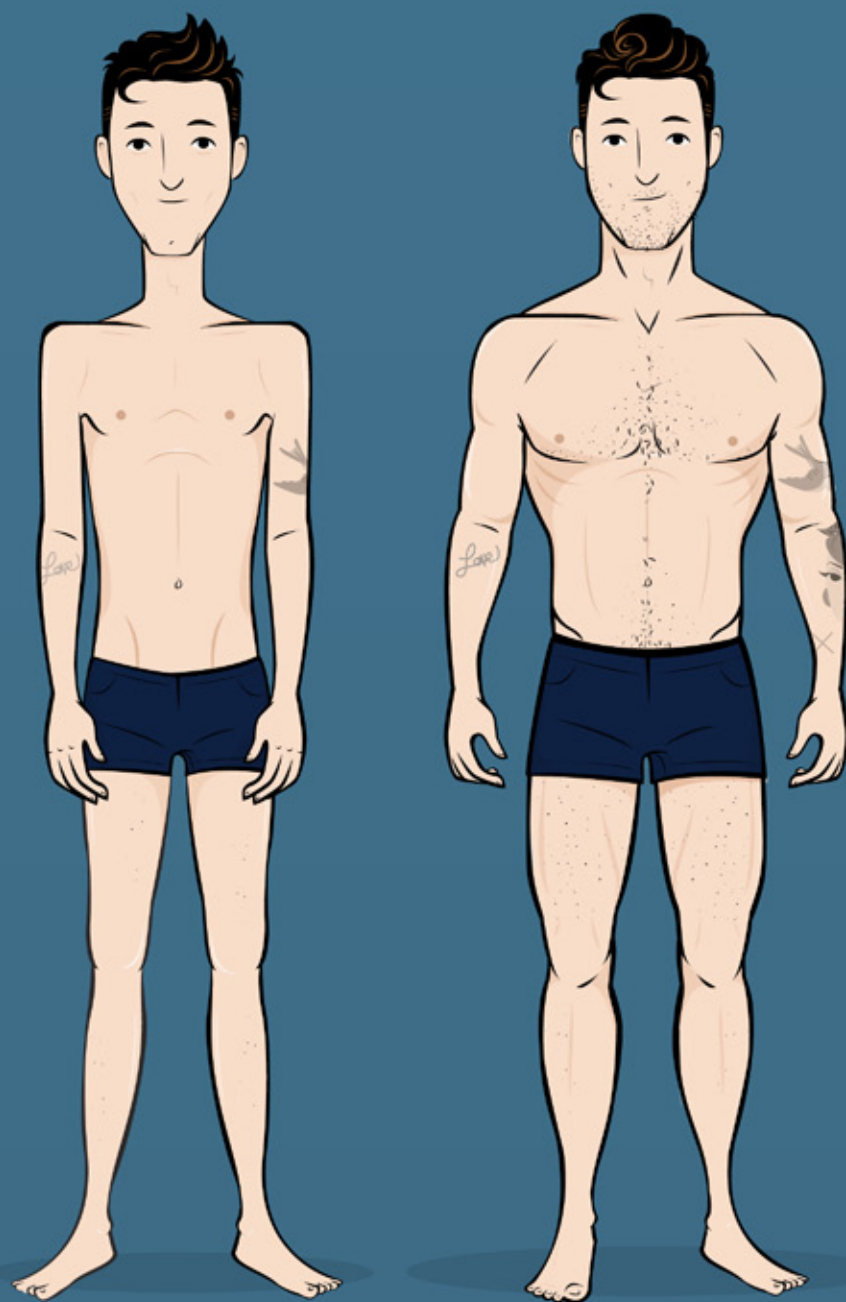


BONY TO BEASTLY

The muscle-building program for skinny guys



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BONY TO **BEASTLY**

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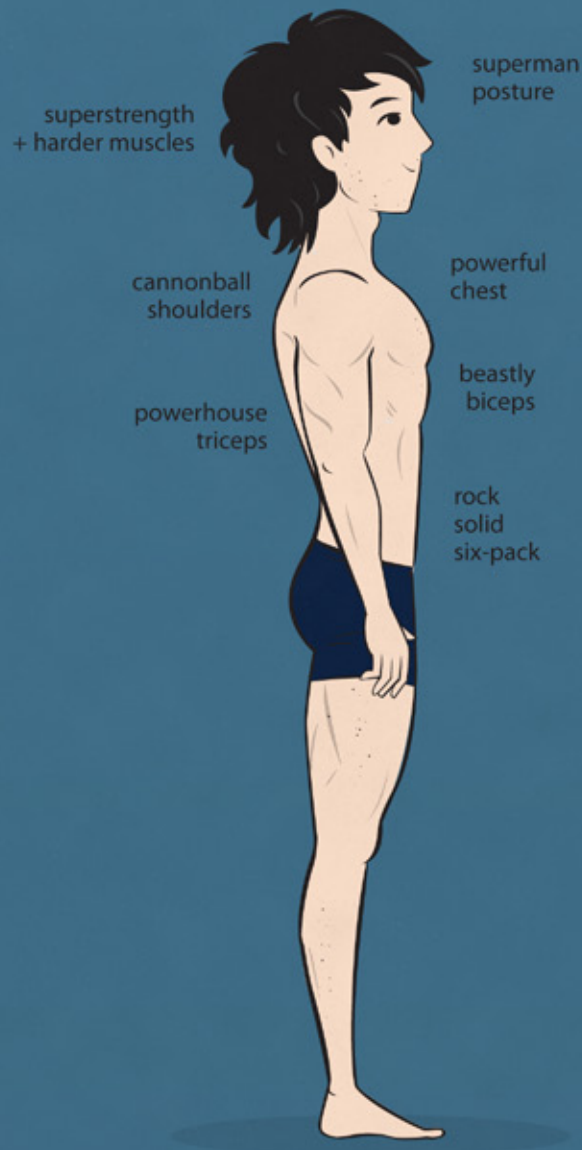
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INTRODUCTION

Goals & Expectations



written by

**Marco Walker-Ng
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INTRODUCTION GOALS & EXPECTATIONS

First off, welcome to the program. You've just taken a pretty huge step towards dramatically changing, well ... everything. In a few weeks you'll be handsomer, healthier, hulkier, hunkier, happier, and living a radically improved life—on many levels.

So let's get started. The absolute first thing you need to do is ask yourself why you're doing this. Why do you want a powerful physique? Why do you want to be healthy? And what's it worth to you?

That question opened up a whole can of worms for me. My parents would say they were worried about my health and tell me to eat more and play more sports. My friends thought of me as the skinny kid, and they'd playfully tease me and push me around. My girlfriends and dates would joke about how they would protect me if danger ever came our way—and wow, when I was single I wanted a strong and masculine body more than ever.

No matter how much ectomorph anguish I was feeling I would usually take the defensive route and tell whoever it was that I liked being skinny. I con-

vinced myself that it was out of my control. To make matters worse, I'd even try and tell myself that I liked being skinny.

But I secretly wanted to be muscular ... and that probably wasn't as much of a secret as I hoped.

