



INTRO TO EXERCISE:

MIND

•

BODY

•

PURPOSE

PLUS!
YOUR BONUS
12 MINUTE
FAT BLASTING
WORKOUT



"If I can do it, you can do it! So go on..."

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Consult your physician before starting this or any other workout program, nutrition and lifestyle program.

Not all exercise programs, nutrition programs or nutrition guides are suitable for everyone. So please consult your physician before beginning this or any other exercise, nutrition or lifestyle program.

This or any other exercise routine is not a diagnosis or cure for any injury or illness.

This or any other program, including the 7 Day Lean Cleanse™, Prep, RESULTS, Maintenance or Hair programs are not a diagnosis, cure or rehabilitation for any injury or illness.

You should always warm up and be cleared for training before beginning any workout, and you should never exercise beyond the level at which you feel comfortable.

If at anytime you feel you are exercising beyond your current abilities, or you feel discomfort, you should discontinue exercise immediately. The same applies to the entire 7 day Lean workout and nutrition program.

If at anytime you feel that this nutrition and lifestyle program is beyond your current abilities, or you feel discomfort, you should discontinue the program immediately. The same applies to the entire 7 Day Lean workout and nutrition program cleanse.

Kettlebell Kickboxing, 7 day Lean Program is an extreme fitness program and should not be attempted by someone who does not meet the minimum fitness requirements discussed in our manual. Specifically the diagnosis of athletic level A, B or C. Specifically if you have any knee, shoulder, back or neck injuries or problems. This warning is not to be ignored or discounted. You should always be cleared for training after any injuries or health issues. There are many alternatives for rehabilitation prior to taking on an exercise program, this is not one of them. The user assumes all risks of injury in the use of this program.

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Before we begin, ask yourself why you signed up to this newsletter? How did you find our website? How did you hear about our programs?

No matter your reason, in the end we all want the same thing: a workout routine that will enable us to find the very best of our bodies and ourselves. We want to train smart and have fun while training. We want to leave the training floor feeling more energized, clear headed, and happy then when we got on it. But we also want to leave the dinner table happy and satisfied, not starving and feeling deprived.

Although you might be working towards a specific health or weight goal, I hope this journey far surpasses those first few goals and becomes an integral part of your life pursuit for health and wellness. You may find some of the concepts, facts, and programs here simple, while others may seem challenging. I ask that you rid yourself of any doubt here and now and keep an open mind. You have already taken the most difficult step: picking up a program—that step is far more valuable than any single move or random workout. This program will help you restructure your understanding of wellness, build a real foundation of health, and achieve incredible, measurable results.



However, before we begin, I would like to identify two crucial questions. These are essential and I actually believe that without understanding and addressing both you cannot attain, or maintain, a healthy and balanced body and mind. I created a separate book for these—an Introduction to Exercise: Mind-Body-Purpose—because I feel that you will get the most benefits if you have them in booklet form. There are also two 12-minute workouts included. You could call them On-The-Go KB or KB-Go-To.

In the next email and book I will give you some awesome, clean eating rules.

This book is an introduction, a small taster, of all things KB!

Once you decide to commit yourself to any of our KB programs, besides the DVDs and the books they come with, you will be receiving special downloads like this weekly within the first 10 weeks of your program!

THE TWO QUESTIONS, DETAILED BELOW, ARE THE TWO MAIN GOVERNING FACTORS BEHIND MY HEALTH AND WELLNESS APPROACH.

QUESTION ONE IS DIFFERENT FOR EVERYONE: WHAT LIMITS YOU?

QUESTION TWO IS A FACT THAT MUST BE UNDERSTOOD BEFORE YOU MOVE FORWARD WITH TRAINING: WHAT IS EXERCISE?

Let's identify both.

QUESTION ONE: WHAT LIMITS YOU?

Having worked in the health, fitness and martial arts fields for over a decade, I can honestly say that one of the biggest hurdles holding people back from lasting success is a limiting belief system. This is why we have a Kettlebell Kickboxing Limitless challenge once a year: to remind us that we are who we believe we are; we achieve what we believe we can; that our bodies are not just bound by the reflection we see in the mirror; and that we have the capacity to move and build new motion and strength.

Join me in a little exercise:

Let's begin at the end. How do you see yourself in 7 days from now? In 4 weeks? How about six months from now? Take a moment and visualize it.

