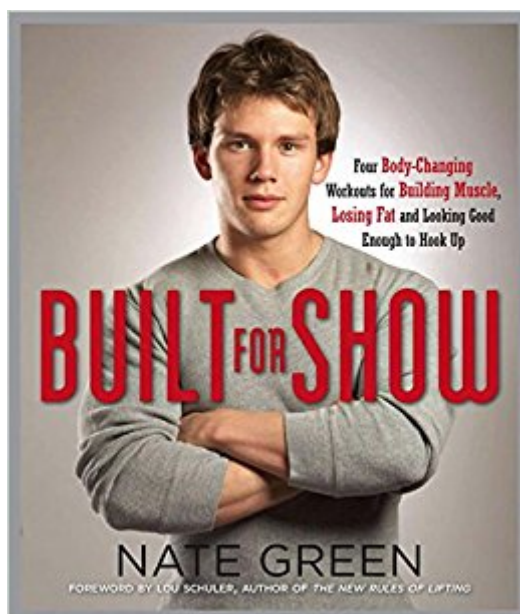


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Built For Show: Four Body-Changing Workouts For Building Muscle, Losing Fat, And Looking Good Enough To Hook Up



Synopsis

Every guy is looking for an edge, some way to get single women his age to notice him more than they do now. Unfortunately, most guys have absolutely no idea what kind of body automatically flips a girl's attraction switch. Nate Green does. Built for Show is the first fitness book to address young guys who don't want to spend all day in the gym.Â Green offers four twelve- week workout programs, each with a seasonal theme. The fall and winter workouts add muscle size and strength that'll show even under layers of clothing. The spring and summer workouts burn fat and chisel the showpiece muscles--creating a lean, cut, beach-ready physique. But Built for Show is more than just a workout book. It also provides: Â Realistic nutrition advice to feed the muscles and starve the fat without breaking the bank or spending hours in the kitchen Â Tips on dressing right, looking the part, improving your social status, and settling into your new lifestyle Â Quick ways to assess posture, with useful exercises to fix flaws and improve self- presentation, no matter the situation. The detailed programs include over fifty exercises, illustrated with over one hundred original photos. Neither a weight-loss guide nor a body- building manual, Built for Show instead reveals to guys exactly what they need to build the body they - and women - want.

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Customer Reviews

Nate Green is a writer, fitness expert, and marketing strategist. After dropping out of community college at 18, he started a small personal training company and began studying under some of the best coaches and writers in the fitness and health industry. He served as an assistant editor at

T-Nation.com for 2 years before joining Precision Nutrition, where he continues to work as a "marketing and ideas guy." His first book, *Built For Show*, was published in 2008 by Avery Publishing when Green was 23, and he's written for *Men's Health*, *Men's Fitness*, *Livestrong.com*, the *Huffington Post* and more. Green's subsequent books, *The Hero Handbook* and *Bigger, Smaller, Bigger* were released online and given away for free. He currently lives in Portland, Oregon, and works closely with the Precision Nutrition team.

