



VISUAL IMPACT
—MUSCLE BUILDING—

Muscle Building Special Report #11

The G-Flux Principle
AKA
“Skinny Fat Killer”

Have you ever heard of G-Flux? Well...this may change the way you think of calorie deficits, calories per day, activity levels, etc.

I decided to write this report for 3 groups of people.

1. Guys who tend to be skinny fat and lose muscle faster than fat when getting lean.
2. Guys who want to stick to their current size, but want to drop fat and add muscle.
3. ...and everyone else :)



[Male models typically have an ideal size that they are required to hit. It is fine for them to have low body fat...but they should never bulk and cut.]

G-Flux = A Strategic Way to Change Body Composition

The easiest way to explain this is by comparing two fictional characters.

Tom is a 180 pound guy who trains 3 times per week and uses brief body weight circuits of 30 minutes per session. His total workout time each week is 1.5 hours.

He wants to get down to 170 before summer and get lean while adding a touch of muscle in the process.

Tom figures that without exercise he can eat 2,500 calories per day without losing or gaining weight. Through trial and error, this is what he has found keeps him at his current body weight.

Tom's weekly allotment of calories = 17,500

...but since he wants to lose weight, he wants to create a weekly deficit. If he wants to lose 1 pound per week, he needs to create a total deficit of 3,500 calories.



Lets say his 1.5 hours per week of body weight circuits burns off 1,400 total calories. He needs to reduce his calorie intake by 2,100 for the entire week. So he cuts 300 calories per day taken in by his diet. He now eats 2,200 calories per day on average.

Tom's Summary:

- Eats 2,200 calories per day.
- Trains 1.5 hours per week.
- Creates a weekly deficit of 3,500 calories.
- Loses one pound per week.
- Should hit his weight loss goal in 10 weeks.

Note: This is greatly simplified. It would never work out this perfectly. It's hard to track exact amount of daily calories in, calories burned, etc.

Andre is also a 180 pound guy, but he is an actor in Hollywood who is trying out for the role of a lifetime. He is auditioning to be a villain in the next *Bond* movie.



The role is to be a villain who is suppose to look as ripped as Daniel Craig. The person who gets the role is to seem like a darker version of James Bond.

So like Tom, Andre's goal is to reach 170 pounds. He wants to be ripped, but also needs to fit into a tuxedo, look “GQ”, etc.

...but Andre works out 1.5 hours per day, 6 days per week.

Like Tom, Andre can eat about 2,500 calories per day when he isn't exercising to stay at the same weight.

Andre's weekly allotment of calories = 17,500

...but he wants to lose weight and create a weekly deficit of 3,500 calories.

Andre's total workout time is drastically different than Tom's. He burns 1,200 per workout and trains 6 times per week. His workouts create a 7,200 weekly calorie deficit. Andre actually needs to eat more than 2,500 calories per day if he wants to lose one pound per week.

Andre finds that he needs to add roughly 3,500 calories per week, since his training creates twice that calorie deficit. He adds 500 calories per day to hit the same goal as Tom in 10 weeks.

Andre's Summary:

- Eats 3,000 calories per day.
- Trains 9 hours per week.
- Creates a weekly deficit of 3,500 calories.
- Loses one pound per week.
- Should hit his weight loss goal in 10 weeks.

Both John and Andre are creating the same deficit per week and drop 10 pounds in 10 weeks.

Question:

Will both of these guys wind up looking the same, given they hit the same goal in the same time frame?

I think you know the answer to this already!



Andre will have full looking muscles due to creating a deficit through exercise vs creating a deficit through diet.

I've just describe one example of G-Flux.

[John Berardi](#) is the guy to coin the term G-Flux. It is short for Energy Flux. The idea is to find the ideal balance between calories eaten and calories burned.

Tom is an example of a guy using Low G-Flux to hit his goals.

His calorie intake was low, his activity levels were low. He hit the same 170 pounds as Andre, but their results are drastically different in a mirror.

Some benefits of Andre's High G-Flux approach.

- Increased metabolic rate.
- Increases in lean mass while dropping fat.
- Improved nutrient partitioning.
- Improved nutrient delivery.
- Increased tissue remodeling and turnover.

Note: A middle aged person can essentially create the metabolism of someone decades younger when they aim for a high G-Flux.

Why didn't Andre simply try and lose 2 pounds per week?

