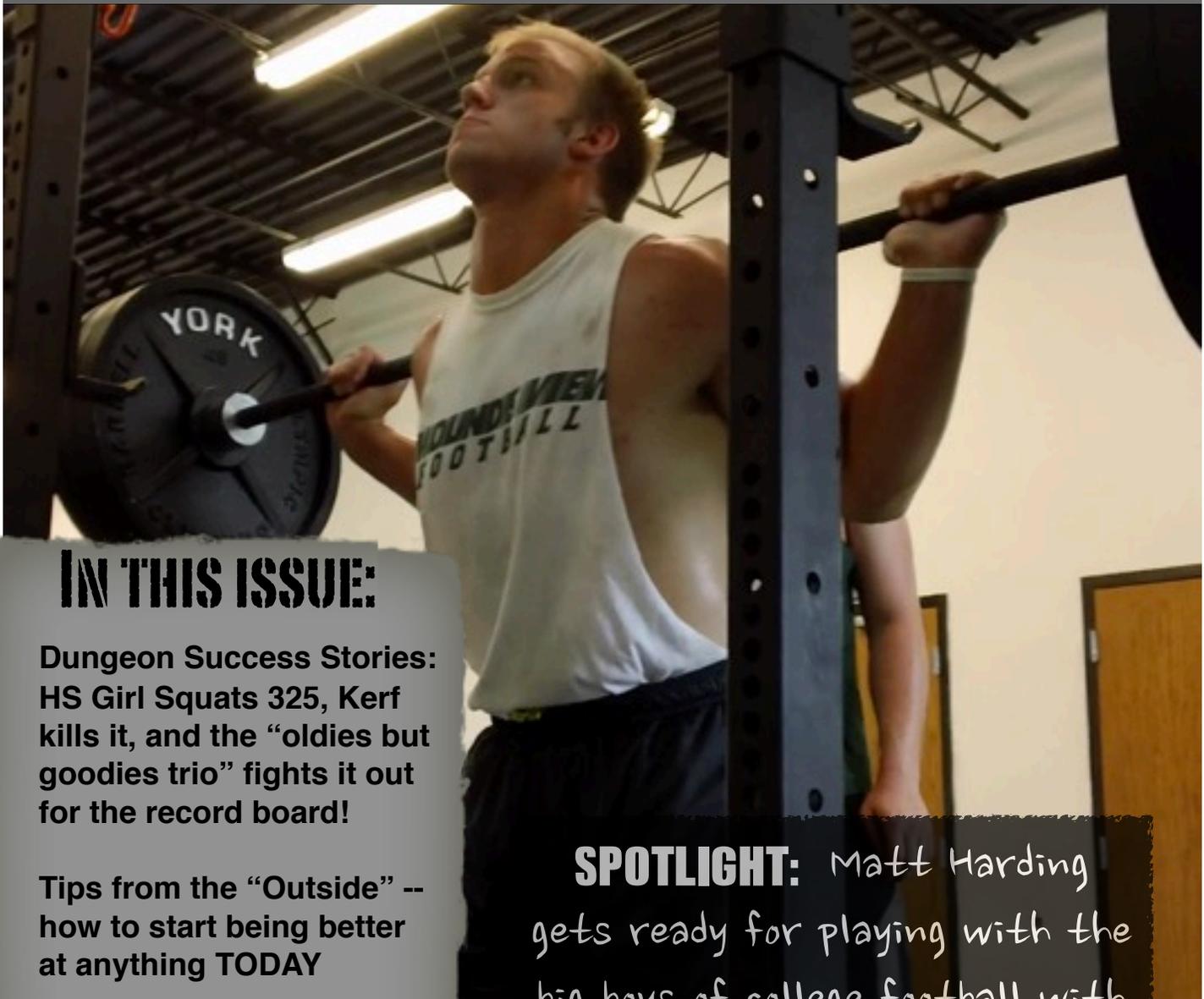


DUNGEON STRENGTH INSIDER NEWSLETTER

MAY 2013



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SPOTLIGHT: Matt Harding gets ready for playing with the big boys of college football with some BIG TIME training at the DUNGEON

DUNGEON
STRENGTH & CONDITIONING

PROGRESS, not perfection.

