



KETTLEBELL CARDIO BLUEPRINT

Your ultimate guide to getting ripped
and more muscular without ever
doing cardio again

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“Cardio” Fat-Loss Friend or Foe?

For years, bodybuilding magazines have conditioned us to believe that long bouts of aerobic exercise (“cardio”) in conjunction with strict and bland diets are the only way for you to develop a lean physique. Now, I’m not gonna sit here and tell you that when you put that game plan into action you won’t see the results you’re looking for. Sure as the sun rises in the east and sets in the west, following that model WILL get you lean! But...this isn’t the ONLY approach that works.

As a matter of fact, I’d argue it isn’t even the best or most time efficient either! And given the fact that I’m willing to bet you’re not someone that has as much time on your hands NOW as you did when you were in your teens and twenties to do a full weight lifting routine and follow that hour long session up with an additional 30-45 minutes spent on an elliptical machine or treadmill, I think it’d be in your best interest to take a good hard look into the type of express fat-loss protocol I’m gonna break down for you inside this free program...



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First off

Lets take a closer look at what makes “cardio” so great in the first place. The argument for this form of conditioning with the goal of fat-loss is that when you’re in the target heart rate range and overall level of intensity that has you officially doing “aerobic work”, the theory is that WHILE you’re doing this low intensity steady state exercise, your body will rely on the breakdown of its own body fat stores to fuel you through it. That’s great and all, but there are a few things that many bodybuilding magazines conveniently leave out of that conversation.

ONE

The second you stop doing that exercise your body stops burning fat.

TWO

Your body doesn’t just breakdown body fat during this process to fuel its way through the exercise...it ALSO breaks down lean muscle tissue. And perhaps the most damning thing about relying exclusively on cardio for fat-loss

THREE

In response to consistent long bouts of it, your bodies Testosterone levels AND metabolic rate sink faster than an anchor in water! Taking into consideration that elevated Testosterone levels and a sky high metabolic rate are CRUCIAL for fat-loss, all of a sudden that traditional “cardio” doesn’t look all that hot, does it?!

That begs the question though...If traditional, low intensity steady state “cardio” isn’t the most time efficient or even most effective form of fat-loss, then what is?

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Allow Me To Introduce

Allow me to introduce to you my favorite the blue collar, working man friendly, faster and more effective option of fat-loss training that actually SPIKES your Testosterone levels and metabolism (instead of sabotaging it)...High intensity kettlebell Met-Cons!

What are they and why should you be excited about them? Simple! They're movement pattern focused kettlebell compound lifts done in a balanced and high intensity circuit format that ultimately allow for you to turn on your bodies most powerful fat fighters so that you can QUICKLY burn fat without losing too much lean muscle tissue. And what's especially cool about them, instead of taking an hour to do, they only take MINUTES to do (making them PERFECT for a business and/or family man working on a strict time budget)...

I can talk all day about the science of how these high octane routines provide a smart and sensible alternative to traditional "cardio" for fat-loss, but let me break it down for you in the simplest way possible.

When you do these balanced high intensity routines made up of multi-joint kettlebell exercises, you place a large demand on your skeletomuscular system, your respiratory system, and even your endocrine system to the tune of forcing LIGHTNING FAST adaptations to handle this type of stress in the future. And here's what those adaptations look like:



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- Increased Work Capacity (ability to fight against fatigue)
- Increased Testosterone & HGH Levels (clutch for both muscle maintenance and more efficient breakdown of fat)
- Elevated Metabolism (from the initiation of the “Afterburn Effect” which helps you burn fat long after your session is over)
- Decreased Cortisol Levels (This catabolic hormone plays a large part in breakdown of muscle and storage of fat – it surges during traditional cardio routines but DOESN’T do so during these kettlebell Met-Cons)

Understand this right now...I’m NOT saying that traditional cardio is the devil. I’m just saying that when life happens and time isn’t as much as a luxury that you have at your disposal, these kettlebell Met-Cons are a fantastic option that are proven to work!

The 9 Laws of “Kettlebell Bodybuilding”

By definition, bodybuilding is the pursuit of trying to put on as much mass on your frame in as balanced a manner (from head to toe and posterior to anterior) as possible, all while attaining a level of conditioning that ultimately reveals a lean and muscular look.