CHAPTER ONE What a Guy Really Wants, and Why I'm going to ask you a question and I want you to give it to me straight. I've heard all sorts of answers from all sorts of guys, so my B.S. detector is finely tuned and has had quite a bit of practice. So I need you to level with me when you answer this question: Why do you want to work out? Why does any guy want to work out? Why train with weights at all? If you said "to lower my cholesterol levels," "to touch the rim," or "to prevent osteoporosis later in life," I'm not buying it. There's nothing wrong with those benefits, and I'm sure you'll achieve them from the workouts I've designed. But come on. You don't lift because you're worried about your health or your performance in pickup basketball games. You work out so you can increase your chances of hooking up. That means having the kind of physique that looks good in clothes and looks even better naked. I'll accept variations on that answer. Like, "I go to the gym because my wife tells me to." Or, "If I don't stay in shape, my girlfriend will find someone who does." I know a few guys who won't even go to the grocery store if they don't look their best. I get it. Some guys are born motivated, some achieve motivation, and some have motivation thrust upon them. But at the root of our motivation is an understanding that, when all else is equal, the guy with the better physique gets the girl. The combination of well-developed muscle mass and minimal body fat (what anthropologists mean when they report that the indigenous males of a particular region are "jacked") is a sign of reproductive fitness. It shows that you have more testosterone than the next guy, even if you don't. The more primed women are for sex, the more they notice. (True fact: Published scientific research shows that women are more attracted to the manliest men when they are ovulating than they are at other times in their menstrual cycle.) If you're Tarzan, she's game. So let's start this relationship with some mutual candor. I wrote this book because nobody else did. There was a time, not long ago, when I wanted to know more about building my body in hopes of accumulating more frequent fornication points. I wanted exactly what you want: muscles that women notice. I couldn't find that book, because it wasn't yet written. Instead, I learned how to achieve the goal, and in the process became a very busy personal trainer. Then I set out to write

the book I always wanted to read. That's enough about me. Let's talk about you. Whether you're thick or thin, you want the wide shoulders and chiseled torso that women don't just notice, they occasionally grab. You don't wish bodily harm on anybody, but you'd be flattered to know that the woman who just passed you on the freeway risked soft-tissue damage when her head whipped around to get a better look. At a bare minimum, you want the most attractive women in your apartment complex to see you as the go-to guy the next time they need some furniture removed. Now that we've cleared the air about why you want the body you want, let's talk about something a bit more complex: Why don't you have that kind of body already? I'm going to assume you're familiar with the concept of working out. If I were a betting man, I'd wager that most of you reading this work out regularly. But if you're like most of the guys I see in gyms these days, you're doing workouts that can't possibly help you reach your goals. Worse, I see some of the finest young men of my generation exercising in a way that will take them further away from their goals. Some of the more sharp-tongued members of my profession refer to commercial gyms as "fatness centers." Health clubs encourage you to come in and mope your way through useless circuits on machines that only exist as marketing tools to make strength training look "easy" to the newbies. They discourage you from working hard by making it relatively inconvenient to do the exercises that build the most muscle mass. One gym chain on the East Coast even has a rule against grunting. I'm as opposed to gratuitous noise as anybody, but how do you push yourself to get stronger if you have to worry about getting kicked out of the damned gym just because an exertion-related sound involuntarily escaped from your throat? There are lots of ways to work out that don't involve the risk of breathing hard. That's why the health-club chains want you to do high-repetition, low weight circuits on their shiny exercise machines. You won't build the body you want with those workouts, but the owners of the health clubs don't care. They're happy to see you waste your time, as long as your account is paid in full. Frankly, though, I couldn't care less about people who want results without hard work. I'm more concerned with the guys who work hard but don't ever get the results they've earned. I see a lot of these lifters falling into three distinct categories: **BODY BY FLEX** These are the guys who "blast their biceps" with thirty-two different exercises, following the workouts of the pro bodybuilders they read about in the magazines. They never ask if their biceps need to be blasted at all, much less with thirty-two exercises. Result? Their muscles get more blood-engorged than a tick with a rather serious glandular problem, but once the blood drains back out of their biceps the result is . . . deflating. **GHOST OF WORKOUTS PAST** Remember the workout program you did in high school, back when you put on twenty pounds of solid muscle your senior year, when you made