Remember this headline from the last newsletter (admittedly way too long ago)?

It should still ring as true as ever in your mind--it's a staple of our philosophy!

It's been a busy few months at the Dungeon, and we're seeing more progress than ever in both our athlete AND adult classes... not to mention the progress of the new digs :)



Yup, we've all been busy getting BETTER, even if we're not exactly where we want to be.

We've had people join the family recently who were realistically about as close to "fat, sick, and nearly dead" who are now "moving the chains in the right direction--living and THRIVING in their lives versus simply existing, and it's all because they made the decision to START something and try and to get a little bit better that day.

This issue's Adult Asskicker award winner started from about as bad as it gets -- at over 380 pounds and looking down the barrel of a short, disability ridden life.

He decided to do something about it. A better meal here, a little physical activity there and he made it down about 20 on his own over the course of six months.

He then joined us at the Dungeon and proceeded to drop another 50 pounds in about the past 12 weeks. He's got a ways to go, and he's far from perfect, but BOOOOY has he made progress :)

What's your story? Where can you start making an improvement on how you approach things -- attack something, and attack it hard, but attack that first inch of progress... then the next one, and the next one, and the next one...

A year from now you'll be 365 days older, what PROGRESS will you have made?

Unapologetically dedicated to your MASSIVE success,
G.R. Hoff
Owner and Founder
Dungeon Strength & Conditioning



MAY ATHLETE OF THE MONTH:

MATT HARDING

I've got one thing to say about Matt -- he BRINGS it every single day, and it shows.

Matt started with us a couple of months ago with some pretty sad weight room numbers for a scholarship football player at his size and skill level.

In a month he'll head to camp and he'll be one of the most physically "ready" freshmen on the team. His numbers have gone from a paltry mid 200's bench and mid 300's squat to what will be a low 300 bench and mid-high FOUR HUNDRED pound squat.

How'd he do it?

Matt's one of the kids that takes care of the "little things".

He's taken the nutrition guide he received when he signed up with us and has actually USED it!!!

This kid has actually taken the tip of packing peanut butter with him wherever he goes so he can get some dang calories in him when he's working 9-10 hour days at his physical summer job before he heads in train (I can't tell ya how many kids I've told that to who haven't taken any action on it!)

One of the things I really appreciate about Matt, and what has and will continue to make him successful, on AND off the field, is his ability to lead.

He's a "coach on the field" type of guy, and a huge asset to our groups in the gym.

When we have younger kids that may be newer to a lift that need a little tip here or there, or maybe a little encouragement, Matt's the first one to help them out.

A big time "older" athlete like Matt could blow off a random freshman that plays a sport other than football, but not Matt.