Traditionally, attaining this look meant super strict diets in conjunction with a balanced combo of multi-joint and single joint exercises (to cultivate mass), followed by some aerobic capacity work (cardio) to help reveal a more lean/sculpted look.

What I want to do is prove to you that although that works, there’s more than a few ways to skin a cat!

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Although most people associate kettlebell training with Soviets, conditioning, and old time strength work, I want to show that for someone wanting to develop a lean and muscular look (like golden era bodybuilders), KETTLEBELLS are a viable way to accomplish this. And below you'll find 9 tactics that when put to use will help you accomplish EVERYTHING a bodybuilding enthusiast would want to accomplish with just the use of a kettlebell! So, if you think barbells, dumbbells, cables, and machines are the only way to achieve a jacked, ripped, and symmetrical physique, then think again!



(1) Train MOVEMENTS, not muscles...

In other words, use exercises that have you move through the main movement patterns your body goes through so that you can get more targeted growth in the muscle that is responsible for that pattern (a good example of this is to utilize vertical press variations over front raises to target more growth in your delts)...

(2) Stick With the Basics, But ALWAYS change it up...

Building on the above tactic, stick with your common lifts, but CONSTANTLY change them up to help shock them so that they have to adapt to a new demand.

This results in more growth!

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(3) Move From MOST to LEAST Demanding Exercise

When you're putting together circuits, you never want to put the hardest exercise LAST...

Why?

Odds are, the "HARDEST" (or most demanding) exercise is the one that packs the most punch.

So, the way you want your flow of exercises to go so that you don't lose out on any gains is ALWAYS moving from the MOST demanding to the LEAST demanding exercise as you move throughout any given circuit.

(4) Combine Ballistic Work With "GRINDS" ...

For those not in the know, ballistic work is any speed and explosiveness based hip extension exercise (swing, snatch, clean, or high pull), whereas a "GRIND" is a circuit that utilizes traditional multi-joint lifting movements done in a high intensity fashion (multiple exercises strung together to elicit more stress that results in more growth)...

Instead of asking yourself whether you should do one or the other, I'd stress you do BOTH to get the best of BOTH worlds!

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(5) Focus on Balancing Stimulus...

No, that doesn't mean stand on one leg while doing an overhead press...

I'm talking about the need for you to promote a more balanced approach to how you program so that you put your body through the type of stress it needs to develop a more symmetrically muscular look (this approach also helps reduce any muscle imbalances that can lead to back or shoulder pain)...

(6) Train Unilaterally As Well As Bilaterally...

Instead of just doing bilateral focused exercises (this is when both limbs move simultaneously - i.e squats, deadlifts, or presses and pulls with both arms loaded), mix it up by using those SAME movement patterns but doing them in a single limb ("unilateral" fashion)...

This means do step up and lunge variations for your lower body (both single leg movements), and doing either offset or alternating pushes or pulls for your upper body.

Not only will this mix things up in a manner that helps shore up any imbalances, but also adds a core component that will give you SAVAGE strength!

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(7) Church It Up With Bands, Towels, Deficits, Pauses, Boxes, etc....

If you've seen my workouts on YouTube, you know that although I stick to the basics, I always incorporate some intensity tactic that will yield some type of new demand which yields both size and strength gains...

Every routine needs SOMETHING to kick it up a notch, and the tactics above have NEVER let me down!

(8) Extend Sets With Swings and/or Carry Variations...

If both strength and a more conditioned lean look are something you're chasing, one of the easiest and most seamless ways for you to sneak in more of the work required to get there is by adding a few reps of swings or some type of carry (i.e. rack walk or farmers walk) at the very end of your circuit.

Doesn't seem like much, but trust me...this added stimulus to the MULTIPLE muscle fibers that you tax with exercises like this delivers a BIG bang!

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(9) Don't Do HIIT OR LISS...Do BOTH!

There's a debate within the fitness community that never want to die...

What's better for burning fat and revealing more of the muscularity that you want to reveal at the beach, pool, or bedroom?

High Intensity Interval Training (HIIT)???

Or is it Low Intensity Steady State cardio (LISS)???

Here's the deal...they BOTH work...when they're BOTH done in moderation.

Don't use one in an exclusive manner.

Instead, to get the best of both worlds, while minimizing the negative effects that BOTH can cause, do short bouts of BOTH of them.

