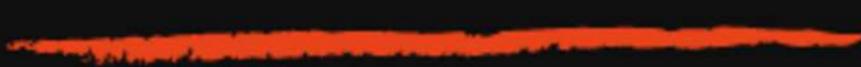




# THE BODY MASTERY PROGRAM

THE 3 FUNDAMENTALS YOU MUST  
MASTER TO POWERFULLY  
SHAPE YOUR PHYSICAL  
DESTINY *TODAY!*

MICHAEL RODD



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# Medical Disclaimer and Legal Stuff

## Read This First!

This special guide is for educational and informative purposes only. Always consult your doctor or dietician before making any changes to your diet or nutritional program. The use of diet and nutrition to control metabolic disorders and disease is a very complicated science, and is not the purpose of this guide. The purpose of this guide is to help healthy people reach their health, cosmetic and fitness goals by educating them with proper nutrition and exercise guidelines.

No health claims are made in this guide. This program will not help cure, heal, or correct any illness, metabolic disorder, or medical condition. The author is not a medical doctor, registered dietician, or clinical nutritionist; the author is an Exponential Growth Coach.

If you have diabetes, chronic hypertension, high blood pressure, high blood cholesterol. Cardiovascular disease or any other medical condition or metabolic disorder requiring special medical or nutritional considerations we suggest that you consult a health care professional with a clinical nutritional background for a special nutritional program. Your nutritional plan will not be effective by itself. You must combine a good diet with an appropriate exercise program for optimal results. If you have been sedentary and are unaccustomed to vigorous exercise, you should obtain your physician's clearance before beginning an exercise program.

The American College of Sports Medicine (ACSM) recommends those apparently healthy individuals who are male and over 40 or female over 50 to have both a physical examination and a diagnostic exercise test prior to starting a vigorous exercise program.

A diagnostic exercise test and physical examination is also recommended in individuals of any age who exhibit 2 or more of the major risk factors (smoking, family history of heart disease, elevated blood cholesterol, elevated blood pressure and diabetes). Any individual with a known history of heart disease or other heart problems should be required to have a medical evaluation including a graded exercise test before engaging in strenuous physical activity.



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# Preface

Thank you for picking up this special guide on how you can absolutely revolutionize the condition of your body, health, energy and vitality starting today! It is both an honor and a privilege for me to have this opportunity to serve and add value to your life!

Before we get to the information, which I know you are anxious to read, let me share with you who I am and why you need this information. This will give you a little more confidence in the fact that the tools and strategies which I reveal in this report really work!

My name is Michael Rodd. I have been involved in the Life Coaching, Personal Development and Fitness Industry practically all my life. My mother owned her own fitness facility and even produced her very own vinyl exercise record called "Come Slim with Me" in the early 1970's.

I often joke that the Personal Development Industry found me; it was in my blood and in my family. My sister Jenni was Personal Trainer to the Late Princess Diana for 10 years right up to her tragic and untimely death.

I began serious exercise at the tender age of 14. I would have started much earlier if I could have but the school gym would not allow me in until that age. I remember sitting outside everyday watching the seniors training. I was desperately hoping that they would invite me to come in! They never did but on the day I turned 14, I sure made up for it!

Needless to say by the time I was 20 years old, I had won my first National Physique title; Now at the age of 46, I have numerous titles and have competed at the Mr. Universe level achieving a top ten placing.

Not that I want this for you, far from it! These experiences simply gave me the privilege of meeting, studying and learning what really works from the best minds in the industry.

I have studied extensively through the American College of Sports Medicine (ACSM), the American Council on Exercise (ACE) and with the Exercise Teachers Academy (ETA). I have lectured extensively to the industry and have been an invited speaker to many International Fitness Conventions



### Competing At NABBA Mr Universe 2001

I have done well over 65 000 hours of personal one-on-one training and life coaching sessions with every type of person from company CEO's to drug addicts, obese people to anorexics, Princesses-in-waiting to people who were so depressed they no longer wanted to live.

With this wealth of experience and education, I can only promise you that the information I am about to share with you will take you to a level of health, energy, vibrance and physical conditioning that you would previously have only ever dreamed of.



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I decided to share this information for a couple of particularly important reasons.

Firstly, in today's world, your emotional STATE is the greatest resource you possess, to take your life powerfully forward. On the flip side, if you have not learned how to manage your emotional state, your life can end up devastated and devoid of the quality it deserves.

Quite simply, Motion creates Emotion! Exercise, strength, vitality, health, and energy are essential ingredients in creating powerful and sustainable emotions that will support you. Together with patterns of mental focus, you can become unstoppable. Emotion is such a powerful force that it has its own extensive section in my [10 eXponential Growth Coaching Program](#).

Secondly, because I have learned the value of the role that correct exercise and nutrition play in the development of emotion in the short and long term, I am fastidious when it comes to getting it right! It bothers me deeply to see people making the effort, taking the time and spending their money only to come up short on results.

Lastly, it does not have to be complicated. So many marketers in the health/fitness/wellness industry try to complicate it so that you, the consumer, feels inadequate and lost. They make you feel that unless you are doing the latest "ab" routine or following the latest "diet," you are not going to get the results.

Nothing beats the fundamentals. Fundamentals practiced repeatedly are tried and tested. The challenge is that in this quick fix, instant gratification world, people are more impatient than ever for results. So they fall for the fads hoping for the "7 days to a 6-pack" promises will work. They never do! Ever!

# Body Mastery: Mindset Matters

## Standards

We all have a God-given standard in every area of our lives. I believe that we did not decide on these standards, we were born with them! If you are unhappy with where you are in any area, it is simply because you are living in violation of those standards.

The word 'desire' in its root means "of the Father". If you desire a change, I believe you are simply being called to raise your standards! The challenge with people is that the moment they begin to think about this concept and comprehend its magnitude, they become fearful. Imagine for a moment, if you will allow yourself, the highest standard possible for each area of your life. Feels good doesn't it? So what is stopping you from getting it?

Life has taught people that they can't dream. Maybe it is because they have tried and tried and failed and failed again. Maybe they are intimidated by their perception of what they have to go through. Maybe they are just too busy trying to make a living, or maybe they just lack the courage.

You see, it takes courage to start out on the journey towards living up to your standards. Not only do you have to deal with your own fear and insecurities, you have to deal with the outside forces that are afraid to let you step out in case they get dwarfed by you.

But, courage is not the absence of fear, rather it is the DECISION that something else is more important. Once you truly make the decision to live up to your God-given standards and move in that direction with the absolute conviction that you will get there, our journey together will have begun!

