



EDITORIAL

# THE REVOLUTION BEGINS

by John Balik

In my 35-plus years of bodybuilding I have encouraged literally hundreds of people to start training. Even so, I can count on one hand the serious trainees from the '70s who are still working out today. I'm not talking about "name" bodybuilders; I'm talking about people like you and me.

Most of us train for ourselves—for so-called self-improvement. If we are, in fact, working for ourselves, however, why do so many of us quit on ourselves? Why do we lose our way? I have wrestled with these questions for a long time, and the deeper

I delve the more I realize how complex the answer is. One part of the problem may be the lack of a plan.

A lot of us who are involved in bodybuilding realize that we are more likely to be successful if we have a specific plan. Up to now, however, designing a bodybuilding plan for most trainees has been a hit-or-miss project at best. Because most of us don't have a coach, we do what we "feel like" doing in the gym—no system of progression, no overall view of where we want to go or how we are going to get there and no history of where we have been to review and learn from.

Bodybuilding has never been a coach-and-athlete sport. A training partner is the closest thing most of us have to a coach. He or she can be a tremendous asset to great workouts, providing camaraderie, competition and enthusiasm, but most of the time it is the blind leading the blind as far as training knowledge is concerned.

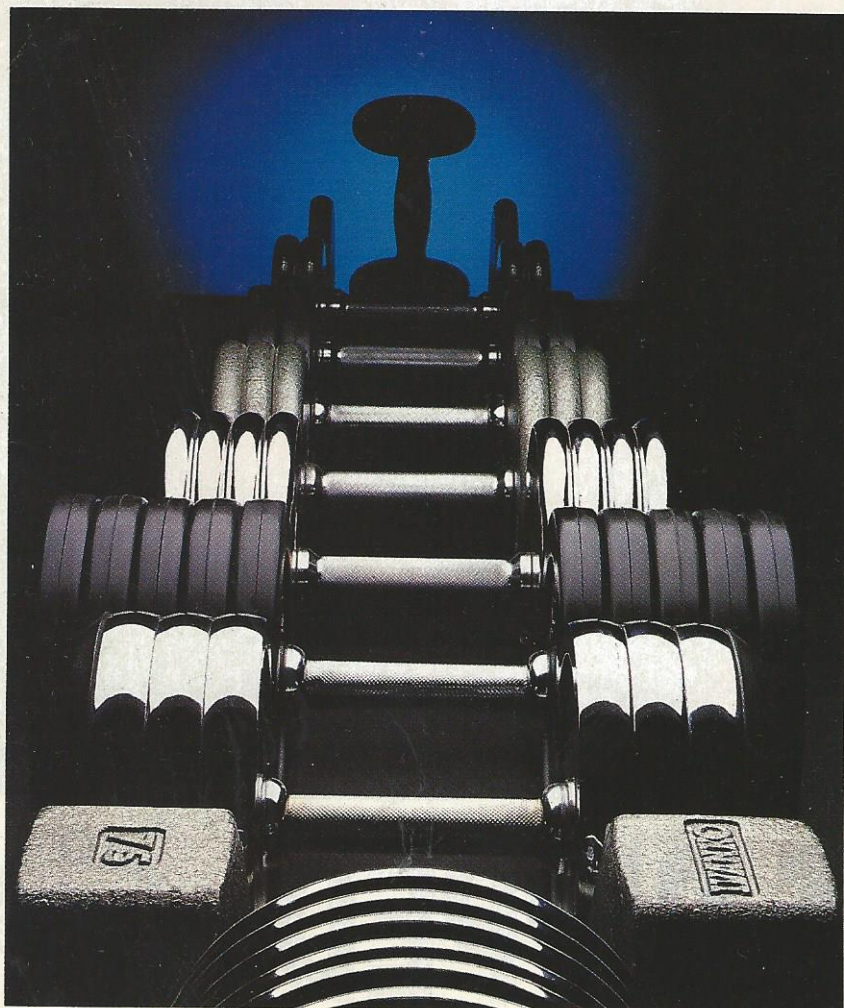
True, *IRONMAN* provides solid training information each month in order to keep you on a steady path of progression, but perhaps it's time we did more. One-on-one training is obviously beyond our capabilities, but in this high-tech, information-oriented age it's possible to provide a type of hands-on, workout-to-workout guidance system.

By connecting the amazing power of computers and the emerging understanding of how the body reacts to progressive exercise, we now have the capability to customize workouts and training itineraries for specific individuals—not just a group of exercises, but an actual set-for-set, workout-for-workout schedule.

Imagine having access to scientifically structured set-rep sequences. This means no more guesswork. Your success is measured, which means that you achieve it much faster because the system is your coach and you can't stray from the proven path. It's simply a matter of choosing a routine—either your current regimen or one developed by the system—and then allowing the system to tailor your set and rep goals to your *specific* requirements for a number of training phases.

Years of research have gone into creating a training system that will guarantee bodybuilding success. This system is now in the final test stages and will be unveiled in a future issue. I truly believe that this advancement will provide the missing element—one that will revolutionize bodybuilding training as we know it.

For more information, call 1-800-942-1550.



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