Here's what I think you see: a stronger, more mobile, slimmer and healthier you. You have tighter muscles, a flatter stomach, a glow of energy, and a feeling of empowerment. You're less stressed, more in control, and perhaps even more focused. You're more confident in your fitness routine and nutrition choices. You trust yourself and your body. And, you are right about all of it. You will look, feel, and live more confidently. Your goals will evolve, as will your dreams for yourself and your body. Exercise and healthy, sustainable living cause infectious positivity and self-assurance—traits that will seep into other parts of your life!

NOW, PICTURE YOUR PROGRAM:

Three key factors compose your complete program. We will discuss each separately and then link them together to create a lifestyle. The three components are:

- Habits
- Fitness
- Nutrition

Your habits are the components of your day and your personal values. I don't mean work or family—I'm referring to the individual qualities pertaining to your mind, body and spirit. Not anyone else's.

Your nutrition is not to be confused with a "diet." Nor is it to be confused with an occasional indulgence, like birthday cake or Thanksgiving dinner. Your nutrition includes what you put into your body as well as the healthy daily routines that allow you to enjoy your food and feel satisfied.



QUESTION TWO: WHAT IS EXERCISE?

Now that we have identified your goals and mentally worked past any and all limits it is important that we work through the next question: What is exercise? I understand that this may seem elementary but you will be shocked at how many people get this question wrong. More importantly, you yourself might not truly understand the real definition of exercise. But in order to get the body you want this must be the very first thing you understand.

This might actually shock you, but exercise is not sport. That's right, marathon running, swimming, playing tennis, basketball, even surfing and martial arts like kickboxing or boxing are sports—they are not a strength training and conditioning exercise routine. What do I mean?

Let's start at the beginning:

There is sport and there is exercise—the two are very different. We often mistake one for the other between many people have taken up recreational sport activities as a way to stay active and fit—using a sport as a form of “exercise.” However, sports are not your exercise routine. Recreational sports like swimming, running, playing tennis or basketball are activities or, sometimes, hobbies. Your exercise routine is the strength and conditioning regiment used to get you in shape for your sport and to help you fortify your body and avoid injury from your sport, as well as in your life. The only exception is bodybuilding and, to a point, power lifting—however power lifters still have a strength and conditioning routine to help fortify them for their sport specific lifts. So why are we confused? To be honest, the word “activity” is bland, while “exercise” merits huge amounts of recognition and respect amongst our friends and peers. When I say I exercise it means I have discipline, it means I am strong and healthy and I care about myself. Activity on the other hand feels like a random act of anything. You might still be confused—I know I was. I thought that people who play basketball with their friends or run marathons or box are exercising—but no, they are being active, perhaps they are recreational athletes or even professional athletes. But if you notice, marathon runners, swimmers, football players, as well as all other athletes, have a strength-and-conditioning exercise routine that is separate to their sport.



FIT FACT

And this is a fact: exercise should never cause injury. Properly conducted, exercise will make the joints and connective tissue more mobile, as well as increase your ability to exert more force. Proper exercise will improve performance and longevity in any activity or sport you do, and do the same in your life.

Your exercise program is made for two reasons:

Performance enhancement: a solid exercise program is meant to improve your ability in a specific sport. This is why triathletes, basketball players, tennis players, swimmers, and every other professional athlete participates in a regular, regimented, and prescribed strength and conditioning routine.

Injury Prevention: as you train, workout, or exercise (all interchangeable terms) you are fortifying and balancing your body. Correct exercise should never ever lead to injury. While it is okay to get injured in your sport (like falling in a hockey or tennis game) it is absolutely NOT okay to get hurt lifting a weight, a kettlebell, or doing a push-up. Those exercises are made to fortify your body and aid injury prevention.

The by-product of exercise is a healthy and fit looking body. Yes, I called it the by-product! While many of us start exercising to lose weight and look better, in the true definition of the term, improved body composition and increased cardio-respiratory functioning is a simple by-

product of fitness and exercise. And while you can also find yourself losing weight and feeling better when you become active—and, perhaps, begin to play or take part in sports—exercise /fitness training is directly related to balancing the body and providing the best overall results in health and wellness, as well as in all of your recreational activities and your daily life.

Need an example? Consider two sports I really like: tennis and boxing. In tennis you are constantly using one arm; in boxing you have one lead so you are overworking one area of the body in a specific range of motion. You would need to hit an equal amount of backhands or jab with your other hand to avoid creating an overuse or muscle imbalance in your body. The job of your exercise routine is to balance the body and make sure the length-tension relations are equal and that your right and left are not unilateral. So you see, there is exercise like strength and conditioning and there is sport and activity like marathon running, horse back riding, volleyball, and soccer (to name just a few).