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5-Day “Kettlebell Cardio” Split

For those of you like me that NEED a sense of systematic organization to carry out your workouts with, I'd like to share with you the simple to follow 5-day split that I've used with great success on both myself and many of my clients. As with any system, it's best viewed in a “loose rigidity” fashion instead of a strict and stern one. What I mean by that is make it yours and bend it to what suits you best while maintaining the “balance” and “intensity” that is what truly makes it a powerful format for success. With that said, let's take a look at the split as well as share a week's worth of the workouts to help give you an idea of what training like this looks like...

Just remember when doing these workouts to follow my simple rule of kettlebell training: “Keep Your Muscles Pumping and Your Heart Rate Jumping!” ...As long as you do that, your results will be fast, badass, and consistent!!!

Monday

- Kettlebell Squat Variation
- Lower Body Circuit

Tuesday

- Horizontal Kettlebell Press Variation (i.e. Bench press)
- Push-Pull Circuit

Wednesday

- Total Body Kettlebell Lift Variation (i.e. Thruster)
- Lower-Upper Body Circuit

Thursday

- Kettlebell Deadlift Variation
- Lower Body Circuit

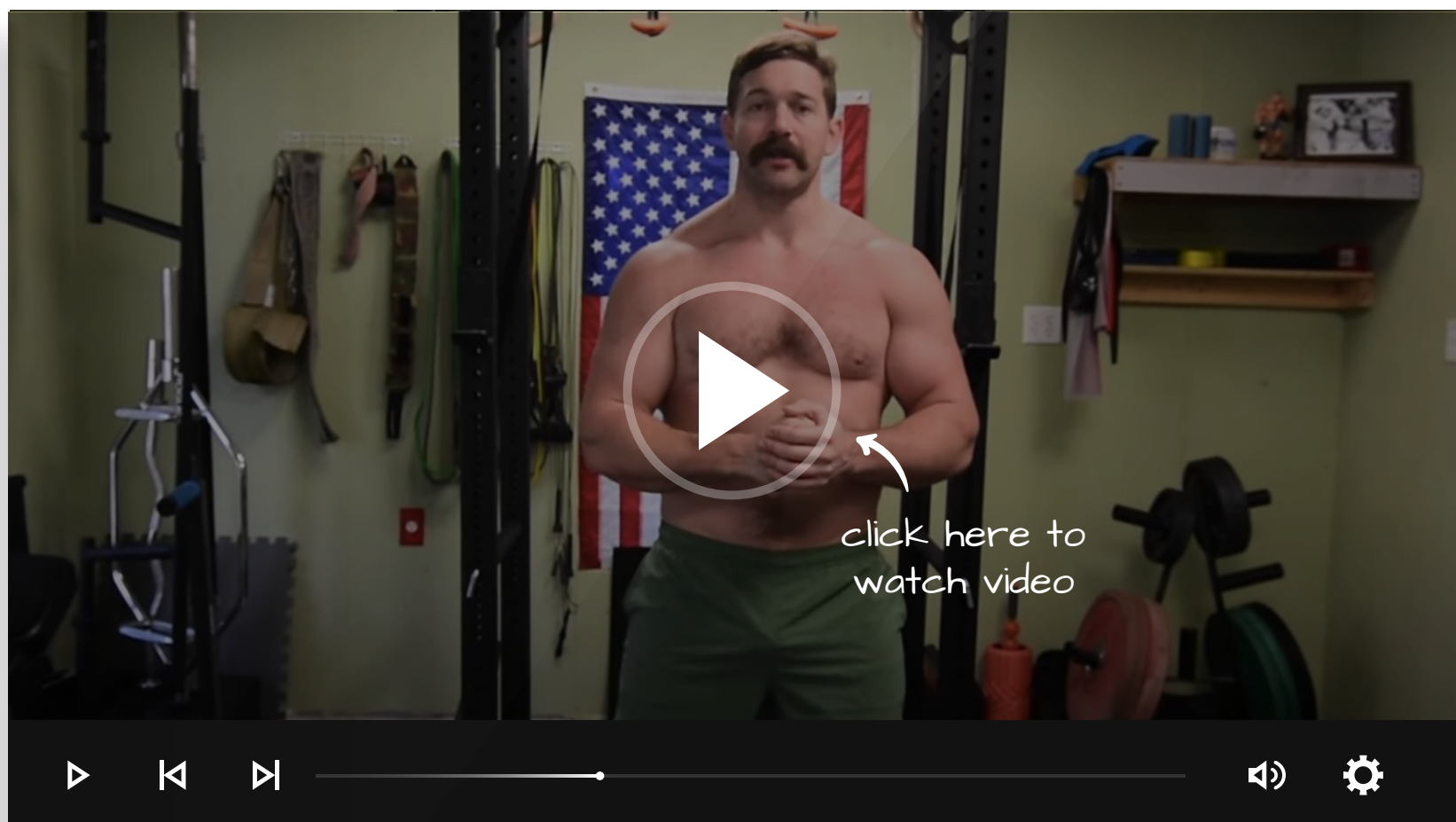
Friday

- Vertical Kettlebell Press Variation (i.e. Military press)
- Push-Pull Circuit

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And here is the five days worth of the follow along kettlebell Met-Cons that I promised you to help give a birds eye view of what it takes to get the results you want FAST!!!