Andre could have kept his deficit at 7,200 per week and dropped 2 pounds per week. The problem with that is that he would have likely lost a little bit of muscle, wouldn't have been as strong, and he would have done nothing to increase his metabolism.

What about people who say body fat percentage is mainly about diet?

When you try and lose fat by mainly using diet, you run the risk of losing muscle volume and getting stuck with stubborn body fat. This can create a “skinny fat” effect even with those who train regularly.

How to Implement G-Flux Principles in the 3 Phases of Visual Impact?

Phase 1: For guys who are trying to add a bit of size, make sure you eat a little more than you burn each week. You will want to eat a decent amount of whole foods and try and see if you can hit the gym 4-5 times minimum per week. I put up a 3-part post on [Eating to Increase Metabolism](#) on my blog covers the diet portion of this strategy.

Phase 2: If plausible, increase your time in the gym in this phase by a bit...or add in a day of cardio outside the gym, etc. Decrease your weekly calorie intake by just a little, if you have some body fat to lose.

Phase 3: If you are young and have a lot of fat to lose, you can get away with a pretty aggressive low calorie diet the whole phase. If you are 30+ years old or are a skinny hard gainer, you still want to reduce the calories...just no need to go super-low cal the entire 2 month period.



Note: In *Phase 3* you still want to follow the aggressive approach to a certain extent. I would still aim for 5-14 days at the end where you are following the [2 shake and chicken salad diet](#) I outline. This works really well for short bursts.

What about the Bonus Phase?

I have never done a great job explaining the bonus phase.

The goal of the bonus phase is to flood your muscles with nutrients while staying lean. This will make the muscle full and create the “Shrink Wrap Effect” I talk about in Visual Impact Muscle Building.

High G-Flux is the #1 Goal of the Bonus Phase. So think of the bonus phase as very similar to phase 1, but with possibly even a little more time in the gym.

Also, like in phase 1, back off on the cardio and spend your time fatiguing the muscles with lots of sets and reps. Keep the rest periods short as well.



[A prime example of High G-Flux? The men in the movie *300*. These guys trained like maniacs, but ate a decent amount as well. Their muscles were fed while the fat was melted away with the time in the gym.]

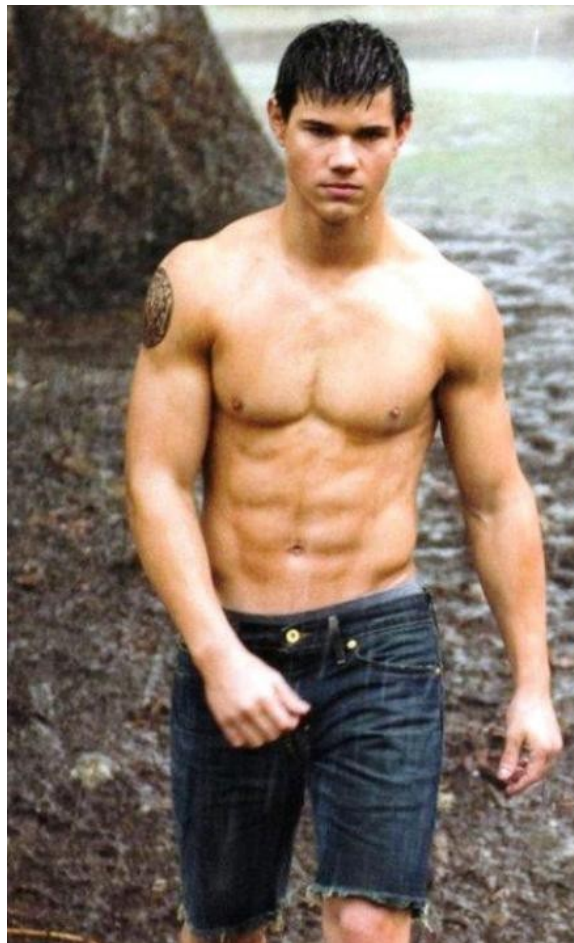
A BIG benefit of going into a vacation in High G-Flux.

You are revving up your metabolism and making it strong when you use a High G-Flux approach to getting lean.

With a High G-Flux, you are much less likely to get that rebound fat gain while on vacation. Your metabolism will be revved to the max and will handle those calories even if you are inactive.

...it will slow back down at some point if you stay inactive, but it is a gradual process. This is a way to look great, much longer into your vacations.