Eventually it got to a point where I decided I was going to change no matter what. I'm hoping you're at that point too, because if you are I can guarantee this time around it will work.

When I decided to change I told my parents I was trying to be healthy, I told my friends that it was something I was trying out for fun, and I told the girls I was dating that it was an interesting 3 month experiment I was doing—you know, to make it sound academic. All of those reasons were true (and the experiment approach actually worked pretty well, so you're welcome to use it). The real truth is that while all of that *was* true... it wasn't quite the whole story. Not even close.

I wanted to feel like a man around other men, not like their scrawny kid brother. I was tired of having a little boy's body and the strength of my little sister. I wanted to fit properly in t-shirts, and I wanted to look strong when I took that t-shirt off. I wanted to inspire raw physical attraction in women. I wanted the girls I was dating to feel safe around me. I wanted to be able to effortlessly pick up a girl and throw her on top of a piece of furniture. I wanted my body to be a symbol of virility, manliness, strength and health—not of an unhealthy lifestyle and an inability to control my cravings (or lack thereof).

So I had a goal. One that I wanted more than anything ... but it wasn't a very clear one. How many inches did my arms need to grow before men thought I

looked strong? How much weight did I need to gain before people would see me as fit, strong and athletic instead of skinny? How powerful a physique did I need before a girl I loved would feel safe around me? How big did my shoulders need to be to draw stares from women when I walked into a room?

Not knowing the answers to all of those questions made it really hard for me to strive towards a specific outcome.

So the first thing you'll need is a goal.