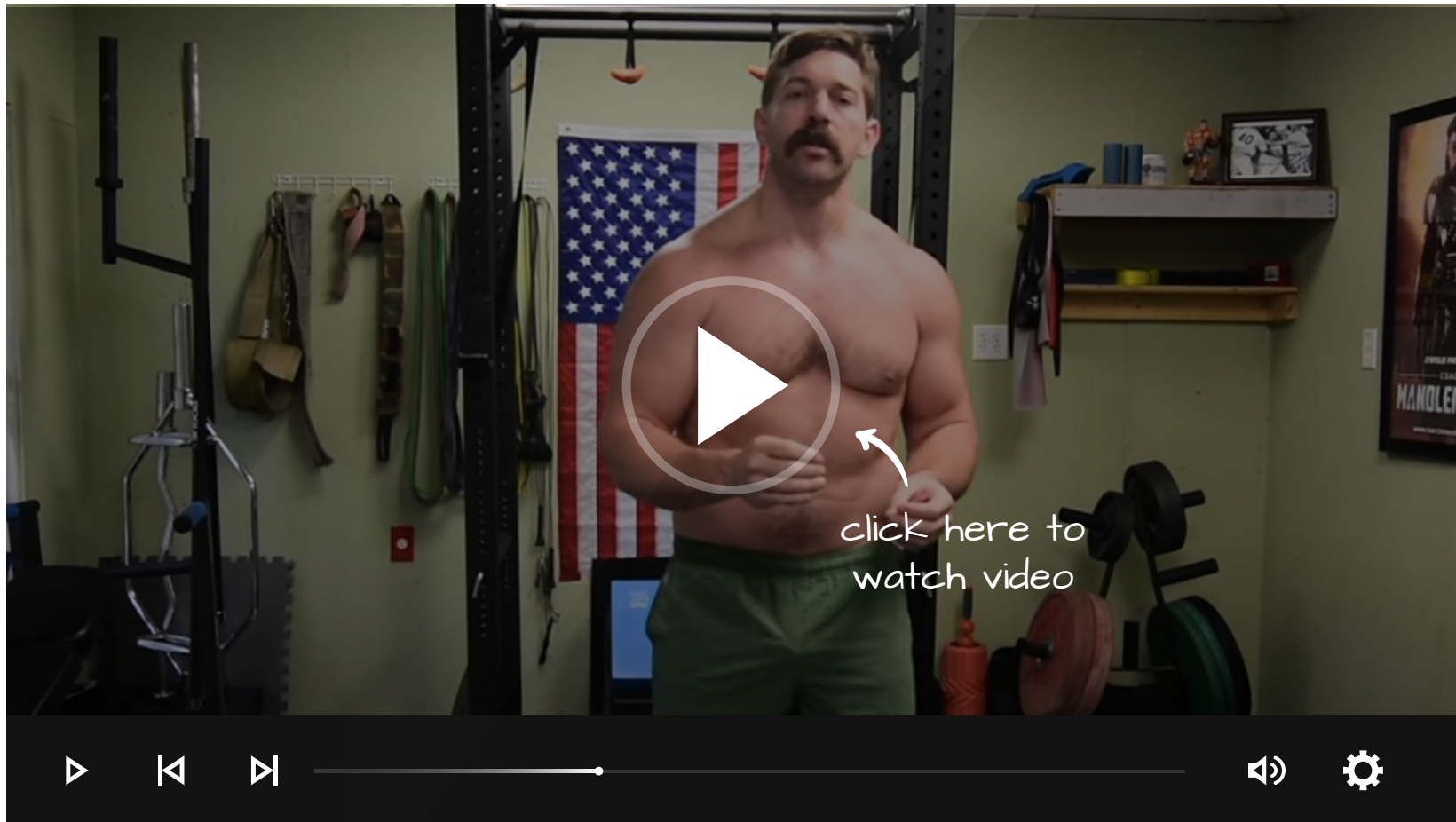
Monday Workout



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