day. I always aim to hit my protein numbers for the day (for me 200 grams) and am not quite as tight on my fat and carbs as I usually am. If you are going to drink alcohol try to avoid sugary cocktails and keep alcoholic drinks to 15% or less of your total calories

The trick is, as your compliance grows so does your resilience. You will see the results of your discipline, strength, and resolve during the week and how it fuels both your performance and your physique. Your less adherent meals will gradually get less frequent and less calorically taxing. It's a win-win. Mental and physical.



# DAY 7

## LEARN TO COOK 7 BEDROCK MEALS

I want you to make a list. 7 meals. Bedrock meals. Meals that you can eat over and over without getting sick of them. 1 breakfast, 1 Snack, 2 Lunches, 3 Dinners. Obviously if you don't like breakfast food or lunch foods then just substitute out that meal.

I am strange in that I don't love breakfast food. Don't get me started on brunch (you can read my brunch rant [here](#)). So I stick to the same breakfast every day (which is only 2 or 3 days a week, I skip breakfast most days). Lunch is usually on the go or at my computer so a sandwich works best for me. I like my snack to feel a bit decadent so yogurt and fruit is my go to. Dinner, dinner is where I am in my happy place (you can check out the recipes [here](#)). Here are my meals

### **BREAKFAST:**

1 egg,  $\frac{3}{4}$  cup liquid egg whites, handful of spinach 2 pieces low carb toast with 2 tablespoons raspberry jam

### **LUNCH:**

**Option 1:** Lean deli ham on Rye toast with mustard and arugula.

**Option 2:** 1 can albacore tuna w/ low fat mayonnaise on whole wheat wrap with arugula and red bell pepper

### **DINNER:**

**Option 1:** Thai Peanut Chicken over Rice

**Option 2:** Turkey Enchiladas

**Option 3:** Steak and Warm Vegetable Salad

### **DESSERT:**

Protein Pudding

# DAY 8

## BONUS DAY

An 8th day for the week, for the Beatles. And for you. Because even God took a rest day.

We are going to keep it simple. Get 8 hours of sleep.

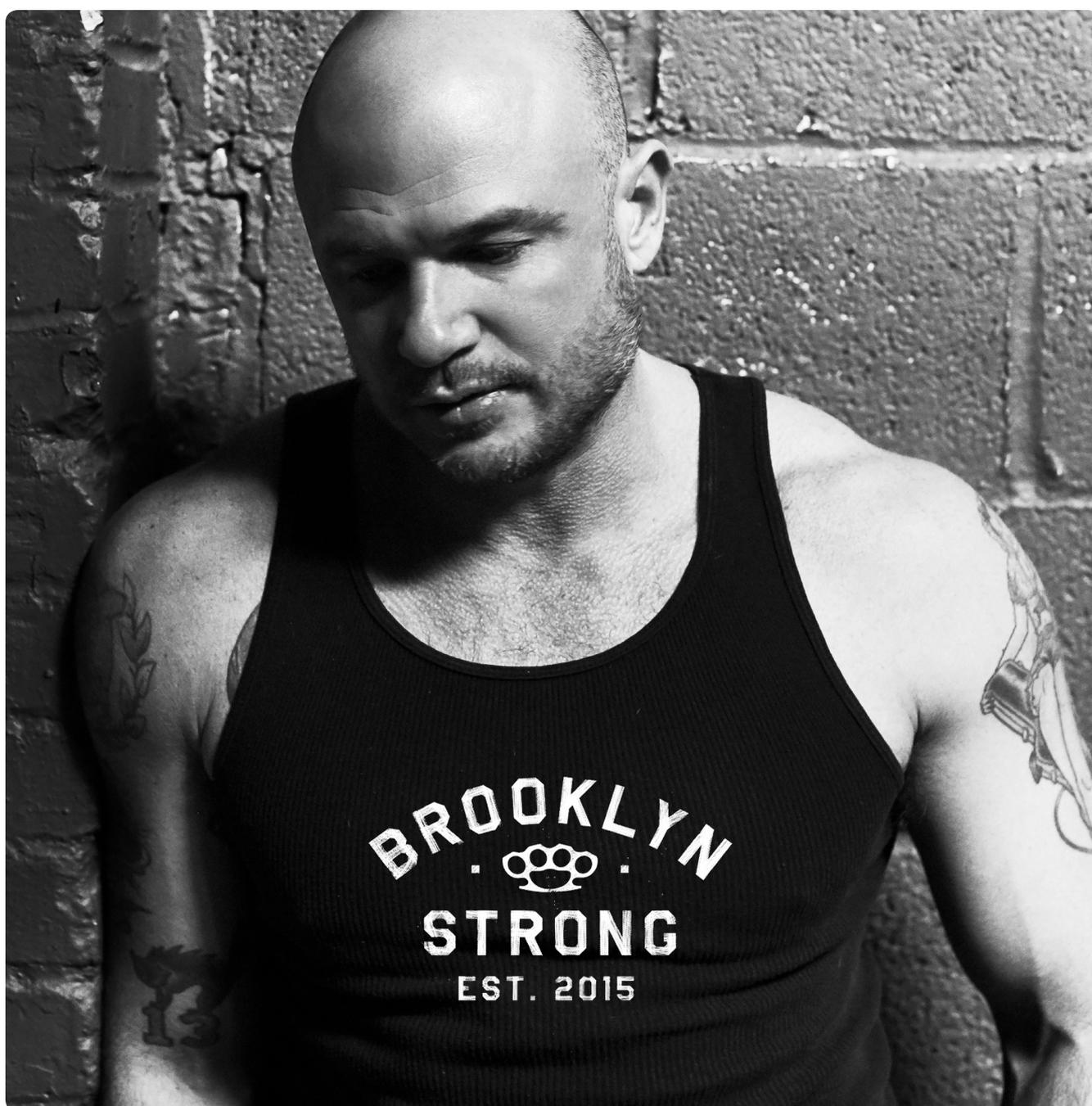
You don't sleep enough. You know it, I know it, the bags under your eyes clearly know it.

If there were one thing that I could do for every client and guarantee them better results it would be to improve their sleep. 8 hours of quality sleep will improve your body composition, your performance at work, your performance in the gym, and your performance in bed. Just do it already.

Make sure your bedroom is dark, at a comfortable temperature, and free from electronics. Get off of your phone, computer or ipad before bed. Go to the library and get a real book to read. It will do wonders. Not only will you fall into a more rested, quality sleep, you might actually learn something.

There it is. One week of daily fixes that can change your physique, and maybe your life, for good. No gimmicks, no quick fixes, just a little bit of work.

For some of you, the one missing piece is going to be accountability. Many times that is what separates the most successful people in my program. The highest levels of accountability and contact with me will be found in my Elite 1:1 Coaching Program. If you are interested in seeing the best version of yourself, fill out the form here.



## WHAT NEXT?

First, let me just say thank you.

Thank you for downloading my guide and thank you for taking time out of your busy schedule to read it.

I really appreciate it.

Most importantly...

## DID YOU FIND THIS HELPFUL?

If you did, and if you'd like to change your physique and simplify your life, I'd like for us to work together.

Click here to learn about my 1-on-1 Online Fitness Coaching Program

**ONLINE COACHING**

**CLICK HERE**

It might not be easy.

But it will be worth it.

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Also, if there is anything you have questions about, something you are stuck on, or just want to say "Hi" then be sure to contact me.

You can shoot me an email [HERE](#)

Or contact me via social media   

I'd love to answer any questions you might have and I personally reply to every email I receive.

Look forward to hearing from you.

- Jeb