**Welcome to "Body Mastery!"**

## What Do You Want?

What is your standard for yourself physically? I presume you came to this program because you are looking for change. How much of a change would you like to make?

Often in my seminars or when I consult with people, I ask them what they want. The first thing they usually tell me is what they don't want! "Well, I don't want to be fat anymore", "I don't want to feel depressed anymore", "I don't want to feel exhausted all the time", and so on.

You cannot go forward focusing backwards! Your mind is forever goal seeking. Its energy flows where its focus goes, so if you constantly think about not being fat, guess what! You will stay fat!

To achieve, you need to know exactly what you do want! Precisely! Knowing this gives you clarity of action. Your God-given standard will always be a lot bigger than your goals. I often wonder what this world would be like if it were created by man! The Universal Intelligence understands the true power of setting goals that are large enough to excite and inspire you!

Again, when I interview people and ask what sort of goals would absolutely blow them away at the very prospect of achieving them, they reply very weakly, "well, I suppose I should be realistic." I am here to tell you that being "realistic" never got the Human Race anywhere! Setting realistic goals simply will not create the driving force necessary to move you! You need to set goals that will excite you, that will pull you, instead of you always having to rely on your willpower to push you.

Often we misunderstand the power of setting goals entirely. It is never guaranteed that you will hit the mark every time. What is important about setting big goals is, firstly, it helps you to understand the difference between where you are now and where you want to be. It highlights how far off your personal standards you actually are. I call this the GAP.

Secondly, setting goals is all about discovering more of who you truly are on the journey. It is the discipline you cultivate, the obstacles you overcome, the mind set you develop or the persistence that you learn.

Why do we respect any person who has achieved phenomenally in their field? I believe it is because we understand what they have had to overcome along the way. At the end of our lives, it is not so much what we have that counts but rather who we have become.



## THE BODY MASTERY PROGRAM

*What would you go for if you absolutely knew that you could not fail and that all your efforts would have a major payoff?*

Set your goals high so that they excite you with the understanding that they are "of the Father". Have the faith and the courage to pursue them with the understanding that at the end of the journey you will be so much more.

My First Major Goal:

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My Secondary Goal:

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My Third Goal:

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What Else Could You Go For?

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## Why Do You Want It?

Great achievers in any field have a strong motivating force literally pulling them towards their goals. Apart from recognizing the great divide or GAP between where they are and where they want to be, they also have a very deep emotional reason or reasons as to why they want their goals. Having strong enough why's leads them effortlessly to the how.

You may have had a reason why you came to be reading this guide which will put you on the path towards the "how".

From time to time I will come across someone who has made phenomenal changes physically and mentally. My favorite part of these interviews is discovering what their "why" is and how I can learn from their story.

So why do you want to achieve your best physical condition ever? Have you had a health scare and want to achieve abundant health again? Have you been fat and ridiculed all your life and now you want to be lean and confident? Whatever your reason, make it strong and emotional. It needs to push you! If you can find more than one deep reason, great!

There are going to be times on your journey when you feel like giving up. Maybe you have improved a little so the pain that you felt emotionally (part of your why) does not seem that painful anymore. Don't give up. Reconnect with your standard and let your powerful reasons why drive you!

**My very deep, emotional reason "Why" I absolutely MUST achieve my goals above is:**

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# Body Mastery: **Body**

Over the last 35 years of my involvement in the Life Coaching Personal Development and Fitness Industry, I have learned how to successfully combine the various components of exercise and nutrition in such a way that it takes full advantage of what is called the 'synergistic effect'.

## *What do I mean by Synergy?*

Synergy simply means the 'whole' is far greater than the sum of its parts. People often say things to me like, "I am going to get a bit fitter before I start doing any resistance type exercise" or "I am just going to improve my diet a bit to lose this weight" or "I only do resistance training, there is enough cardio built into it".

If we take each of these components i.e. aerobic work, resistance exercise and nutrition and combine them in a very specific way, we achieve a far greater result than we would have using them individually i.e. Synergy.

In my weekend seminars, I introduce a fairly complex model, called the [B.U.F. Model](#) which I have developed to demonstrate the effect of synergy. I will share the basics of this model with you in this report so you can immediately apply it. In this model, which I call the Triad of Power, there are three absolutely essential elements.

### **Building the Engine.**

1. A concern for a part of your body which I call the "Fat-Free Dynamic".

### **Using the Engine.**

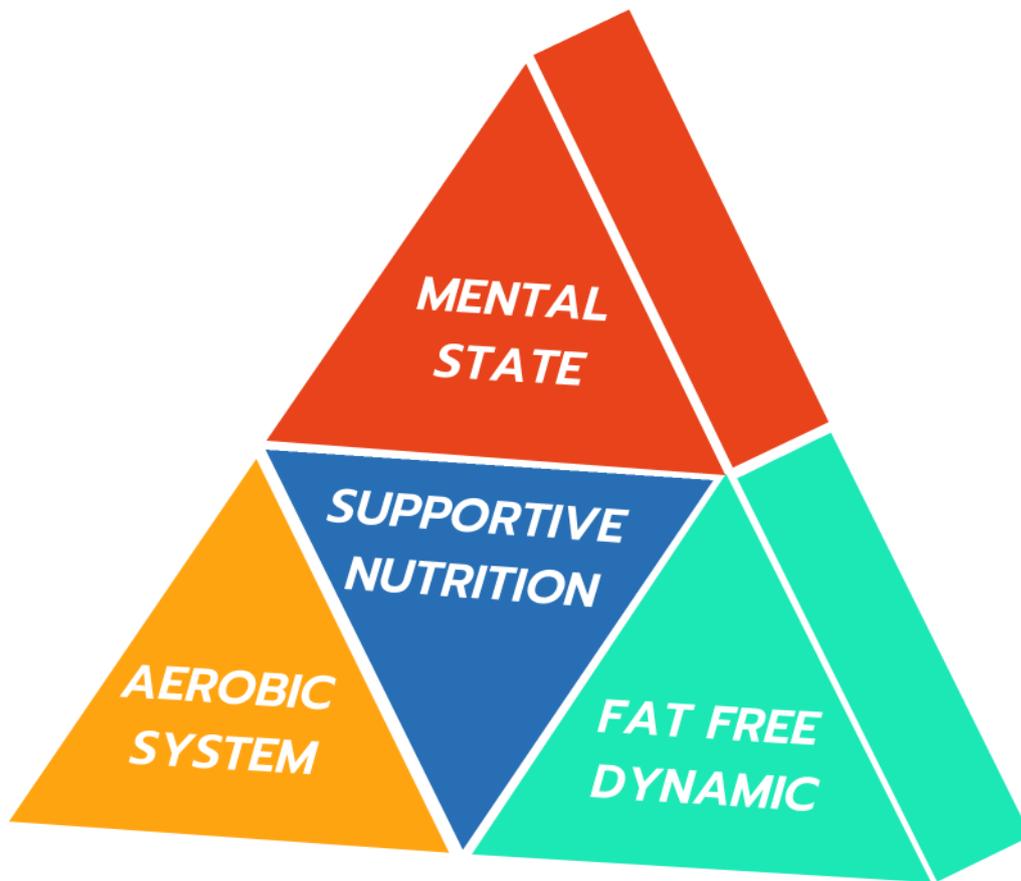
2. The thorough development of the Aerobic System.