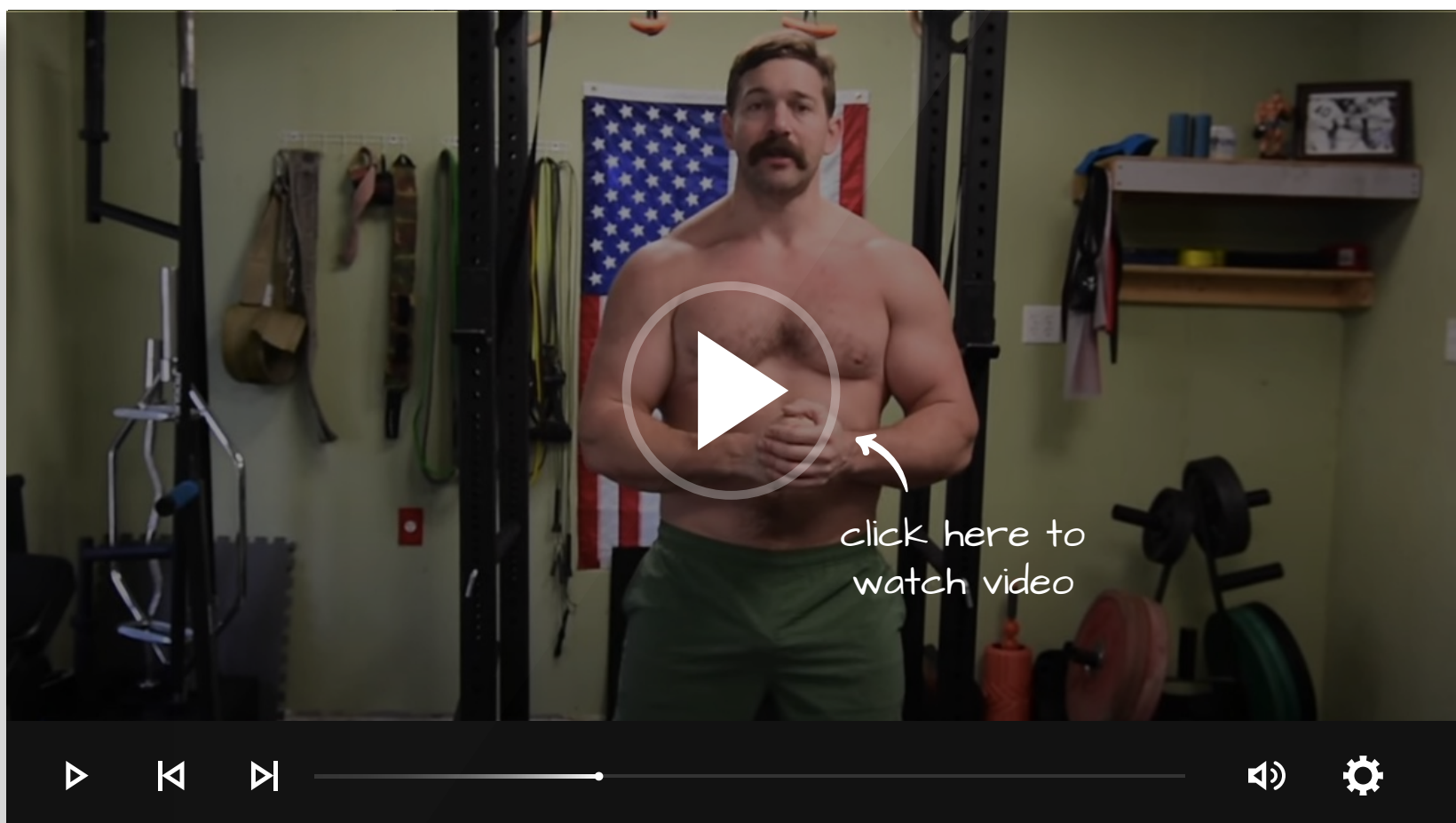
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Tuesday Workout