That's a hard thing to come up with. The girls you like probably go weak at the knees over fit and athletic guys—sports superheros and actors. That's very different from the “more muscle the merrier” attitude that many beefy men have.

As you've probably heard a couple dozen hundred times, according to women the best bodies out there are ones like Brad Pitt's in Fight Club. Bodies that aren't excessively lean or ludicrously muscular, and that exude health and masculinity. The best thing about being a guy with one of those bodies is that you can BE healthy and strong. If you ask a buff man, he'll likely tell you that the ideal male body is four times that size. Ask a bodybuilder and he'll add in that you need a quarter of their fat percentage. That's okay too. The truth is that women won't really dock you any points for getting bigger, stronger and even more masculine than the big strong masculine guys they dream about. So figure out what you want from your body. If you can achieve the health, strength and physique of your dreams it will be more than enough to get the woman of your dreams.

WHAT A MUSCULAR PHYSIQUE WILL DO FOR YOU

20-30 pounds of lean, functional, full-body muscle gain

We suggest that you aim for 20-30 pounds of lean muscle gain. Imagine a pound of lean red meat from the grocery store. It's likely a fair bit bigger than your fist. Now imagine 20 or 30 times that strategically added to your body. Add that to your shoulders, biceps, triceps, chest, glutes, thighs and back and you'll have a drastically transformed physique.

For some of you that might get you the body you've been dreaming of, and for some of you it might inspire you to grow even bigger. No matter where you are now though, it will produce a dramatic positive effect. From there you can decide to maintain your size or grow even bigger.

So pick a number in the 20-30 pound range depending on your current level of scrawniness and the size and height of your frame, write it down, and measure your progress towards that goal. If you're over 6' and under 150 pounds you might want to shoot for closer to 30. If you're 5'9 and already 150, then 20 pounds should get you a pretty muscular body.

Gaining 30 pounds over 4 months as a beginner, even if you're a hardgainer like us, is a very achievable goal if you know what you're doing. That's only 1.9 pounds a week—a very reasonable amount of lean mass to gain week by week at this stage in the game. You'll probably gain a lot more week by week at the beginning and then maybe have a couple weeks later on where you struggle and wind up gaining a bit less. You likely won't be able to consistently gain 2 pounds of muscle a week for years, but for the next few months I'd be very surprised if you couldn't.

What will even just 20 pounds from this program get you?

That will likely bump you up a couple clothing sizes. Over the course of those four months I went from wearing slim-fit medium shirts to a slim-fit extra-large. My waist measurements stayed the same while my shoulder, chest and back muscles bulked up significantly. “Sickboy” Jared went from being too small to wear a small, to properly fitting into my old slim-fit mediums.

Attractiveness

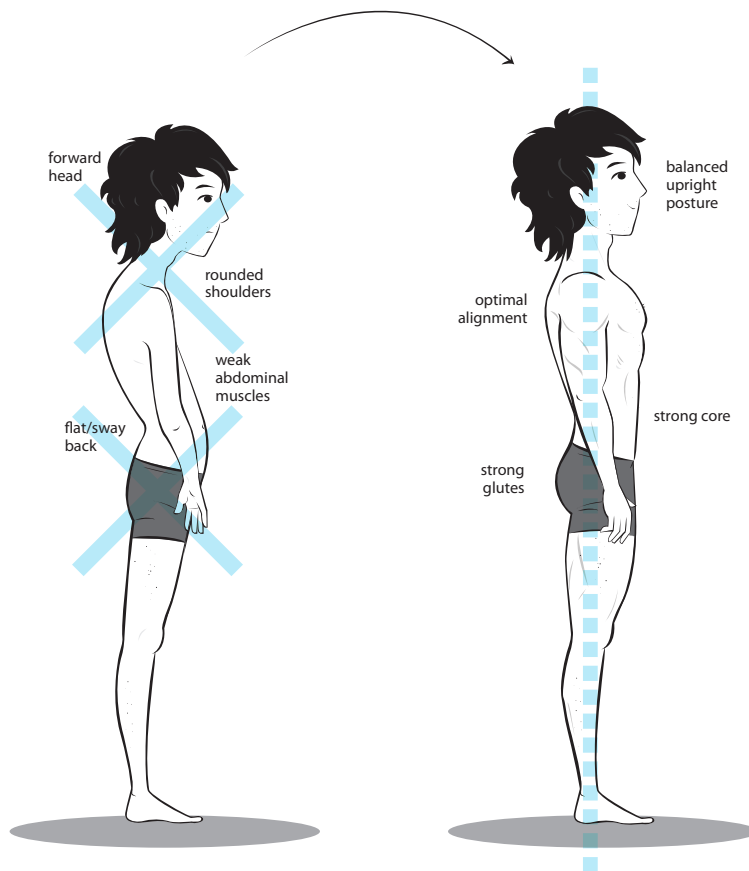
It will bump you up 3 points on the 1-10 attractiveness scale, according to the research done by Tim Ferriss (bestselling author and guest lecturer at Princeton). His research has found that 20 pounds of body recomposition (fat loss or muscle gain) seems to be the magic number for going from, say, a 6 to a 9. I wouldn't have included this point if I didn't believe it to be true, either. Even your face will look markedly better. Check out Christian Bale in the Machinist, after he lost 63ish pounds of muscle. I'd say he went from a 9 to a 3. You can do the opposite.