### **Fuel the Engine.**

3. A highly supportive Nutritional Base.

Although any one of these three essential components could work independently of the others, the overall impact of combining them synergistically in a very sequenced and unique way is nothing short of spectacular!

## The Triad Of Power



*Let's explore each of these components before we put them together*

### Create The Engine!

#### 1. A Concern For The Fat-Free Dynamic

There is a very special part of your body which creates its shape and is the engine which powers all its movements and determines its performance. It is the living, breathing part of your body that under the right circumstances will flourish and consume huge amounts of fat calories to fuel its activity, both during exercise and while you are asleep. It is very dynamic because although it can flourish under the right circumstances, it can deteriorate very quickly under the wrong circumstances.

*The fat-free dynamic, also known as the fat-free mass, lean body mass or simply as your muscle mass, is your greatest ally in your goal to achieving a lean body for life.*

## THE BODY MASTERY PROGRAM

Muscle tissue is very metabolic. What this means is the greater your Fat-Free Dynamic to fat ratio is, the higher your metabolic rate and therefore resting caloric expenditure. Why this benefits you is because you will be enjoying an increased rate of calorie burn even while you sleep! Every new kilogram of muscle that your body carries has a calorie requirement of 77 calories per day just to sustain it! That adds up to 2387 extra calories burned per month! And that is just with one kilogram!

Now I can hear all you ladies screaming out that you don't want to gain weight! That is not what I am implying here. The Fat-Free Dynamic is far more room-friendly than fat. In other words, it takes up a whole lot less real estate on your body than fat!

But, as I said earlier, it creates the shape and functionality of your body. If you had to replace five kilograms of fat with 5 kilograms of muscle, although the scale will not move, you will look 15 kilograms lighter! You would have so much more shape and your energy would explode! Have I got your attention yet?

There is a down side though! True Fat-Free Dynamic is VERY difficult to create. Even men who have the hormone Testosterone, which is responsible partly for creating muscle mass, have a tough time developing and maintaining it. For women, this task is even greater. They really have to work extra hard with the challenge to create this metabolic boosting, fat fighting super dynamic tissue!

I understand that there still may be a few people who disagree with me. Some people, ladies in particular, often tell me that the moment they begin a resistance training program, they "Just blow up". The human body is such an amazing machine in the way it goes about adapting to a new stimulus.

When you first begin to work your Fat-Free Dynamic in ways that it is unaccustomed, there has to be an adaptive response. If your muscles are sore from your session, the first thing your body wants to achieve is healing. The healing environment requires water, in the same way as when you get a blister. So the body attracts and holds onto this water which, may be misinterpreted as "blowing up" but is a strictly temporary condition. The water will be released when the water has done its job and the scale will return to 'normal!'

Another adaption the body makes when you first start to exercise the muscles is within the muscle itself. When a muscle contracts, it uses a fuel called Glycogen that is stored in the muscle. If the muscle is not used to this kind of treatment, it will go into temporary hyper-glycogen storage mode until it gets used to the idea and settles down. The challenge here is that Glycogen also holds water. For the new resistance trainee this condition may also be misinterpreted as 'blowing up'.



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If you add these two very temporary phenomenon together because they normally do occur simultaneously, they may have the effect of chasing off the would be resistance trainee and all the fantastic benefits that just getting past this temporary adaptation to exercise would bring

.I hope I have convinced you of the importance of the Fat-Free Dynamic and helped you to release any fears that you may have had. Let's now explore how you can go about cultivating this precious tissue so that we can put you on the path towards your dreams!

## Using Resistance Training to create the Fat-Free Dynamic

So what is resistance training and why is it possibly the most effective way ever of recreating your physical body?

People are unaware of the many forms that resistance training takes so they tend to classify it in a stereotypical way and then avoid it at all costs! For example, some ladies when asked if would consider lifting weights become hesitant because of the images that they have of this particular activity.

They immediately begin to conjure up thoughts of bulky, hairy women in leopard skin outfits, straining to lift huge weights overhead. However, if you think about it, lifting a tea cup overhead to place it in a cupboard can also be classified as 'lifting weights'. So what is the difference? It all comes down to understanding a fundamental principle of all exercise called Intensity

The truth is, we are all doing some form of resistance training every single day. Walking is a form of resistance training, so is running but it is a bit more intense than walking. Weight training is a specialized form of resistance training, although these two terms are often used interchangeably. You could even choose a weight that offers the same resistive intensity as a tea cup, lift it overhead, and you won't even need to wear the leopard skin outfit!

There are also many different tools you can use to achieve a desired form of resistance training. The fitness industry is constantly evolving and coming up with new ideas like kettlebell training, bands, balls and various machines that can offer ways to keep exercise varied, productive and interesting.

No matter what form of resistance training you use to achieve your desired results, it is the intensity of effort that you use ultimately that will determine what sort of results you produce. With this understanding, the next question is what result or goals are you trying to achieve?

## THE BODY MASTERY PROGRAM

This is where a huge misunderstanding derails most people because they mismatch their desired outcomes with the means for achieving it. For example, a common myth is that doing hundreds of abdominal exercises will get rid of fat in that area. Another example of this is the 'inner and outer' machines that seem to be occupied all the time by people doing hundreds of repetitions in order to 'tighten up' that area.

I have even seen people sitting on those machines while reading a book! Tightening up usually equates to a desire to get rid of some fat in a particular area, and burning fat requires that you burn some stored calories! Unfortunately, the amount of muscle that is actually activated while using those machines is so minimal that it does not warrant the effort.

So how do you figure this all out? You need to decide exactly what it is that you after, what your particular goal is. In my weekend seminars and with my coaching clients, we go deeply into creating a match between outcomes and strategy because it is the single most determining factor of the success or failure of a program.

You see, the human physiology is extremely adaptive and will change in direct accordance with the demands placed on it.