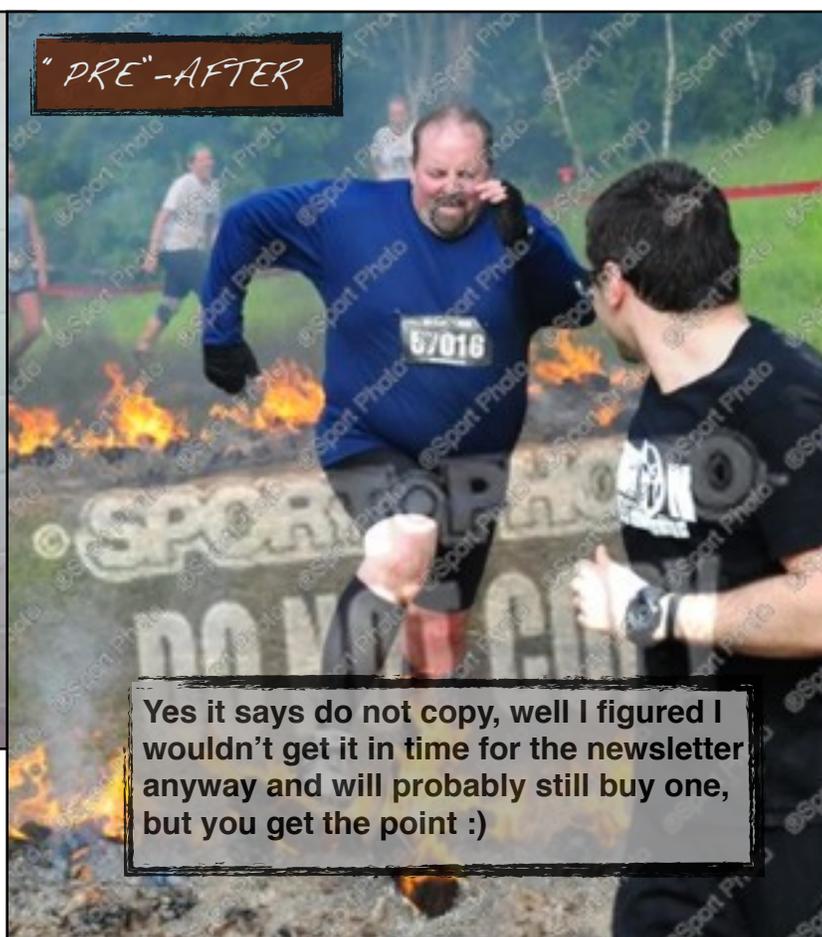
Matt is probably the most supportive athlete in our gym, and I can't wait to see what he does on the field over the next 4-5 years in the college ranks.

The sky is the limit for this kid -- and couldn't be happier to have this goofball as a part of the Dungeon Family :)

DUNGEON ADULT ASSKICKER OF THE MONTH: "MARATHON" MIKE SNYDER



*Mike's Story, as told
by Mike*



How long have you been training at the Dungeon?

I started about 12 weeks ago, but had about 2 weeks 'off' for a hospitalization (G.R.'s note--non-training related, that's probably important, haha!) that took me out for a bit...

Why did you start? (What did you set out trying to accomplish and why)? 10,000 days. I figured - -IF I get healthy, drop my excess weight -- I've got a good shot at living an additional 10,000 days (about 35 years on the short end).

As the husband of one wife :) -- and one 8 year old son -- I want to be around for them -- and really sensed I would NOT be if I didn't crush this challenge NOW.



What's your day job?

I own a 'niche' travel agency -- MKI Group Travel, specializing in international airfare - primarily for humanitarian organizations, non-profits, churches, and student groups, as well as adoptive families bringing their kids home from international locales. .

How did you hear about the Dungeon?

I ran across one of G.R.'s bootcamp specials -- and checked em out on the web. Was enticed by the 'old school' approach -- and the 'no nonsense' approach to work.

And -- I saw 'Shocker' flipping that tractor tire and giving it a good pounding with the sledge hammer. THAT looked cool!!! :)

What was your first thought when you walked in the door? How about now?

"What the heck am I doing????" --- I was soooo outta shape that it was difficult to even 'roll out' my hamstrings - where I had to support my weight while sitting down.

Now?--- The highlight of my week is working out. It's the one time each day when my only thought -- is trying to catch my next breath! :) In a sick sort of way -- it's own stress relief!!! :)

What changes have you seen since you joined (mentally, physically, awesomely, etc.)?

I'd dropped about 20 pounds in the 6 months prior to connecting with Dungeon. Since then, I've dropped another 50+ -- and even finished the Warrior Dash a few weeks ago. I've still got another 90 to go -- but we've worked so hard at this point -- and seen SO many benefits in life (especially in being able to 'engage' with my son!) -- something I call 'Liu moments' -- that there is no turning back now!



