

Justin Woltering's
Fitness Model
DIET TIPS



**6 WEEK
PACK**
**Cover Model
CHALLENGE**

sixpackfactory

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It is the responsibility of the individual to make sure that he or she is in good physical and mental condition before embarking or following any of the information in this publication.

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WELCOME

Welcome to Fitness Model Secrets . Justin Woltering is a distinguished fitness expert and author. With five certifications and a life long commitment to fitness. Justin is guaranteed to stay on the cutting edge of the industry. He is an experienced fitness consultant, model and actor who also holds a degree in business management.

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Top Fitness Model & Muscle Building Expert

Justin Woltering

FITNESS MODEL SECRETS

Are you trying to land your first photo shoot or magazine gig? Do you want to take your current modeling career to the next level? Or are you just an average guy who wants to get bigger, stronger, and leaner as fast as possible? Whatever the case may be, you'll need to get your mind right and follow the right plan to achieve your goals. Here are my top ten tips for fitness modeling - the advice that launched my career and propelled me to the top of my game!

ALWAYS FOCUS ON STRENGTH



If you want to build the biggest, leanest, most aesthetic physique possible, you need to train for strength. Ignore the conventional wisdom that says you'll get "blocky" by using heavy weights. If only it was that easy to build gobs of muscle mass...

Am I saying you need to be a powerlifter before you can become a fitness model? Not that it would hurt, but no. What you **SHOULD** do is focus on hitting higher weights and more reps on your basic movements. Squats, deadlifts, presses, and pulls are the basis of any good program, and you're not going to get big without them. Sure, you can find plenty of pictures of fitness models doing curls, situps, and other light exercises - but I guarantee you they built MOST of their size by building their strength.

Rather than focus solely on your one-rep max, try to constantly break your records on sets of five to ten. When you're in mass-gain mode, this is the surest way to put those extra calories to good use. Even more importantly, it'll help you retain muscle when you're dieting hard for a contest or photo shoot. If you're not losing strength, you're not losing muscle!

DO THE THINGS YOU HATE



This habit separates the men from the boys! It's easy to give a hundred percent when you're training your best body part or eating your favorite foods. But do you have what it takes to hammer your weak points? Can you stick to a diet, resisting temptation day after day? Are you honest with yourself about your shortcomings?

If you really want to be successful in the fitness business - or any business, for that matter - you'll need to dedicate **EXTRA effort to the things you hate. For some guys, this means doubling up on leg workouts to bring up their lower bodies. For others, it means knuckling down on their diets to make up for too many cheat meals. To improve your physique and accelerate your career, attack your weak points head-on!**

This tip doesn't only apply to your body, either. You can have the perfect physique, but you'll never get gigs if you don't hustle. Most people are terrible at tactful self-promotion, but it's an essential part of business - especially when you're working for yourself.

TO GET RIPPED, DITCH THE CARBS



There's no two ways about it. If you want get lean - *really* lean - you're probably going to have use an ultra low-carb diet. Sure, some guys can ripped eating oatmeal and rice, but they're few and far between. Carbs aren't necessarily bad for you, but they do spike your insulin. Keeping your blood sugar low for days on end is really the only viable way to strip every last bit of fat from beneath your skin.

Exactly how many carbs can you eat? It'll vary from one person to the next, but the most surefire way to lose fat is strip *all* useable carbs from your diet. That means no grains, potatoes, fruit, or any other significant source of sugar or starch. You're basically left with broccoli, spinach, and a handful of other fibrous vegetables.

Don't think you've got to starve yourself to get ripped, though. If anything, eating too few calories will bring your progress to a screeching halt. When you cut carbs, you've got to compensate with plenty of fats. Eggs, salmon, and even fattier cuts of red meat are fair game. Oh, and don't forget to carb up once a week or so. When you're training hard, you've got to eat carbs at some point to replenish your glycogen stores. Just don't turn a big cheat meal into an all-day binge!

EAT UP



As tough as dieting is for some guys, others just can't seem to eat enough. If you're naturally skinny, or if you're really trying to pack on some extra size, you'll have to fully dedicate yourself to eating big. A sky-high protein intake is essential, as are the right amounts of carbs and fats. To stay lean while gaining, eat your carbs - and lots of them - immediately post-workout. Get the rest of the calories you need from fats. Oils, nuts, and animal fat are all quality choices, while fast food and desserts are most definitely not!

Don't think you can afford to wimp out during your gaining phases, either. You may not want to become a monstrous bodybuilder, but even the "smaller" fitness models are packing plenty of mass. Just look at the stats on some of the top guys. 180, 190, even 200 pounds, and they're ripped to the bone! To weigh that much AND have near-zero body fat requires a ton of lean mass. I focus on refinement and small improvements now, but I definitely put my time in gaining size and strength.