So do you want to burn fat or do you want to reshape your body? Do you want more muscular endurance or do you want to develop more power and strength or maybe you just want to add a bit more muscle? Once you have clarified this decision it is a little less complicated to figure out how to get there.

The table below represents how different intensities of effort can be used to achieve different results. Understand that it is critical not to continue at one level of intensity forever. As I have already said, the body is highly adaptive and if you did this it would cease to respond. Therefore you must learn to cycle the intensity of your major goal with other levels of effort for brief periods of time.

GOAL	REPEATS	SETS	REST INTERVALS
MUSCULAR POWER	1-5	4-8	3-5 MINS
MUSCULAR STRENGTH	6-8	4-6	2-3 MINS
<i>INCREASE FAT-FREE DYNAMIC</i>	9-12	3-5	45-90 SECONDS
MUSCULAR ENDURANCE	13-25+	2-3	30-60 SECONDS

For this guide, let's cover a couple of the major principles of resistance training that we need to pay attention to if we want to make our program as effective as possible. In my seminars we cover the other key principles in depth as they relate to aspects of the Triad Model not covered in this brief guide.

***Our first principle relates to the exercises that you select to achieve your outcome.***

Your exercise choice should be based on those that recruit the greatest amount of muscle to achieve the movement and therefore produce the greatest calorie burn. We call these compound exercises. They involve an action at more than one joint during the movement, for example, a Leg Press is a compound movement and a Leg Extension is an Isolation movement. Try to choose one of these compound exercises for each of your major muscle groups.

In my Exponential Growth Academy Weekend Retreats, in the module on Physiology, I analyze exercises in depth that, in my opinion, have the greatest impact in creating change for you. We look at the 100% correct performance of the exercise, the muscles used, its variations, and progression and order.

This knowledge is vital. It relates directly to a training principle that I have discovered to be my most effective principle in creating rapid and lasting change in myself and the people I have coached. I call this the Neuro-Muscular IQ and I presented a paper on it at the 1995 International Fitness Convention held in Cape Town, South Africa.

The Neuro-Muscular IQ very basically defines the strength of the link or the "Intelligence" if you will, between your mind and the part of the Fat-Free Dynamic that you are training. I literally teach people to create a super highway of communication between their central nervous system and their Fat-Free Dynamic by reinforcing perfect form.

If you are using incorrect training technique or you don't have an understanding of which muscles or muscle groups are involved in the exercise you are performing, you will never create or strengthen this link, experience the rapid results you are capable of or experience the true joy of resistance training!

## *Our Second principle is about what we call Progressive Overload.*

Again, the human body adapts very quickly to stressors. That is how it survives. Physical change is simply an adaptation to exercise stress. Therefore, to continue changing we need to continue overloading the body each and every workout over time and with different and progressive workloads.

Repetitions make up sets. So in the diagram above, to Increase the Fat-Free Dynamic it is recommended to do 9-12 Repetitions or Reps. We repeat this 3 to 5 times or for 3 to 5 sets. The rest between each set is 30 to 60 seconds.

Overload begins with the correct performance of the Reps in a set. In that Set of 9-12 Reps, if 12+1 Reps was impossible for you to achieve, in other words, you could not have possibly done the 13th rep, which repetition in that set do you think would be the one to make the change in your body?

If you said Rep number 12, you would be right. If you give up before you have reached this point, you have missed the greatest opportunity to change your body! In that set of 12 Reps, I call the first 11 Reps the Preparatory Reps and I call the very last rep the Activation Rep, the one that actually fires the bullet and causes the change to take place.

This may all sound clinical and you may want to rush off and get to that Activation Rep. A word of warning though, it is not easy and many beginners cannot handle the pain associated with getting to Activation. If you persevere, your understanding and tolerance of pain will rapidly improve. We will explore the different kinds of pain and how to deal with them later.

As you learn to deal with and tolerate pain, your body will begin to get stronger and you will be using more resistance for the same amount of repetitions. If achieving Activation is overloading the body, using more resistance for the same amount of repetitions will be progressively overloading the body.

Be careful not to rush this process by adding too much resistance too quickly. You may compromise your ability to establish that all too important link, the Neuro-Muscular IQ. I always encourage people to be intelligent with their resistance selection. Use too much and your mind will be focused on the resistance and not the target muscle. Use too little and you will not be able to feel the connection.

You should perform your repetitions slowly in a controlled motion. I always tell my coaching clients to pretend that each repetition is a brushstroke on an artist's canvas. Slow, controlled, precise and focused with the vision held deeply in the mind of the end result!



## THE BODY MASTERY PROGRAM

There is absolutely no better way to change how your body feels, looks and functions than with a focused resistance training program. I call it the 'fountain of youth'. Men and women the world over are discovering the many health benefits that this form of exercise can accomplish. Here are just a few.

Fat loss, permanent weight control and weight maintenance.

Increased metabolic rate.

Increased calorie burning during exercise and at rest.

Reduction in resting blood pressure.

Decreased risk of type 2 diabetes mellitus.

Positive changes in blood lipid profiles.

Decreased risk in osteoporosis, increased bone mineral content.

Increased personal physical independence.

Greatly improved posture.

Improved self-image.

Improved self-esteem.

Decreased instance of depression, anxiety and feelings of inadequacy.

Decreased risk for cardiovascular disease.

If I had a penny for every person who told me that they get bored doing resistance training, I could probably retire! Seriously though, like anything, it depends on how an individual perceives possible outcomes. If you have faith that the activity that you are performing will lead you to your ultimate goals, you will be more likely to stay focused enough during your training sessions to obtain both mental and physical benefits.

Additionally, there are not many parts of our lives where we enjoy every single aspect. You may be making a life doing what you are absolutely passionate about, but there are aspects of that really are mundane and downright boring! So why should it be any different with exercise?

## THE BODY MASTERY PROGRAM

Wherever I am in the world, I see people wandering around exercise facilities with a kind of glassy eyed look, dabbling here and there hoping that these weak efforts will bring forth some sort of result. You have to arrive with a focused plan designed to meet your needs that you believe in!

For Resistance Training to make any difference in your life, the absolute least you need in your plan is to:

- Know exactly what outcome you want.
- Select exercises specifically designed to get you there.
- Know exactly what order to place those exercises in.
- Select the appropriate intensity.
- Use impeccable form to develop the Neuro-Muscular IQ.
- Select the correct resistance and progressively overload your muscles.

### Use The Engine

#### 1. Development Of The Aerobic Systems Of The Body!

Motivation to exercise comes at least from knowing that what you are doing will have a payoff. I find it amazing that people will take the time and effort to exercise, fail to ever get a result and persist with what is just not working!