What has been the most challenging part of your journey with us so far?

The start is always the most difficult. And getting in to the mindset of working hard - getting ticked off at my lack of fitness -- BUT then ... **doing something about it.** Working *through* the pain -- to the point where you look forward to it, instead of grabbing a pizza until the feeling to work out goes away...

What is your favorite movement/exercise?

I've enjoyed getting to the point where I can start doing pushups. Also -- for some sick reason - I've always enjoyed the 'fat man pull ups' -- especially now that I can do em. The 70# mile walk (with a sandbag on my shoulder) -- was one of the first 'milestones' that I enjoyed completing as well.

Your least favorite?

I never 'enjoy' that stupid rowing machine... we have a hate / love relationship going.... always glad to be done.. but I never really look forward to crushing it on that!! :)

What has been the most gratifying moment since you started with us?

Multiple 'Liu moments' --- (my sons name is LIU). Being able to get down on the ground and play with him, or throw him over my shoulder and run around with him squeeling with joy...

Also being able to go for walks with my wife -- and not have to literally stop after less than a block.... good times, as we both have been encouraging one another in this venture. Couldn't have come this far without her support!

The most humbling?

See above. God is good - I feel like I've been given a second shot at spending time with my family.

What's your favorite healthy meal?

Egg Whites / with spices galore/some turkey sausage, etc. Also -- Chicken Breast salad at Subway with double meat. We've also been grilling a ton of vegies and chicken on the 'barbie' this summer. Yum.

What's your favorite "cheat" meal?

Probably Pizza -- or a malt -- Or some fresh toasted sourdough bread with a slab of butter melted on it. (Although I've not had more than a few days in the last few months where I've allowed the cheat. Too far to go still. :))

Any favorite "clean" foods you've found while dining out (or a recipe you've worked on at home) that you'd like to share?

Zhuccini -- with a tad of olive oil, and salt and pepper - grilled. GREAT!

How can other people relate to your story or any words for people who might want to try but are intimidated/might not know if this is for them?

I think alot of folks can relate -- to getting to that point where working out is more pain than being out of shape. But once you can plow through that ---- it becomes so much easier. The first few weeks is the worst!!

Anything else you would like to add?

G.R. -- props to you. You have a gift as a trainer -- and as a 'coach'. It's been a pleasure to work with you -- and even though you tick me off alot -- (high expectations) -- I thoroughly appreciate your work and tenacity in helping me reach the goals we set forth at the start. Go go go!!!

Oh, and finally, what's next?

Next Warrior dash -- September 7th. / 90 more pounds off the frame / -- and I'd like to run another marathon by the end of my 50th (which would be next year). For the next Warrior dash --- I'd like to do more than just finish, so we are working on that!!! Woo Hoo!

This month's tip from the "Outside": **Some mindset help from Steve at NerdFitness.com (couldn't have said this better myself)**

A healthy life is a wonderful thing.

A healthy life cannot be handed to you. It cannot be donated. It cannot be purchased, borrowed, or stolen. A healthy life doesn't come from a bottle of pills, surgery, or a machine. A healthy life can't be obtained in "just 15 minutes a day, three times a week!"

A healthy life isn't redistributed from those who have one to those who don't.

A healthy life *must be earned*.

I'm going to tell you why that is the greatest freaking thing in the entire world.

And when you come to this conclusion, the conclusion that you don't need somebody else's permission to get healthy, that you don't need to buy some magic bullet, you suddenly realize that there's nothing stopping you from getting started other than yourself.

Yeah, it's going to be a challenge. It won't take just a week of hard work, or even a month. It might take a year, or two, or five.

You're going to struggle. You're going to have days where you want to give up. **You're going to have days that make you wonder "is this worth it?"**

- **Ask Joe if the 10 months was worth it.** The smile on his face says yes.
- **Ask Saint how he felt on his wedding day** after reaching his goal.
- **Ask Staci how she felt when she deadlifted 315 lbs** for the first time.
- **Ask Ryan how he felt when looking in the mirror** and saw a new man.