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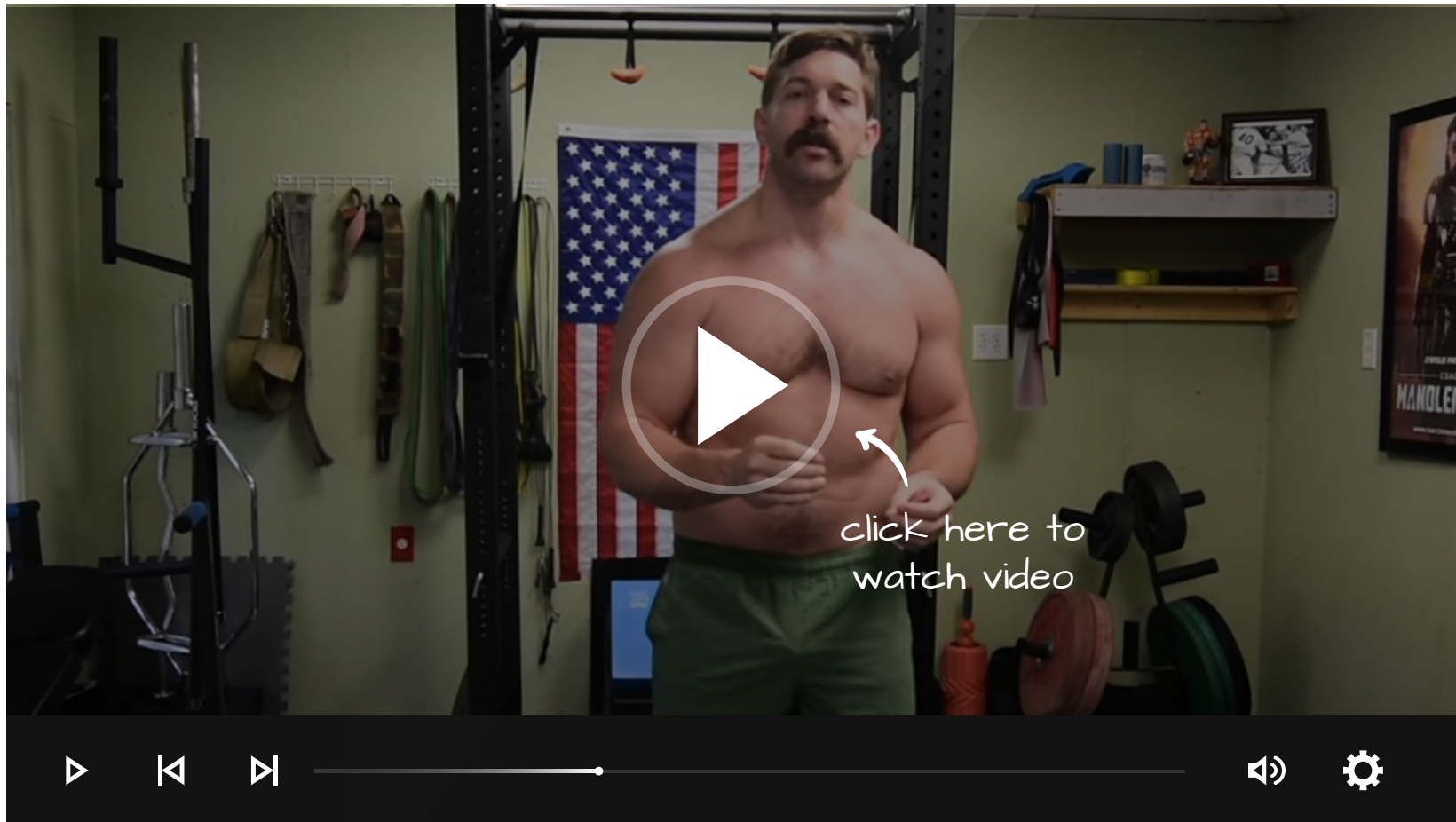
Wednesday Workout