Don't Abuse Exercise

True and smart exercise can help you become stronger, more muscularly enduring, and less susceptible to injury. Engaging in regular exercise can improve body composition and increase cardio-respiratory functioning. However, people constantly abuse and break down their bodies because they don't understand the correct definition of exercise. This does not mean that you cannot use running, playing basketball, or biking as a form of recreational activity or a cardio-respiratory activity, but, please note that the strength and conditioning and cardio-respiratory provided in this book are a structured program. One that will make you look, feel, and function better in every aspect in your life. Follow the program, don't abuse exercise, have fun, and see results.



WHY IS THIS SO VITAL FOR YOU TO UNDERSTAND?

I believe that if we are training together, we should be transparent. You should not simply follow my every move or word, you should know why you are doing the exercise and what benefits you will gain from proper training. Another reason is I will need your trust. Just as I asked you to trust yourself, I will ask you to trust the program. I believe that the people who get and keep the best results are those who have a clear understanding of what fitness is. In this book I will be laying out a plan for you. Many of the exercises will be unique and fun and they will challenge you both physically and mentally. But, I want you to understand that as diverse and unique as I try to make your experience, the basis of the workouts will always involve the fundamentals of fitness (which I will discuss in detail in Chapter 2). These exercises are independent of your sports and will link together to balance your body in muscle strength-and-length, as well as challenge and enhance your body's stability, agility, coordination, and cardio-respiratory function.



FINALLY, NO EXCUSES!

Fitness is for EVERYONE. Young, old, pregnant (with a doctors consent), men, women, celebrities, your neighbors, your friends, your family, and even athletes—truly anyone and everyone.

Find time to work out. You can use this book anywhere: the gym, the beach, in a park, in your hotel room, or—to save time—train at home. Many people prefer to train at home. It saves time, and if the routine is done correctly, it can be as effective and efficient as the gym. Your workout should be free from stress. It should aim to build your relationship with yourself. Your workout time should be your sacred time. We provided 15- and 30-minute workouts in this book because no excuses means fitting it in and taking time out for yourself. Don't worry, 15 or 30 minute workouts can be just as effective and efficient as your longer training sessions.

History: In the 1900's people worldwide were active between 6 and 10 hours a day. Today, most of us make our livings with our minds instead of our bodies. We drive to work, to run errands, to do our grocery shopping, and often to our weekend outings. We have technology to help us clean our floors, wash our dishes, or mow the lawn. We sit all day at work and we commonly entertain ourselves by sitting. It seems natural, but it's not—our bodies are designed to move. In truth, the more we stay static the more we are hurting ourselves, becoming unbalanced, inactive, sedentary, weak, out of shape, uncoordinated, fat individuals.

Our bodies are made and designed to move. To push, pull, crawl, walk, jump, squat, hinge, throw, turn, twist, stretch, kick, run, hop, roll ... we are made for these movements—but when was the last time you did any of those things? Be honest.

According to a poll of nearly 6,300 people by the Institute for Medicine and Public Health, it's likely that you spend an approximate 56 hours a week sitting in a chair, staring at your computer screen, working the steering wheel, or collapsed on the couch in front of a TV or computer, book, or tablet.

Worst fact? Women are often more sedentary than men. We tend to play fewer sports as children and even less, as we get older. Women also tend to hold less active jobs. To succeed, you need an approach that's built around the modern lifestyle, but you also need a result-proven approach; one that works with time constraints and your individual needs. In today's world we not only have to activate the body with motion, strength, and cardio-respiratory training, but we also have to have a balanced routine that corrects muscle imbalances by activating weak and tight muscles with strength and flexibility.



The moral of the story here is simple... for all of the reasons listed above, and for all of your own personal goals, you have no right not to train your body. You have no right not to move your body and explore all of its amazing potential. Your body, if you let it, is truly limitless. Set it free!

BUT WHAT ABOUT...

I am uncoordinated. I have never done anything like this and I'm afraid that I'll make a fool out of myself.

Always remember that everyone had to begin somewhere. Even the most coordinated individual was a beginner at one time with the same fears and apprehensions! I have been training and developing programs for all levels and abilities over the last twelve years. Trust Kettlebell Kickboxing™, and let us help you discover and tap into your potential. Remember to have fun! Be patient with yourself and don't get frustrated. Don't expect to be perfect! Your body has to learn how to move the way your brain tells it to. It only takes a few weeks from when you start training your body to see the results and progress. In the Kettlebell Kickboxing DVD series, we will guide and help you develop and achieve your goals.