It's always worth it.

Remember this: the longer it takes you to reach your goal, the more obstacles you have to overcome, the more challenges you face along the way, the more you'll appreciate, respect, and cherish your healthy life.

Self-respect doesn't appear out of thin air.

Like a healthy body, it has to be earned.

As Henry Rollins will tell you, "I have never met a truly strong person who didn't have self-respect."

And you know what? Getting strong isn't easy either; It requires hard work, dedication to the cause, and consistency in your efforts.

I love that about exercise: it's the great equalizer.

In the gym, on the track, or in the park, our social status, wealth, and level of influence doesn't matter. It makes no difference what kind of car you drive, if you live in your mom's basement, or if you have a level 90 character in World of Warcraft.

When you exercise, NONE of that matters.

You know what DOES matter?

Are you faster than you were last month? Are you stronger than you were last week? Did you set a new personal record? Are you better off today than you were yesterday?

No matter how small the improvement, if you can find a way to be *better* every single day, a few weeks from now you will be a completely different person on the inside.

As time goes on, your outward appearance will start to reflect that new inner strength you possess and that new level of self-respect.

I get a few hundred emails a week from people who are taking their first steps towards a healthier life. More often than not, I can tell within the first few sentences of an email who is going to be successful and who won't.

The people that won't be successful (with their first attempt) say things like:

- ***"How long will it take before I (lose 50 pounds/get abs/fit into these pants)?"*** - They are only interested in the results and aren't really interested in putting in the time and effort to get there.
- ***"I know what you said to do, but I can't (strength train/give up this food/make this change/etc)."*** These are people who are afraid to try new things or make changes, and thus would rather keep doing what they've always done. It's less scary and sounds easier.
- ***"I know what I'm supposed to do, but I don't have time to do it."*** These people have not made their health a priority.
- ***"I read what you said, and then I read on these 47 other blogs conflicting ideas, so I'm confused and need to research more."*** These people will never get started because they're too busy collecting information rather than taking action.

When people ask for advice, and then push back after I give it to them, I can't help but think of a quote I read recently:

"If you always do what you've always done, you'll always get what you've always got. If what you are doing is not working, do something else."

Conversely, these are the emails I LOVE to get:

- **"Hey Steve, I took action today.** I cleaned out my cabinets of junk food. I signed up for a gym membership. I started training. I cooked my first healthy meal ever. You'll hear from me in three months with a success story."
- **"I'm doing this for me.** Not because my doctor said so. Not because my friends said I was getting fat (in fact, they tell me I'm crazy because I'm already 'too skinny'...relative to them). Not because I'm trying to win some contest. But because I want to respect myself and look in the mirror and be proud of what I see."
- **"Steve, I read what you said to do, and for the past six months I shut up and did it.** Here's my success story." This one is my favorite.

I'm not saying my advice is infallible, but the people who tend to have success aren't afraid to jump in and figure it out along the way. They have GRIT. They understand that there's no perfect time to start, no perfect diet plan, no perfect workout plan.

They understand that getting started is the most important thing.

They read articles about strength training and then go to their gym and learn how to deadlift and squat.

They see a success story and say to themselves, "Hey, that person was just like me. I can do what they did; I'm going to start."

They think back to previous attempts they made to get healthy, realizing that failure is only a failure if nothing is learned from it. They make small adjustments and try again.

The people who have success aren't afraid to fail, aren't afraid to step outside of their comfort zone, and aren't afraid to make an investment in themselves.

I have a challenge for you.

Do ONE thing that scares you.

Go to that workout rather than sleeping in.

Cook a meal today rather than taking the cheap and unhealthy way out.

Make one decision today that's makes your life better in some way.

Looking in the mirror with pride at what you see is one of the greatest feelings in the entire world, and I know that self-respect and confidence can carry over to every other aspect of your life.