Would these same people go to work, day after day and not expect any compensation for their efforts? Taking a bit of time to understand the basics of what constitutes an effective conditioning program and the results that can be expected will go a long way in helping to actually achieve results!

In order to exercise effectively, we need to learn a few basics. You may feel like you are back in school here for a brief moment but please bear with me for two minutes!

Muscle needs energy to contract to produce movement. The INTENSITY of the exercise determines how that energy is produced. You may have heard the terms Aerobic and Anaerobic? When the intensity of the exercise is low enough to allow you continue comfortably, you are said to be exercising aerobically.

With aerobic exercise, energy to fuel the movement comes from a reaction involving oxygen, fat and carbohydrate with fat making up a larger proportion. As the pace of the exercise picks up, your heart rate increases and you begin to feel a burning sensation in the muscles. You may also be short of breath and struggle to talk



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This is an indication that the muscles are not getting oxygen quickly enough to continue producing energy aerobically so they have to switch to producing it anaerobically, without the dependence on oxygen and a greater dependence on carbohydrate than fat. Because of this, anaerobic work cannot be sustained for too long.

When you first start doing aerobic exercise on, for example, a stationary bike, you may become short of breath very quickly and your muscles may begin to burn prematurely. This is when you are said to be "unfit". This is because your cardiovascular system (heart and lungs) cannot deliver oxygen efficiently enough yet to the working muscles. Also, the cells in your muscles have not developed the components needed to extract the oxygen that is delivered to them.

Because the cells are literally "starved" of oxygen, your heart has to beat faster and faster to keep up with the demand. This is why an unfit person crosses over to being anaerobic so quickly and battles to sustain the exercise. Unfit people generally have to work at lower intensities to remain aerobic and sustain the exercise for an effective exercise session.

As you get fitter, your heart muscle expands and is able to deliver more blood with each beat. The body also expands its capillary network past each and every muscle cell allowing more oxygen to be delivered. The muscle cells also undergo a restructuring process which gives them the ability to extract more oxygen.

This adaption all results from the "training" that you do. When you are said to be "fit" you are able to remain aerobic at very high heart rates. So what is the big deal about remaining aerobic at high heart rates?

Fat is a very slow burning fuel whereas carbohydrate is a fast burning fuel. Fat has 9 calories per gram while carbohydrate only has 4. If you throw fat into a fire, it will get very hot and burn slowly. Throw a carbohydrate into the fire and it usually pops. Because fat is the main fuel used in aerobic activity, you can now sustain the exercise for longer periods of time and burn large amounts of calories.

Does this mean that you should exercise aerobically exclusively to lose weight and condition the body? In the beginning I believe that it is crucial to develop the aerobic metabolism and aerobic pathways. Once this has been achieved, other training options to further improve can be explored.

In the 1980's the "Fat-Burning" zones were popular because people thought that training aerobically would burn the fat calories. These zones became unpopular when it was discovered that working more intensely was the key to burning fat.

Even though the proportion of fat to carbohydrate in each calorie burned at very high heart rates is less because you may be crossing over into an anaerobic state, you still burn a greater amount of fat because you have expended a larger amount of calories.

If you got through the science part above you will have noticed that fat is burned as a fuel IN the muscle. Muscle or the Fat-Free Dynamic IS the engine that burns fat. It figures then that the larger your engine, the greater your calorie burn will be overall.

A major mistake new trainee's make in their quest for Peak Conditioning is to do exclusively aerobic type work without including the resistance aspect. If you have an underdeveloped FatFree Dynamic, your calorie burn will be compromised and your progress greatly retarded.

### *Put your Aerobic Conditioning program together.*

When choosing equipment, you need to make sure that it will apply the correct OVERLOAD to strengthen the heart and lungs. To do this the equipment must have the effect of simultaneously increasing the heart rate AND the flow of blood back to the heart. This is normally achieved with larger muscle, rhythmic and continuous activity.

How many times per week? It depends on your intensity and how long you exercise for each session. In the beginning stages of conditioning when the intensity is not too high, more weekly sessions can be completed. At a minimum, three days per week without going for more than 2 days between sessions. Work up to a maximum of six days per week.

How long should you exercise for each session? Beginners should attempt 10-20 minutes. Intermediates should aim for 15-45 minutes while well-conditioned trainees should train from 30-60 minutes each session.

Intensity in this instance is defined by the workload or the speed used during the session. Intensity is the most important factor in determining the success of the whole conditioning program and is measured off as percentages of your predicted maximum and resting heart rates. I advise you to work between 50-85% of Heart Rate Reserve (HRR).

To find your ideal level of training intensity, decide which of the 3 levels of conditioning you fit into. Use the appropriate percentages with Karvonen formula to determine your personal training level.

## The Karvonen Formula

Training Heart Rate = Maximum Heart Rate (220-your age)  
- Resting Heart Rate  
X Desired Intensity (40/50% to 85%)  
+ Resting Heart Rate

Do this equation firstly for the lower intensity e.g. 40% and then again for the upper intensity e.g. 50% so you get a range.

Here is an example:

Selected Intensity 70-80% HRR  
To determine my Training heart Rate= 220-46 (174)  
- Resting Heart Rate (60)  
= 114 X Desired Intensity (70%) = 79.8  
+ Resting Heart Rate (60) = 139.8

So, 139.8 Beats per Minute is my lower training intensity. If I go through the above process again I would come up with 151.2 as my upper figure. Thus my range of intensity will be 139.8 beats per minute (bpm) to 151.2 bpm.

## *There are three stages of improvement that you should progress through to achieve your highest level of conditioning.*

1. The Initial Conditioning Stage. 4-6 Weeks, intensity of about 50-60% HRR every other day for 10-20 minutes.
2. The Improvement Conditioning Stage is the primary conditioning stage for most aerobic training and should continue for about 8-20 weeks. Intensity should be set at about 50 to 85% of HRR. The duration of the session should be increased by a maximum of 5% every 2-3 weeks.
3. Lastly, the maintenance conditioning stage is normally reached after about 6 months of continued training. When you get to maintenance, you may require less frequency, duration and intensity to hold your condition.

The benefits that accrue as a result of doing an Aerobic Conditioning program are well worth the effort. It really is NOT just about burning calories! Each and every session that you do builds on the last one to create an internal snowball effect which will manifest in PEAK Physical conditioning.

## *The Different Kinds Of Pain*

There are three kinds of pain that you are definitely going to have to face and one kind of pain that I hope you don't ever have to deal with!