I just don't have the money or the time.

Ask any girl who has trained and achieved her fitness goals how much money she would accept to sell that accomplishment. What is the value of a product that will provide you with the benefits you want and have been looking for? What exactly is it worth for YOU to empower yourself with the physical abilities and body you have always dreamed of? The feeling of reaching your goals and feeling pure and real success? Kettlebell Kickboxing™ will have an impact on your life!

I never stick to anything.

Life is about evolution, the changes are yours to make. If you decide to do something—Do It! If you have always pictured yourself looking a specific way, feeling a specific way, having a unique ability—You Can! YOU must walk the path. Kettlebell Kickboxing™ training is very unique. It will build you without getting boring or monotonous. Now is the perfect time to break bad habits and try something that can change the course of other things in your life. No matter your age or current physical ability—you can succeed and enjoy the process... just give it a fair chance.

I don't want to make a commitment.

Every successful person has committed himself or herself to achieving that success. Most people commit to things that they are passionate about or things that will benefit them. Joining the Kettlebell Kickboxing™ lifestyle starts here. But it doesn't just mean committing yourself to the programs provided in this book—MAKE A COMMITMENT TO YOURSELF—one that allows you to see and reach your highest personal potential and purpose. Let us help see you through that commitment and allow yourself to experience the rewards.



TIME WAITS FOR NO ONE... WHAT ARE YOU WAITING FOR?

Why Workout?

I hope that this book's information and the results you gain from training will trickle down into every part of your life: family, work, health, activity, mood, energy, and yes, even your jeans. Enjoy your new self and body, but do not forget to enjoy and embrace the journey, the process, and the self-discovery that comes with a good training program. So go on, make time for yourself, just like you make time for everything else in your life. Prioritize!

Why? Because the benefits of exercise and health are vast:

1. You'll be more efficient.
2. You'll be less stressed.
3. You'll be more creative.
4. Self Discovery
5. Health
6. Self Discipline
7. Perspective
8. Evolution
9. Mobility
10. You are a much better version of yourself when you follow a healthy lifestyle.
11. If you respect yourself, others will respect you more.
12. Your kids and your family look to you as an example: Be a great one!
13. Studies show that for every \$1 you spend on health (exercise and proper nutrition), you save \$8 on healthcare.



Now go on... Blast your favorite tunes while you work out and make new playlists. Get new sneakers and wear cute outfits while you train, even at home. Get your roommate involved and training with you. Get excited!

YOUR PROGRAMS:

In the meantime, try this little KB Workout (no equipment needed):

WORKOUT 1 40/20 HIIT

Spend 3 to 5 minutes performing a light warm up including skipping, running in place, kicking up, walking out into plank, and doing basic torso rotations and spinal twists. Use the 6 exercises illustrated below in the KB Bonus Step-by-Step. Place them into the following module:

Round 1

- 40 seconds of exercise 1, followed by 20 seconds of rest
- 40 seconds of exercise 2, followed by 20 seconds of rest
- 40 seconds of exercise 3, followed by 20 seconds of rest

Round 2

- 40 seconds of exercise 4, followed by 20 seconds of rest
- 40 seconds of exercise 5, followed by 20 seconds of rest
- 40 seconds of exercise 6, followed by 20 seconds of rest

Rest for 2 to 3 minutes as needed. Repeat Rounds 1 and 2 again. Finish by stretching using 3 to 6 stretches from Chapter 9.

WORKOUT 1 KB 20-to-2

Spend 3 to 5 minutes performing a light warm up including skipping, running in place, kicking up, walking out into plank, and doing basic torso rotations and spinal twists. Pick any two exercises from the 6 illustrated below and place them into the following module:

Round 1

20 reps of exercise 1, followed by 20 reps of exercise 2

Round 2

18 reps of exercise 1, followed by 18 reps of exercise 2

Rounds 3 and on

Keep good form and continue, reducing the number of reps in each set by 2 until you get to 0

Our favorite combination? The kettlebell swing and the push-up (use a modified version when needed.) If you're using a static motion, like holding a plank, hold for 20 seconds instead. Finish by stretching the body.