third-team all-conference? Your muscles sure as hell remember. That's why you haven't gotten any stronger since high school. It was probably a great workout (although I've seen some pretty crappy programs designed by high school coaches). Still, no matter how well designed the program was, a body will make only so many adaptations to any one system of training. Without variety, there's no challenge. Without challenge, there's no progress. IF IT'S NEW, IT MUST BE BETTER. It's great to be open-minded about new ideas in training. But it can go too far. The smartest, most successful trainers I know make endless fun of the people balancing on Bosu balls while attempting to lift weights that are too light to put muscle on the glandular tick I mentioned a moment ago. (A Bosu ball is half of a rubber ball on top of a plastic platform. Consider yourself lucky if you've never encountered one.) Unless you're training to be an acrobat, it's far better to workout with one or both feet on the floor, since that's the way you use your muscles in real life. Most guys I see end up doing workouts that are hybrid versions of all the pitfalls I just described. It's not that they don't have enough information. Between books, magazines, and the Internet, there's more information than ever. And if it was as good as it claims to be, we'd all be ripped to shreds and warming up on the bench press with five hundred pounds. The information itself is often the problem, especially when it comes from the wrong sources: muscle magazines, misinformed personal trainers, Hollywood trainers to the stars . . . sometimes the stars themselves pretend to be fitness experts. The truth is that most "fitness experts" have no idea how to get actual results for actual humans. That's why a typical guy's workout looks something like this: STEP ONE: Walk into gym. STEP TWO: Bench-press, incline bench-press, dumbbell bench-press, dumbbell incline bench-press, hop on a treadmill. STEP THREE: Try to impress the girl on the machine next to you by flexing your pecs while you run. STEP FOUR: Go home alone and cry. STEP FIVE: Return to the gym the next day, only instead of twenty-four sets of chest exercises, you do twenty each for your biceps and triceps. And instead of flexing your pecs while you run on the treadmill, you flex your arms, making you look like you're auditioning for a remake of RoboCop. That's why I wrote Built for Show. If you have the motivation and desire, you deserve a program that shows you how to reach your goals, step-by-step. You deserve a system that makes efficient use of your time and energy. I hope you get a little more knowledgeable about training when you read Built for Show. (I know I got a lot smarter writing it. You never know what you don't know until you try to verify the things you think you know.) And I'm sure you'll get a lot of benefits that don't matter much to you now. You'll build stronger bones, lowering your risk of osteoporosis. You'll ramp up your metabolism, making it easier to keep body fat from returning, or from accumulating in the first place. If you have some nagging little injuries, you'll

probably find they become a lot less bothersome. All of those are perfectly nice side effects, like going on *The Price Is Right* and winning a coffeemaker as a consolation prize when you were hoping for the convertible Mustang. My guess is that you wouldn't be very consoled. But if you won the grand prize, you wouldn't complain about finding the coffeemaker in the backseat. Are you ready to go after that grand prize?

ABOUT THE PROGRAMS

I'll get into this in much greater detail in Chapter 7, but right now you're probably curious about what you'll be doing to get built for show. My yearlong workout system is divided into four seasonal programs:

Fall: I hope most readers will start here, especially those who haven't yet spent a lot of time in the weight room. These workouts introduce you to the most important exercises, like squats and deadlifts, and focus on building a base of strength and muscle mass while providing enough of a training stimulus to work off a little fat in the process.

Winter: Here you'll focus on building pure strength, which also packs muscle in the places where women will notice it.

Spring: The goal here is to continue building your strength and muscle size while also making your workouts more challenging. So you'll improve your overall conditioning and athleticism while burning off some fat and getting your body ready for display.

Summer: Now you'll seriously attack whatever remaining fat you have with more technically complex exercises and tougher workouts. You'll also get to do some curls and extensions to put the finishing touches on your physique. The system is modular, so you can start with any program that suits your needs and is compatible with your current abilities. I encourage most of you to start at the beginning and continue for a year. It doesn't matter if you end up with your "summer" body in October or April; once you're built for show you'll reap the benefits any day of the year.