The first kind of pain is purely an emotional "pain". You have set your goals according to your standard. You have been getting to your program diligently and then one day it will hit you. You will be sitting in your office or at home and you will feel that resistance to get up and do what you need to do. I am not saying this might happen to you, it WILL happen!

So what is a person to do? You need to know how to handle before it happens so that when it does, you know exactly what to do. Firstly, NEVER let your emotional state lead your actions. What do I mean by this? If you are in a bad state of mind, you have had an annoying day at the office or you feel "exhausted", your mind will begin playing tricks on you, giving you every excuse under the sun why you should not get to your program.



## THE BODY MASTERY PROGRAM

Recognize the situation when it happens, let your ACTIONS lead your EMOTIONS and get in touch with your very deep reasons "why" you absolutely must! Sometimes the hardest part about getting to do your program is actually getting there. I have what I call the 180 second rule which I apply as an absolutely last resort.

Get yourself to the place where you are going to carry out your program. Start your warm up and if after 180 seconds you really still need to give up on yourself, I give you full permission. To give up, on yourself!

The second kind of pain relates to what you will experience when you actually exercise. What I have found with myself and other physically successful people that I have interviewed over the years is that our attitude towards pain is completely opposite to people who don't exercise or those who give up prematurely.

I love listening to the language that people use to describe their feelings towards exercise or certain exercises that I coach them through. When someone says "I hate this exercise", I know immediately that it is the one that causes them the most discomfort. Now if a physically successful person were doing that exercise, they would relish in the "discomfort" that it is causing them because they know that it is the one creating the most change. They have almost switched pain into pleasure.

The moment that you can do that, you are on your way to a lifetime of success. You must understand, of course, that this does not just happen. It is part of your 'training' to learn about this pain. When you first start out, you may find it very difficult to work into this pain and to get to that Activation repetition that we spoke of earlier.

With training, your peripheral nervous system becomes more accustomed to this discomfort. Persevere and you will get to that magical place!

The third kind of pain that you are definitely going to experience is what is commonly called DOMS or Delayed Onset Muscle Soreness. This pain is normal after beginning a new regime of exercise and normally reduces in intensity after a few more sessions. If you keep pushing yourself, you may have this feeling a day or two after every session. If your soreness is acute, you may have been just a little too enthusiastic during your training. Take your intensity down a few levels and then slowly build it back.

Lastly, there is a pain that I hope you never have to go through and that is the pain of injury. If you warm yourself up correctly, pay attention to excellent exercise form and stay mentally focused on the muscle you are trying to train, you should stay on the healthy side of pain!

## Fuel The Engine!

### 1. A supportive nutritional program

I love to interview people who have made radical and permanent changes physically. If there is one thing I have learned in life it is this. Success leaves clues! If someone is achieving something that we would also like to achieve, we can simply model what they do and achieve a similar result.

Having interviewed and consulted with so many physically successful people over the years I have found that they all have one thing in common with regards to how they think about food.

### *Food Is Fuel!*

Their primary reason for eating is to fuel their bodies, to create energy, vitality and strength. They do not use food to stuff down emotions or to stave off boredom. They also don't eat simply for the taste.

A couple of challenges have crept in the back door over the last 3 decades that have made it increasingly difficult for us to eat correctly.

Firstly, we have the old "time" challenge. Nobody has the time (or the energy apparently) to shop for food, cook the food, pack the food and then finally eat it!

Secondly, fast food manufacturers have recognized this time challenge so they have made it quick and easy to buy and eat! With the competition between manufacturers of fast foods heating up (so to speak), taste became the criterion that seals the deal between which brands the consumer would buy.

The problem with quick, easy and tasty food is that it trains our palate over time to want more and more of the same and if not tastier food. Before we know it, we have drifted so far away from what our bodies actually recognize as food that we have become toxic waste dumps and we are fat! I often say that we have become overfed but undernourished. What I mean here is that the food we are eating is making us fat without contributing to our health and vitality at all.

Third, we are so confused! There is a ton of information available on this subject for us to try and 'digest'. It seems that every time you go into the bookstore there is another diet or "guru" offering some form of miracle program

Lastly, we live in an age where we expect things to happen yesterday! Quick fix is the name of the game. Instant gratification rules the day. If something does not deliver a result immediately, it is a failure and we move onto the next guru idea.

*Once we recognize the problem, we can slowly start to work on the solution.*

How many people do you know that have been on a "diet"? Are they still on it? Or maybe they are on it again! So clearly, a diet does not form part of the solution.

Why do these diets fail? In my humble opinion, it is because, firstly, the diet they are following is a fad, and secondly because they are focused mentally on the wrong thing.

Let's talk about the second of my opinions because if we can just get that right, we won't have to worry about fad dieting, or dieting ever again!

When I ask a person why they want to go on a diet or why they are on a diet, they normally reply that they feel disgusting, low on energy, unhealthy, fat and any other negative that they can think of to justify their action.

I then ask them if they are enjoying the diet that they are following. Ninety-nine per cent of the time, the person will answer again in the negative. So now they are using something that they HATE doing to solve a PROBLEM they HATE about themselves! Hmmm!

So what is the solution? I say, the question is the answer!

What do I mean by this? If you had to ask yourself a new empowering question, one that would set you on a new course of action, one that would require some intelligence, preparation and retraining; what would it be?

## "How Can I Build My Health And Enjoy The Process?"

If you focus on this question, it sets in motion a whole new course of action. Now your mind is building something positive, your health, rather than trying to get rid of something you hate! Now you are looking for creative ways of enjoying the process rather than trying to "be good" or using every bit of your willpower until you crack.

If you are focused on building your health, your mind will seek out the opportunities to do just that rather than being obsessed with not "cheating" on your current regime. Building also implies that there is a process involved which means that you will make changes over time that will be permanent and life changing. You will not be going "on" a diet or "off" a diet ever again. You will not have "good" days or "bad" days, you will just have awesome days because you will be so addicted to how your body feels, performs and looks.

Part of that building process involves retraining internally and externally. Internal retraining involves slowly desensitizing your taste buds to sugar and fat, speeding up your metabolic rate with regular meals, getting your body to accept more water more frequently, getting off caffeine, alcohol and other toxins. External retraining involves your actions. Are you willing to be proactive? Are you willing to build your health?

When it comes to a solid base of Supportive Nutrition, I always say the "how" comes after the "why" but before the "what". There are thousands of books on the shelves telling us what to eat. Very few of them coach us through the how.

In the beginning of this report, I asked you to come up with some very deep, emotional reasons WHY you want to make changes to your life. Did you do that? Are your reasons really deep? You are going to need them at the forefront of your mind to drive you when you feel you are slipping back into your old unsuccessful patterns again. You are also going to need to be in touch with your "why" when you feel too tired to shop, cook, prepare and anything else that you need to achieve your highest standard.