LEARN HOW TO PITCH



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Want to get published in a major muscle mag? You'd better learn how to pitch! Pitch editors, that is. You can be the greatest fitness writer in the world, but your articles will never see print if you can't sell yourself and your ideas. The editors at top magazines may get fifty or more pitches **PER DAY**, so you've really got to stand out.

The most important step towards a great pitch is to actually read the magazine you want to write for. Learn the style, the subsections, and most importantly - the audience. Even seemingly similar mags will have readers with different tastes, and you've got to tailor your message accordingly. You can bet your "brilliant" idea has already been covered, but you may be able to offer a unique spin that the audience hasn't heard.

Once you've got a handle on what your readers want, hit up the appropriate editor via email. You can usually find the right address in the first few pages of the magazine, but if not, call the headquarters and ask. If you send your query to the wrong person, it'll get trashed before it's ever read.

Last but not least, write a clear, compelling, and concise email that details your article idea. Tell the editor what you want to write about, but also tell them **WHY** that topic is important to their readers. End the letter with your credentials, but don't bother to boast or exaggerate. Your certifications, trophies, and clientele are secondary to your ideas, and your prior achievements won't mean a thing if your pitch sucks!

DON'T KILL YOURSELF WITH CARDIO



If you have to drop a lot of fat in a short amount of time, you might be tempted to slave away for hours on the treadmill. Don't! That much cardio is not only unnecessary, it's counterproductive. Tons of slow, steady treadmill work won't do much for your metabolism, but it will eat away at your hard-earned muscle. And while high-intensity interval work can be great, too many sessions will ensure that you **NEVER** have a good leg day.

If you're going to do slow cardio, just stick to twenty- or thirty-minute sessions, either first thing in the morning or right after your workouts. Honestly, though, your best bet is to do some ball-busting sprints a couple of times per week. Interval work takes less time, and it has a far more dramatic fat-burning effect. Combined with a low-carb diet, it's a fool-proof way to get lean in a hurry.

BUILD YOUR BRAND



You bust your ass at the gym, day in and day out. You follow a near-perfect diet, and you never cheat. You've got an awesome physique, and your hard work shows. Great! But what else? What is it that makes you so special, so much different from every other fitness model? Why should readers, clients, and fellow fitness fanatics listen to your advice?

Find whatever it is that sets you apart from the crowd, and use it to build your personal brand. It could be an interesting background, diverse interests, or an amusing wit that others just can't seem to match. Communicate that difference wherever and whenever you can - in magazines, at photo shoots, and in communications with other fitness pros. This industry is saturated with one-dimensional meatheads, so use your unique talents to stand apart from the crowd.

On a similar note, **ALWAYS** behave as a consummate professional. Show up on time for photo shoots, follow up quickly to emails, and do the things you say you're going to do. This business has more than its fair share of flakes and phonies, and your integrity and good word will carry you farther than you know.

FIND WHAT WORKS FOR YOU



I've talked to tons of other fitness models about their diets, workouts, sleep habits, and more. It seems the only thing we all have in common is that we all do things differently! Sure, there are plenty of similarities, but nobody in this business follows a cookie-cutter routine...nobody successful, that is.

If you want to build the strongest, leanest, most muscular physique possible, you've got to become a veritable mad scientist with your body. Pay attention to the effects of different exercises, different foods, and even different workout times. All of these little variables can dramatically change the ways you look and perform. True professionals can gain or lose ten pounds on a whim, and they always show up in shape to contents and photo shoots. The only way to do that is to learn your body inside and out.