Also...remember when I talk about how Taylor Lautner in the main manual of Visual Impact Muscle Building? He got really lean for his role as Jacob Black in *New Moon* and possibly too slim (by accident)...then his trainer made him eat more and hit the weights as hard as possible.



Taylor Lautner went into the movie *New Moon* in a state of High G-Flux. Because of this he looked lean the whole movie without having to live in the gym during the shooting of the movie.

In VIMB I talk about beginning the bonus phase 3-4 weeks before a vacation. I'm thinking that 4-8 weeks could be even better. To be honest either way is going to work well.

Some may consider more training time a negative...I do not.

I spend so much time in front of a computer, that I am doing my best to extend my workout time per week a bit. The last few months I've done a 3 day per week routine...roughly 1 hour per workout. So just 3 hours per week.

My plan for the next few months:

- Jan: 6.0 hours per week
- Feb: 6.5 hours per week
- Mar: 6.5 hours per week
- Apr: 7.0 hours per week
- May: 7.5 hours per week
- Jun: 8 hours per week
- Jul: 0 hours per week (4 week vacation).



[Going on a 4 week trip to Europe. First time I've ever been.]

Yes...this goes against the brief workout trend that is extremely popular these days. Brief training tends to work for those who have great genetics.

Are you able to get in incredible shape with brief training?

Some people do get great results with brief training. When I was 19-25, I probably fit into that category. I ate a ton and had a naturally high G-Flux. A lot of calories came in to feed the muscles and my naturally high metabolism kicked in and took care of the body fat.

I did wind up training a decent amount, but probably could have looked just as good training 3 times per week.

Getting “skinny fat” happens more often than not these days.

It makes sense if you think about it.

- An individual puts on extra pounds.
- They tackle the problem of extra pounds by dieting & brief exercise.
- Brief exercise isn't enough to burn a lot of calories or fuel the muscles.
- Chronic low calories and minimum activity causes low G-Flux.
- Body fat isn't getting burned due to slowed metabolism.
- Muscles are smaller in size because not enough fuel or activity.

How much lifting vs how much cardio?

In Phase 1 & Bonus Phase, I would keep cardio to the low intensity, walking on a treadmill variety. Just walk on a treadmill at a steady pace after lifting.

...but I would try and spend the majority of your time in these phases lifting. Do your best to get those muscles full of glycogen with a lot of volume and cumulative fatigue. Think plenty of sets and reps.

In Phase 2, you can do Visual Impact Cardio style workouts if you have a decent amount of fat to lose. In Phase 3 add cardio for sure. Again...Visual Impact Cardio is perfect for this phase.

Pick your time in the gym and stick to it.

This month, I'm working out Mon, Tue, Thu, Fri. Each workout is 1.5 hours long and I'm following Phase 1.

I don't leave until 1.5 hours is up.

It has actually been fun. Sometimes my main workout is over in 45-60 minutes. Since I have 30-40 minutes left, I can do some forearm specialization, extra ab work, extra calf work, etc.

If my muscles feel like they have had it...I simply walk on the treadmill to get in my time.



In the Bonus Phase & Phase 1 I would recommend gradually shortening your rest periods, week to week. This still isn't circuit training, but see how much work you can accomplish in the gym each session. The larger energy output will ensure a higher G-Flux and you will wind up with a better body composition.

In Phase 2 and Phase 3, I would still recommend adequate rest periods in between sets. You aren't aiming for maximum amount of fatigue, you are aiming for max tension. Then add in cardio to pump up the G-Flux.

Hope you guys enjoyed this bonus report :)

-Rusty

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PS: Keep an eye on your inbox. Another Visual Impact “tweak” coming soon!

Special Report Links so Far (in case you missed them)

Special Report 1: [Same Workout, More Fat Free Muscle](#)

Special Report 2: [When to Go “Nutty” With Workout Volume](#)

Special Report 3: [Deep Six Pack Abs Report](#)

Special Report 4: [Olympic Style Lifting for Muscle Density](#)

Special Report 5: [Fat Torching Cardio](#)

Special Report 6: [The Supplement “Short List”](#)

Special Report 7: [Style Tips](#)

Special Report 8: [Develop the Body Language of An Alpha Male](#)

Special Report 9: [How to Lose Water Weight for a Special Event](#)

Special Report 10: [The 15 Second Set Method](#)