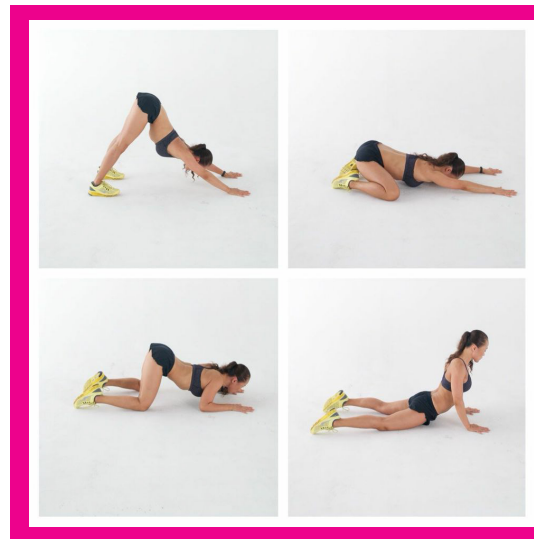
YOUR 6 KILLER KB MOVES

(No equipment needed)

* these include samples from all four of our programs

LEOPARD BURPEES

- Start from a standing position and push off the floor into a vertical jump, using your glutes and legs. For a modified version, just reach up without jumping.
- Continue down to the floor then jump back into a plank.
- From the plank sit back into child's pose
- From there pull your body forward like a wave until your nose nearly touches the floor.
- Lower your hips until they almost touch the floor as you simultaneously raise your head and shoulders toward the ceiling.
- Engage your back, abdominals, and glutes. Do not flare the elbows and make sure your back is working.
- From there, go back into child's pose then jump up to standing position.
- Repeat from the beginning.



ADVANCED:

Do the entire motion with a full Leopard Push Up.

SUMO JACK

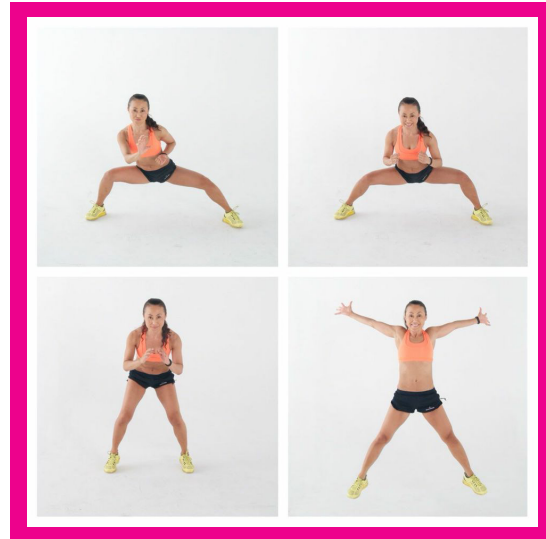
- Hold the Sumo Squat for ten seconds.
- Explode from your heels to a jump jack, or a jumping jack, in which you push high off of the ground in a full jump.

Sumo Squat to Crescent Kick

- Between each sumo squat complete a crescent kick as you come up to starting position.
- Keep your back strong and straight and your core tight.

Split Sumo

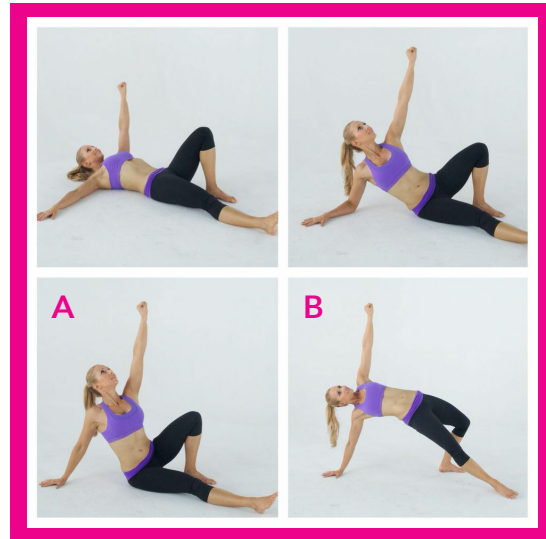
- Complete a sumo squat, but as you do reach one arm to touch the floor.
- The other arm should be reaching up, extended over head, strong and straight



HALF GET UP

This exercise works your shoulders, glutes, legs, obliques, and core.

- Lie down with your right leg bent and your right foot on the floor.
- Your left arm should be extended straight out to the side with your right arm extended overhead, gazing up at right arm.
- Keep your gaze on your right arm—to ensure it stays stable and extended—prop yourself up on left forearm (A), then push yourself up to your left hand.
- Engage your glutes and abs to lift your hips toward the sky, keeping your right arm extended (B), and pause for a moment.
- Return to lying down in reverse—lower your hips, lower down to your forearm, and then lie back and down.
- Repeat getting up and lying back down for one minute on one side then switch to the other side.