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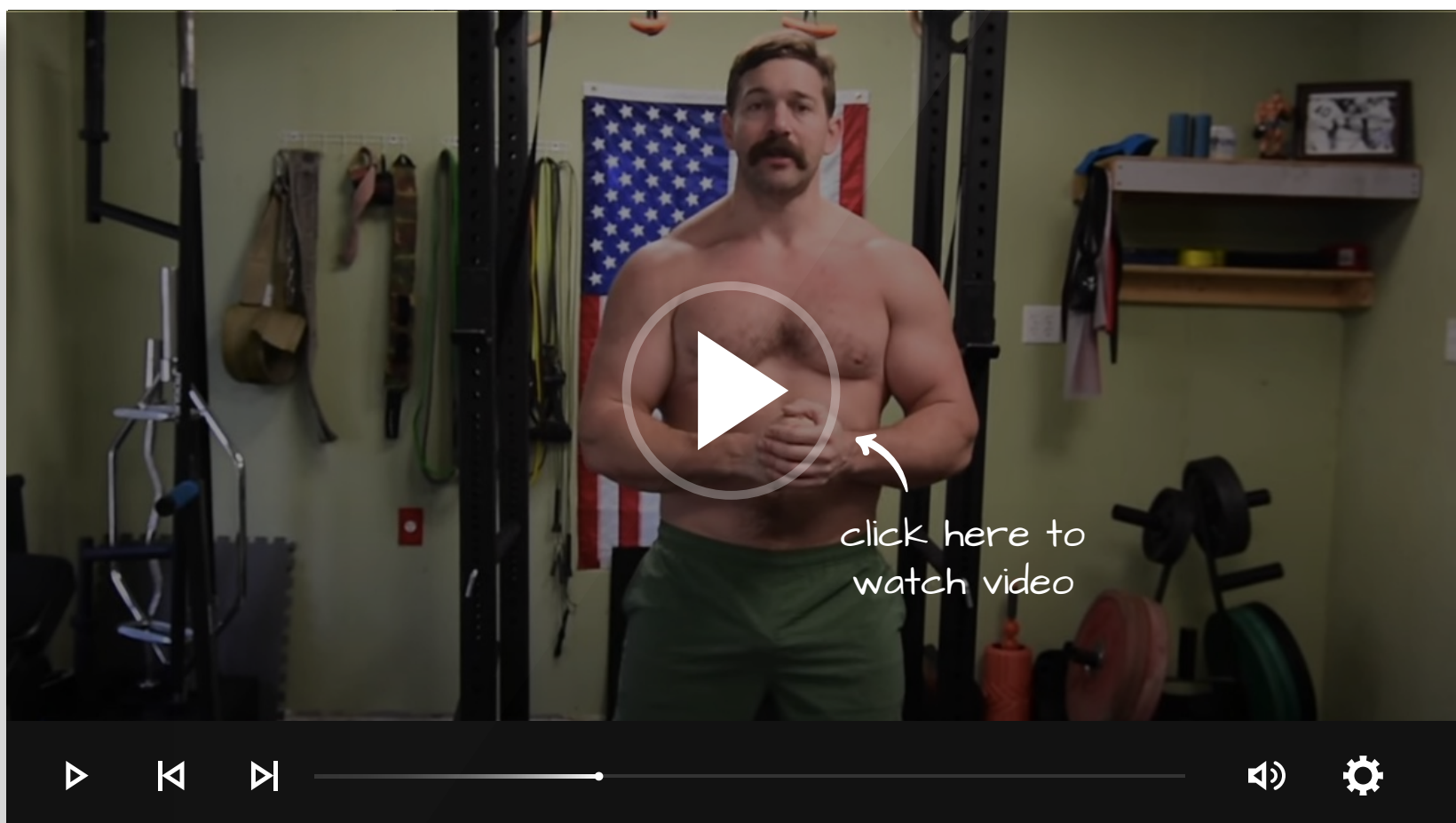
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Thursday Workout



<https://youtu.be/CuVvElBYktw>

Friday Workout



https://youtu.be/uiY6ip_Kqec

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About The Author

A highly sought after Certified Strength and Conditioning Specialist with a degree in Exercise Physiology from the Univ. of Florida, Chandler (or Coach MANDler as he is often called) uses a clinical approach to strength and conditioning that focuses on performance enhancement via sport specific corrective exercises which improve the quality, speed, and power of any and all athletic movement, while helping to develop a more muscular and lean physique. With experience training scholarship athletes at the Univ. of Florida and the Univ. of South Florida, as well as professionals in the NFL and NHL, Chandler brings a fun and goal specific approach to fitness that will have you looking, feeling, and moving like an absolute BADASS!

Chandler Marchman



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