## Building Your Health

If "how" is the second aspect of building your health that we need to look at, then how do we do it? There are 7 vital aspects that we need to consider.

1. Balancing the Macro-Nutrient profile of your Nutritional Program to support your goals
2. Blood sugar control
3. Detoxification and Inflammation
4. Immunity
5. Hormonal Balance
6. Digestion and food sensitivity

I cover all these aspects in my Weekend Retreats and in my seminar programs, but for the purpose of this guide, let's touch on the first aspect which will give you the tools you need to get started on the road to achieving your goals.

There are three macronutrients that make up the bulk of what you eat on a daily basis. These are:

- Proteins
- Carbohydrates
- Fats

Every day you eat many small units of energy called Calories from each of these three macronutrients. Each of these nutrients has a different calorie make-up per gram.

- Proteins have 4 calories per gram
- Carbohydrates also have 4 calories per gram
- Fats have 9 calories per gram

Every day your body burns a certain amount of these energy units or calories. The amount that your body burns depends on a number of things like how much muscle you are carrying, what your activity level is and what gender you are.

Every day you supply the demand for these calories through a combination of the different macronutrients. Your body will gain or lose weight depending on the consistent oversupply or undersupply of calories over a period of time.

As you can see, it is easy to gain weight over time eating a diet high in fat because for every gram of fat there are 9 calories as opposed to proteins and carbohydrates which only have 4 per gram. This does not mean that you should exclude fat from your diet.

There is a type of fat that although it still has 9 calories per gram is essential to include in your diet. What we do have to do is balance the percentage of your daily total calorie requirement amongst all three macronutrients in such a way that it will support you.

Protein should supply approximately 12 to 20% of your caloric intake

Carbohydrate should supply 55 to 65%

Fats should supply 25 to 30%

The percentage that you use to begin with will depend on where you are now in terms of your level of conditioning and where you would like to go. Because I don't know you personally, I can't predict this for you but I do suggest getting the appropriate advice from your registered dietician.

With my Body Mastery Coaching Program, I accurately calculate a person's Total Caloric Range using the amount of the Fat-Free Dynamic that that particular person is carrying. I then calculate their nutrient profile using their goals and where they currently are as a guide.

You can estimate your daily calorie requirement by multiplying your current bodyweight (in pounds) by 10. To convert kilograms to pounds, multiply them by 2.2. This will give you your Resting metabolic Rate (RMR)

Add to this your formal exercise calorie expenditure for each day gauging your intensity from the table below and multiplying the calories per minute expended by the total time you exercise.

## Physical Activity Energy Expenditure

LEVEL OF INTENSITY	EXAMPLES	CALORIES PER MIN
LOW OR EASY	LIGHT WEIGHT TRAINING	6-10
MODERATE	JOGGING OR SKIPPING	11-15
HIGH OR DIFFICULT	SPRINTING OR FAST ROWING	16-20

Determine how many calories you use for daily activity that is separate from formal your formal exercise program.

- o If you are sedentary, add 20 to 40 percent OF your RMR to your RMR
- o If you are active, add 40-60 percent OF your RMR to your RMR
- o If you are very active, add 60-80 percent OF your RMR to your RMR

Add the three steps above together to get your estimated daily calorie requirement.

Once you have this figure, you can then calculate how many calories should come from each of the MacroNutrients.

One more mathematical task should complete the process for you! Divide the total Calories from each of the Macro-Nutrients by 5, because we are going to spread the Calories over 5 smaller meals.

Eating 5 smaller meals over the day gives you a huge advantage. Firstly, your body is getting high quality nutrients every three hours or so which will boost your metabolism and create a very stable blood sugar level. What this means for you is an increase in calorie expenditure and much higher energy levels.

A quick understanding about how your body gains and loses weight so you don't return to making some of the mistakes you may have made in the past. Although we have been through a process of calculating your body's calorie requirements, it is just a guide.

Losing body fat is not a precise mathematical calorie in calorie out process. If it was and you continued to burn more calories than you ingested, eventually you would disappear!

At some point this equation becomes invalid so I don't rely on it. The only reason why I think it is worthwhile calculating your calorie requirement and going through that whole process is to see how much food it actually equates to in real terms.

People tend to either overestimate or underestimate how much food they are eating. If you are used to eating a diet that is not particularly healthy, the calories slip in very easily. Junk food has little bulk so does not keep you happy for too long. It also plays with your blood sugar levels which will cause you to want to eat again. The calories will stack up very quickly.

We tend to under eat on good healthy food for the opposite reasons. It fills us up, provides plenty of bulk and keeps blood sugar stable. If you go through the process of measuring the calorie content of the healthy foods you have chosen to eat, you may be surprised to see how much there actually is!

We won't be "dieting" our body fat away. We will be using food to support the metabolic process of exercise to achieve that. The food you eat will stoke the furnace of your metabolism to aid in the fat burning process ignited by the right combination of exercise!

### *Do you see where you may have gone wrong in the past?*

One pound of fat contains 3500 calories. There are 2.2 pounds in one kilogram. So in one kilogram of fat there are 7700 calories. So technically, to lose one kilogram of fat, you need to BURN off 7700 calories.

I often get asked how much weight a person can lose in a day. When they ask about "weight" I presume they are talking about fat. If you are losing the ever precious Fat-Free Dynamic then you are just working counterproductively. If you wanted to lose a "kilo" you would have to burn off 7700 calories! That is damn near impossible! That is why I say, fat is gained and lost over time!

## *I Hope You Get The Picture!*

Having very basically covered the "How" of a Supportive Nutritional Program, let's have a very brief look at "WHAT" we should be eating on a daily basis. You now know how many of your daily calories should be coming from each of the MacroNutrients. Now you need to choose what foods will make up those calories from each of the three groups of Macronutrients.

## Food Choices

Each of the Macro-Nutrients has qualities about them that you should be aware of.

1. The weight of the food in grams does not equal the amount in grams of the MacroNutrient within that food. For example, if a Chicken Breast weighs 100 grams it does not have 100 grams of protein. That 100 grams of Chicken may only have 23 grams of protein. In the same way, 100 grams of rice may only have 32 grams of carbohydrate.
2. The quality of the Macro-Nutrient can vary from food to food. For example, your body will get more usable protein from 100 grams of lean chicken than it would from 100 grams of lamb. This is known as the Protein Efficiency Ratio (PER) of food.
3. Not all carbohydrates are created equally either! Some carbohydrates are absorbed very quickly into your bloodstream, raising your blood sugar levels steeply. This causes a massive flood of the hormone insulin into the bloodstream to try and recreate the balance. Insulin is very efficient at packing glucose into fat cells. It may do this too efficiently causing a severe drop in blood sugar.
4. There are even "Good" fats and "Bad" fats! Good fats contribute to your health by aiding in the building and repair of cells and membranes and in the nervous system. Bad fats destroy your health by clogging arteries and causing complications with cardiovascular health.