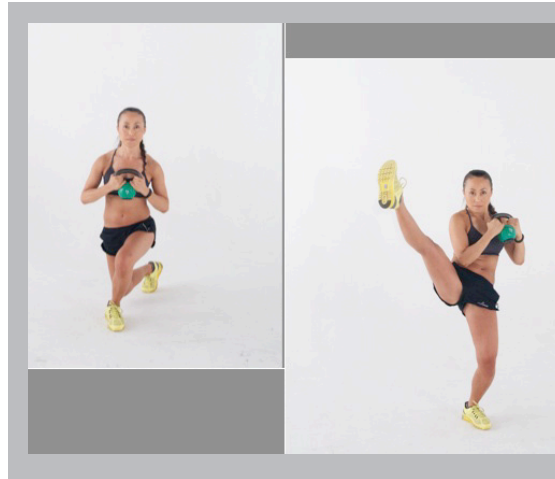


CRESCENT SQUAT TO CRESCENT KICK

Option to hold one kettlebell in a goblet, single-racked or hold two, double-racked.

The move is pictured with a kettlebell, but feel free for this workout to execute it without a kettlebell

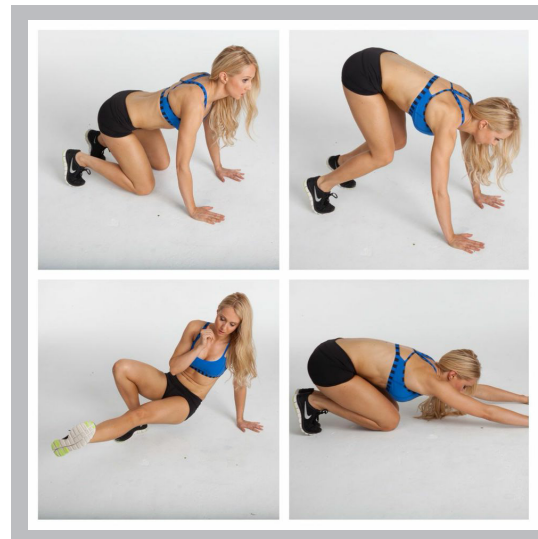
- Instead of stepping directly behind you when you lunge, cross your foot behind and over to the side as if you are doing a curtsy.
- Step back to center and either continue on one side or alternate legs.
- At the end (top) of the motion stop and bring the leg that was behind you out to the side.
- Touch the floor for a second then continue to perform a crescent kick (you will be kicking in a circle way from the body).
- Reset back to starting position and repeat



LEOPARD KICK-OUT

First, start with the leopard turn:

- Starting position is on all fours, on your knees, as pictured. Your elbows, shoulders, and wrists should be in one line. Keep your abdominal muscles strong and tight with a straight back and lift your knees up, about half an inch off the floor. Make sure you are at a 90-degree angle and not lifting your butt higher than the rest of your body. This is a tough position –so first try to hold it for 10 seconds to test your form.
- When you are ready, raise your body up slowly onto your toes and turn to one side, lifting one arm off the floor (as shown below).
- Continue to turn left then right, stopping in the middle each time to make sure you maintain proper form. Your abdominals should be tight (think of pulling your belly button into your spine) and your shoulders pulled back throughout the motion. You should feel no pressure in your arms or shoulders. If you do, it simply means you need to develop more core strength. In the meantime modify by sitting on the floor with each turn to reset the body.
- After completing several leopard turns, continue to the leopard kick-out. Please note: if you can not maintain good form on the leopard turn, do not advance to the kick-out. Work on the leopard turn until your body is ready for the kick-out.
- In the leopard kick-out you simply kick your leg out (as shown below) as you turn your body.
- Continue this motion for 1 minute, or until you can no longer maintain proper form to execute the motion. Alternatively, continue this motion for the prescribed number of reps, sets, or time intervals your KB workout calls for!



SIDE SIT UP

- Mid-rack a kettlebell and hold it tight to the body.
- Sit down on your knees first, and then sit to the side of your knees.
- Holding the kettlebell to the chest, lift back up onto your knees.
- Sit back down. You can alternate sides or stick to one side then switch.
- If you cannot complete this motion without the help of your arm, put the kettlebell down and use your arm to help you sit up. Over time, you will develop the strength to complete this motion with a kettlebell.



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Tweet/ Instagram/ Facebook your fav move from the workout!
& tag us **#KettlebellKickboxing** (you might win something)

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