Go to bed proud tonight, knowing that you're on the path to a healthier life.

Wake up tomorrow knowing that the day is full of potential and possibilities.

And then get started.

Nobody will give you permission.

Nobody will serve it to you on a silver platter.

You are solely responsible for your future.

And the future is f***ing bright.

-Steve

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Isn't that a kickass message? YOU`RE responsible for your future -- take action, start "moving the chains" towards your goals and GO! -G.R.



PROGENEX

The Dungeon is now carrying high quality nutritional supplements from Progenex -- ask about the member's only discount and our Complete Nutrition Membership Program!

Progenex Recovery **\$59.95**

*Available in Loco Mocha,
Tropical Vanilla, Chocolate, and
Strawberry*

Progenex Force **\$59.95**

Pre-workout, Lemon Flavored

Recovery Single Serving Pack **\$2.00**

Available in ALL-Flavors

Progenex More Muscle **\$69.95**

Available in Chocolate

Force Single Serving Pack **\$2.00**

Progenex Cocoon Recovery **\$69.95**

*Night time recovery product,
available in chocolate*

ATTENTION DSC ADULTS AND ATHLETES: FOR A LIMITED TIME!!!



New referral rewards for every adult personal or group training member you refer that joins up with the Dungeon family!

For every person you send our way that joins one of our adult training programs (this includes parents, family, friends, and pretty much most humans), you get \$50 cold, hard cash! Not “Dungeon bucks” either, you’ll get a (probably) crispy \$50 bill...

UNLESS you’ve been misbehaving, in which case I’ll give you 25 \$2 bills to teach you a lesson!

You can start by having them mention the free 1 week pass to our adult group training classes below and they can see what we’re all about.

PS: there’s no limit to how many you can refer, so who’s gonna be the first in the Dungeon Cold Hard Cash Club???

DUNGEON SUCCESS STORIES

Tess blew us away again!

Yup, this 16 year old girl knocked out a THREE HUNDRED AND TWENTY FIVE POUND box squat...
Not too shabby, kiddo :)

“Kerf” KILLIN’ IT

Kerf, one of our college football players here for the summer, has been with us for a month now and has been making RIDICULOUS improvements in just about everything you can improve!!!

He’s benched his old max for 5 reps, upped his squat max over 100 pounds, and has gotten leaner while getting “SWOLL” (i.e. his friends are commenting on how he’s looking huge, haha)

Kerf will be playing for St. John’s this fall and will likely lead his team in spectacular TD receptions :)

Scott, Mike, and Eric--the Oldies but Goodies Trio

These three young (at heart) bucks (54, 49, and 48, respectively) have been consistently CRUSHING their workouts and constantly one-upping each other on the record board.

The cool thing about these guys is that it couldn’t come from a better group of just straight up nice fellas. They’re a joy to coach, work their asses off, and it shows in the results they get day in and day out.

Great job guys!

Holy Squats Branda!!!

Most of you probably weren’t when “B with a RANDA” started our adult classes, but she wasn’t exactly the most accomplished “lifter”. Her technique was pretty poor on a few exercises, and she SUCKED at squats!

(I say that with love, haha, nothing she hasn’t heard from me before)

Long story short, she’s now one of the best examples of GREAT technique at pretty much everything we do -- PERFECT chest to ground, elbows “tight” and in pushups, and WONDERMOUS (yes, wondermous) squats--even when combined with other movements like a thruster, she CRUSHES with GREAT technique!

She’s by far one of the most improved members over the last few months, and is KICKING ASS -- keep it up Branda, Great Great Great freakin’ job!!!

Are you next???

DUNGEON STRENGTH REFERRAL COUPON

**GOOD FOR ONE FREE WEEK OF ACCESS TO ANY OF OUR ATHLETE OR
ADULT TRAINING PROGRAMS!!!**

Name: _____

Referred By: _____

Call 612-807-1101 to redeem

COUPON # 000788