Masculinity

There will be a noticeable difference in your body's chemistry. You'll be producing more growth hormones, making it easier to put on muscle and harder to put on fat. Your testosterone production will be through the roof too, which is wonderful news if you have a girl or want one. You'll perform better sexually and produce gut-level attraction in women that get close to you (because of the increase in pheromones). Your body won't just turn heads—so will your hormone secretions.

Posture

When I first started out I didn't care about posture at all. Little did I know that it plays a huge role in how good you look and how well your body performs. Once you correct your posture you'll be taller, look healthier, your body will hold its muscles in a more attractive way, and you'll be a ton stronger in the gym—allowing you to pack on muscle much quicker than the gorilla-like boys around you with internally rotated shoulders. Good posture can also improve testosterone output, your mood and, surprisingly, even confidence levels.



We designed our exercise plan to fix modern man's lower and upper crossed syndrome—a postural problem that attacks amateur gym-goers and computer junkies alike. Soon you'll be standing tall.

The “V”.

A 2003 study in *Archives of Sexual Behavior* concluded that men with shoulders that were 40% wider than their waists were rated as the most attractive by women. Now, you could curse or bless your genetics—or you could work with what you’ve got. Jared went from being shaped like a skinny egg to having a V-shaped body by building up his shoulders and back, resulting in a huge change in the overall appearance of his body’s silhouette. With the right workout and diet anyone can pack slabs of muscle onto their upper and lower body while keeping their waist the same. V-shape here we come.

An athlete’s physique.

No matter how tiny you are now, adding 20 pounds of functional and proportional lean muscle to your physique while improving your strength, posture and alignment will make you look and feel far more athletic. And you will be. This program will have you leaping higher, running faster and punching harder.

A likely side-effect of being sexy

The higher levels of testosterone and growth hormone that you’re going to produce are totally natural and perfectly healthy. You won’t have any steroid-like problems, since the testosterone is being produced internally and naturally, and not being injected externally and artificially. It does still have a masculinizing effect though, so your muscles will grow, your bones will become denser, your body hair might become more prevalent, and you may wind up having your sex drive grow along with your muscles. The side of effect of being sexy, it seems, is wanting more sex.

Strength

A massive increase in strength. I'd expect anywhere from a 30-60% increase. That may or may not sound like a big increase, but you'll notice it tremendously in your day to day life.

There are a lot of strength benchmarks to hit. There's nothing like finally being able to put two plates on either side of the barbell (225lbs) when you set up for your bench press. Luckily for all of us Marco is an incredible strength coach with a skinny-boy background, and once Jared and I came into contact with him our strength shot through the roof. Having a muscular body is one thing, but you'll notice that having the strength and athleticism to match it is surprisingly satisfying. This program is designed to give you form (muscle size), with function (strength and athleticism) as an intentional byproduct.

You may be wondering what you need to lift to impress a woman. There's a simple answer to that question: it's much heavier than what she lifts, so it doesn't really matter. If you can carry her around the house without breaking a sweat and you can make her feel safe in your arms you'll be a hero in her eyes.

Body Fat

I personally recommend shooting for 9-12%. It's aesthetically pleasing to women, exudes health and is easy to maintain with a healthy and enjoyable lifestyle all year long. That might just sound like a percentage to you, and everyone stores fat a bit differently, but there are some commonalities. With a muscular 9-12% you'll have slightly visible striations in your shoulders (muscle fibres), veins running across your biceps, visible serratus muscles (the ab-like muscles under your armpits), and a washboard stomach. You also won't look like you

live on boiled chicken breasts and spinach, or like you're spending all your time obsessing over your biceps in the gym—and you won't be.