Several years ago, at the age of 34 and following a series of traumatic life events, my weight had dropped to 132 pounds (I'm 5'11"). When I started to date the woman who would eventually become my wife, and I found out that her last boyfriend had been in the military, I thought it would be a good idea to get in better shape despite her protests to the contrary. That decision led me to purchase *Built for Show*, and I credit Nate Green for teaching me the basic of how to actually train in the gym. The book contains a year-long program that starts with a kind of warm-up phase in the Fall (it doesn't really matter what the season actually is when you start), progresses in to a bulking phase in the Winter, builds more general fitness in the Spring, and then finishes with a cutting phase in the Summer. It took me about 18 months to complete the program due to travel and injuries, but I stuck with it and I can say that it really did change my life. Upon completion of the program I was about 165 pounds and much more physically capable than I had been at 132. And my (now) wife

had to admit that I looked a lot better. Summary: Great book for someone who's just getting into working out. Pros: Nate is engaging and funny, so you feel you have a training partner in the gym. The workouts are fun and well-designed. I liked the focus on full-body training and functional fitness. Having completed Built for Show, I'll never work out without using some sort of program again - it's a much more effective and interesting way to train than going to the gym and just doing whatever. And I thought the life-style tips were entertaining and somewhat helpful. In the end, the key to attracting women is actually being the kind of man that women want to be with, and Nate gives some reasonable advice on that front. Cons: Some of the workouts (especially in the Winter) really did take too long, and the Summer workouts were so intense that I developed heart palpitations from over-training (they went away once I broke the workouts in half and did four half workouts a week). I also think that even more focus could have been put on the form of the exercises. I hurt my lower back and neck on a few occasions, so maybe insisting that readers meet with a trainer at the start of each phase to go through the movements for that phase would have been a good idea. Next steps: Following Built for Show, I used Huge in a Hurry for about six months and got up to 187 pounds. This essentially required force-feeding myself (some days eating/drinking up to 10,000 calories). Although I thought I was a little overweight, I received many compliments and it changed the way I thought of myself. After using an assortment of other routines, none of which I would particularly recommend, I found P90X and now I will only ever train at home. It's just too convenient. The downside of the home training though is that it can be harder to lift heavy weights, and my weight has now dropped all the way down to 155. BUT, I am a ripped 155 and very happy with how I feel and how my body moves. So, in the end it's been a journey, and I credit Nate Green for helping me get started. Thanks Nate!

Summary: I used to weight-lift as a college athlete, but after college I wasn't sure how to train because the only competitive physical activity I still engaged in involved my girlfriend and our bed. This book provided the best workout routine for my new "fitness" goals. Pros:- awesome detailed routines- introduces training techniques (varying sets, split sets) that I couldn't tackle on my own- works you up to awesome full-body exercises, enough variation to keep you interested- whole-life approach to fitness Cons:- Not extremely detailed (like I'm used to doing cardio everyday, should I stop? where's the cardio?)- Lots of digressions about hooking up (did you know Nate picked up an Adult film actress? you will if you read this book) Review: So I was 27 and getting fat when I picked up this book, and while I'm still kind of fat, I am getting stronger and I have kept interest in the gym while trying something other than the same 10 exercises I did since Freshman year in college. The

beauty of the book is it aims its work outs to my new goals, that is being in better shape to keep my partner interested in me. I don't want "POWERFUL BICEPS" or "SOUL-CRUSHING GLUTES" I just want my girlfriend to get excited about showing me off, and to get excited about getting home at the end of the night. One major annoyance in the book is it's focus on hook-up culture. One chapter makes multiple references to advice given by self styled "pick-up artist" which would be more annoying if the advice wasn't pretty decent. I skimmed over it, and trust me, this wouldn't be a four star book if the idea of "negging" was even remotely condoned. The worst part, however, is the cover telling you the book will help you "hook-up" and "attract dates" which makes it seem more pathetic than it is, and kinda piqued my significant other. In summary, this guy is, like many fitness authors, a personal trainer. And the reason I bought this book is because a great personal trainer has your motivation in mind when creating a work-out routine for you. The motivations here match mine, so its a good book for me. I've enjoyed the work-outs for a few weeks, I WILL return in one year, and tell you what the result was for my body.

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