## A Big Word About Water

I know you have probably heard it a million times. Don't worry, so have I! "How much water should I drink daily?" Everybody talks about 8 glasses. I think more like 500ml per 10kg of scale weight every day. This applies to water alone! It does not take other beverages into account. In fact, for every coffee you have, add another 250ml and for every hour you exercise, add another 1000ml.

Dehydration is an epidemic in society that has gone largely unnoticed! People quench their thirst with everything but water. Your body needs pure, clean and fresh water in adequate quantities every single day. Water aids in chemical reactions, cleansing your body and aiding digestion.

If you don't enjoy drinking water, it is probably because of the picture you have of it in your mind. Make it attractive! Put water into a nice jug with some fresh lemon at a temperature that you enjoy.

## Seven Simple Rules

### ***1. All your food must be as fresh as possible***

Everything that you put into your mouth must be in its most natural state possible, just like God made it! It must not be canned, bottled, dehydrated, and vacuum sealed or packaged in any way that will make it last for longer.

### ***2. Back off the alcohol!***

The challenge with drinking alcohol while you are trying to get into a PEAK condition is this; your body has to burn that alcohol out of your system before it will even look at burning fat! So if you are topping up every night you are literally spinning your wheels in terms of getting anywhere!

### ***3. Absolutely no sugar, sugar substitute products or natural sweeteners***

I often tell people that sugar is a drug like cocaine. The more of it you have, the more your body craves it. Wean yourself off it slowly and watch your cravings for sweet things start to disappear. Your taste buds will begin to adjust and taste the beauty of real food and you really will not need sugar!

#### ***4. Reduce pasteurized or homogenized dairy products***

Try to stay with Organic dairy products only. Use organic white unprocessed cheese and live culture yoghurt without flavoring.

#### ***5. Reduce intake of caffeine based stimulants***

These are highly toxic to your body and dehydrate you. If you must have coffee, make sure you rehydrate yourself.

#### ***6. No wheat products***

No bread, pies, cake, biscuits, breakfast cereals or bars or ready-made soups and sauces.

#### ***7. Always choose Organic, Free-Range products.***

No bread, pies, cake, biscuits, breakfast cereals or bars or ready-made soups and sauces.

## Examples Of Different Macronutrients

PROTEIN	CARBOHYDRATES	POLYUNSATURATED FATS
Eggs	Vegetables (4+ Servings/Day)	Omega 3 (2-3 Servings/Week)
Chicken Breast	Carrots	Salmon
Ostrich	Broccoli	Sardines
Organic Lean Fish	Brussels Sprouts	Mackerel
Lean Beef	Spinach	Herring
Whey Protein	Green Beans	Anchovies
Quinoa	Peppers	Omega 3 Eggs
Lentils/Beans	Sweet Potato	Pilchards
	Whole Foods (4+ servings/Day)	Flax Seeds
	Whole Grains	Hemp Seeds
	Lentils	Walnuts
	Beans	Pumpkin Seeds
	Nuts	
	Seeds	
	Fresh Fruit (3+ Servings/Day)	
	Apples	
	Pears	
	Oranges	
	Plums	
	Mangoes	
	Ruby Grapefruit	

# Putting It All Together

Achieving your all-time best physical condition may seem like a lofty goal. It really is not difficult to achieve. Remember, your body is a faithful servant. It will respond exactly to the way it is treated. If you don't have faith that you can change it, perhaps you should see that you have already achieved a result; it just may not be the one that you want right now! All you have to do now is change your approach and "old faithful" will follow!

I also believe that there is a MUCH greater reason for us to strive to be our absolute best physically rather than just for "shallow" aesthetic purposes.

I call myself an EXPONENTIAL GROWTH Coach for a reason. Having studied and worked with literally thousands of PEAK Performers individually, in groups and online over the last 27 years, I have noticed and made a study of their patterns of excellence.

Of the top 15% of the world's highest achievers, 97% of those people place their health, wellness, and physical vitality as their absolute highest priority. They have to! They have a mission to serve at the highest level which demands the very best from them. Therefore, my PEAK Performance Blueprint prioritizes physiology. Physiology is a huge topic that I cover in depth in [The 10 eXponential Growth Coaching Program](#). But it is only the first building block in any PEAK Performers life of high achievement.

Creating the right E (Emotional) and Mental environment is critical to personal performance and achievement. Again, a powerful, energetic physiology will help to create this environment along with learning how to develop a sense of clarity, confidence, courage and influence needed to take the necessary amounts and qualities of A (Action).

Action unites every great success. Action separates the achievers from those who don't achieve. But action may not lead you to your desired goal every time. You may have to adjust the focus of your productivity and your levels of distraction in order to get there. It does not mean that you have failed; it simply means that you need to pay attention to the feedback that your actions are providing, which leads to Knowledge (K)

Each of these letters from the PEAK acronym form extensive modules within the PEAK Performance Framework and build on each other. So you can see how important building a strong physiological base is to your ultimate achievement.

## THE BODY MASTERY PROGRAM

I apply this PEAK Performance framework to all the areas of my life using a strong physical base as my springboard. Please understand that I am not saying it is more important than any other area, such as your spiritual life. I am simply saying that those other areas will be greatly enhanced as a result.

In the time we have spent together here, I hope you have come to understand each of the individual components of my Triad of Power Model. I hope, too, that you understand the power of synergy and how implementing it, along with a strong belief and understanding of your God-given standards, will take you beyond what you could ever have imagined!

My goal in writing this comprehensive guide was not for it to be the last word, but for it to challenge you and guide your future thinking. I want you to be able to recognize when you are dealing with the truth and when you are faced with snake oil.

I hope that our journey together does not end with this book. It is my sincere hope that I can continue to serve you to the best of my ability through my YouTube videos, articles, and resources on <https://michaelrodd.com>.

I also hope that you will join me in my [10 eXponential Growth Coaching Program](#), where we go deeply into not only physiology but mindset, too.

It would be a great honor for me to one day hear your story of success. If I have set you on that path, then my job is done!

I wish you well.

With great respect,

Michael Rodd  
Exponential Growth Coach  
<https://michaelrodd.com>