If you're hardcore enough that you don't just want to be healthy, exude health and impress women; but you also want to impress bodybuilders and personal trainers, well, you can get even lower (say 5%). That's a little trickier, as each additional percentage point gets harder and harder to achieve once you drop below about 9. Hop over to the forum and we can help you get there though. I dropped down really low once because I thought it was kind of cool. I found it a little gross — and so did everyone else — but it definitely IS kind of cool.

If you've tried bulking up before you might not be a stranger to fat. I'm not. I followed a really bad training and meal plan once and wound up with quite a bit of it (20+ pounds of fat). That won't happen to you this time around. If you have abs already don't worry—they'll stick around.

Now that you're on a good plan, fat should be the least of your worries. The more healthy food us skinny guys eat the faster our metabolism gets, filling us out with muscle and staving off the fat. Any fat we do have will be stretched thin over our growing muscles, and those muscles will develop deeper striations, making us look even leaner. As we continue to hit the gym our body will continue to adapt, and provide those muscles with a better nutrient delivery system by building more and bigger blood vessels, making us more vascular and improving our performance. These big and hungry muscles will burn even more calories, making it hard for your body to hold onto any fat at all. Add into that the anabolic hormone production that this program is designed to stimulate, and you'll have another muscle building and fat burning system in place.

So don't skimp on your diet for fear of putting on some fat. If you follow this program your abs will be bigger than ever by the end. And if you don't have abs or a flat stomach yet, trust this program and you'll have them soon.

Lifelong Health, Strength and Abs

One big bad downer about getting old is that your metabolism grinds to a halt. Once you hit 25, well, you've peaked, so you'd better treasure those abs while you can! ... or at least that's what everyone tells you. It's become such a prevalent myth that everyone has started to believe it, and even pass it off as an excuse for being out of shape! The truth is that peoples' metabolisms *do* go down as they age, but it has *absolutely nothing to do with their age!* The only reason people experience a drop in their metabolism is because they fail to exercise, consume anything resembling a healthy diet, and live a healthy lifestyle. If they thought they had a good metabolism before it's because they used to bike or play sports in college, or even skateboard with friends. Now they don't, and they blame their age for their droopy physiques and low energy levels. If they revived their healthy lifestyle they'd actually be able to reclaim all the advantages of a 25 year old. Research actually shows no measurable difference in metabolism between a 25 year old and a 65 year old when a good nutrition and exercise plan are in place. So what's the best plan? Strength training and proper nutrition, Bony to Beastly style. We realize you probably aren't a senior citizen yet, but the point we're trying to make here is that if you can develop a healthy lifestyle *now*, by learning how to eat and train to build and maintain muscle mass, you'll be in total control of your body all through your life. If you can get this under control now you'll look, feel and perform like a beast while you're dating and getting married, you'll be a beast as you raise your kids—hell you'll even be a beast of a grandfather!

360° Physique

This program will improve your physique from all angles at all times. It's important to get out of the mirror-muscle mentality where you only monitor your chest, shoulders and arms because that's what you can see in the mirror. If you're concerned about your appearance you've got to keep in mind that the babe at the bar will be checking you out from the side and back, too. The posterior chain (the muscles that run down the back side of your torso) actually contribute more to your attractiveness than the mirror-muscles do, so this program doesn't neglect them! If you're concerned about your strength and athleticism you've got to build a balanced muscle structure—one that works as a system.

Feel free to monitor your progress (aka flex your pecs and 'ceps in the mirror) but keep in mind that you're developing muscle everywhere on your body, so make sure to find a way to monitor your back, butt and leg growth as well.

Sound good?

TIME TO GET BEASTLY

Sign-up [here](#) and we'll send you this full eBook instantly, along with the full training program, the exercise videos, and the muscle-building recipe book. You'll also get a membership to the community and coaching from us to make sure you reach your goals. We leave no bony behind!

If you're wondering if this program is right for you just shoot us an email at us@bonytobeastly.com and tell us a bit about your situation. Don't worry, it isn't a black hole—we personally answer every email.

***We have a full refund policy.** We fully believe in this program, and we stand behind it 100%. You don't know us yet, so we'll assume the risk.

We hope to see you in the member forum!