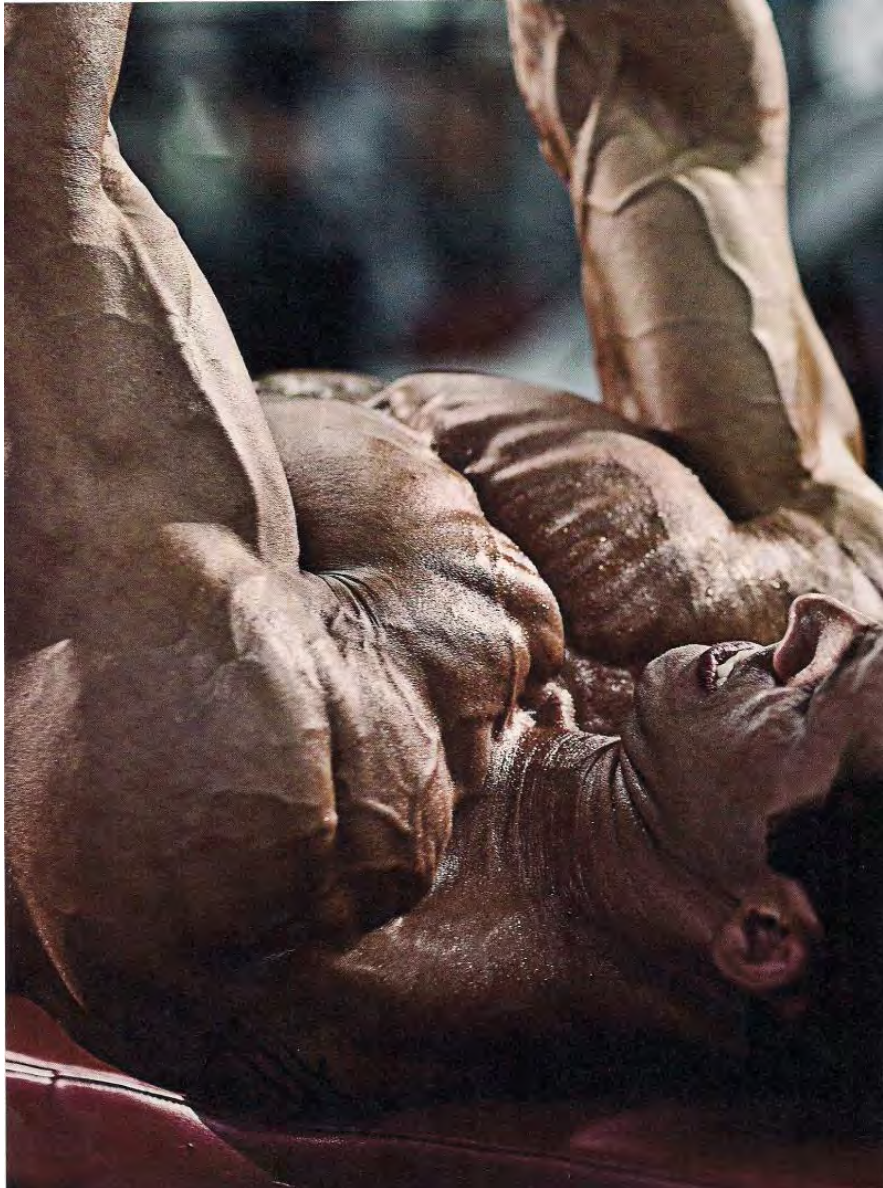
STAY CONSISTENT



Consistent, focused work: it may not be sexy, but it's the only thing that gets results! To build the body you want, you have to plug away with your eye on the prize. Need to gain more mass? Keep eating, and add weight to the bar at every workout - even it's only five pounds at a time. Want to get ripped like never before? Stick to your diet, no matter how much you feel like cheating. In the end, single-minded dedication is what truly separates the winners from the losers.

This kind of herculean endurance is just as important for building your brand. You've probably heard a skinny guy at the gym talk about the ONE big meal he ate that day. Surely you've seen New Year's resolutioners pat themselves on the back after just a week or two in the gym. Make sure you're not doing the same kind of thing with your business! Pitching an editor or contacting a photographer every now and again isn't going to cut it. Try making five important contacts every day, and watch your career take off! Just like building your body, building a business is a numbers game.

TAKE ACTION TODAY



Inaction, not inadequacy, is what keeps most people from accomplishing their goals. The problem can be laziness, fear of failure, or a combination of the two - but the result is the same. If you fail to put yourself on the line, and if you never allow yourself to make mistakes, you'll never get to where you want to be.

If you're even reading this article, then you've probably got your physical disciplines covered. You don't skip workouts, you don't cheat on your diet, and you tailor your lifestyle to your fitness goals. But have you done ANYTHING to market yourself? Have you reached out to editors or photographers? Have you built a website or blog, and do you have a social media presence? If not, then you've got a lot of work to do.

Start doing at least one thing every day to build your business and brand. Pitch an editor, make a blog post, or contact someone who needs a model. You can do more, of course, but just make sure you're always moving forward. You'll mess up, you'll get rejected, and you may even piss someone off. That's all okay! You'll also learn what works, and eventually you'll start getting real, paying gigs as a fitness model.

TIME TO GET SERIOUS

I hope you enjoyed Fitness Model Secrets. Check out the new BBF 2.0 Member's Area where you'll find my awesome new eBooks, meal calendars, workout routines, videos, and even discover my favorite supplements. Check your email for membership login details.

You can login at:

<http://www.biggerbetterfasternow.com/members>

I'll see you on the inside.

-JW

