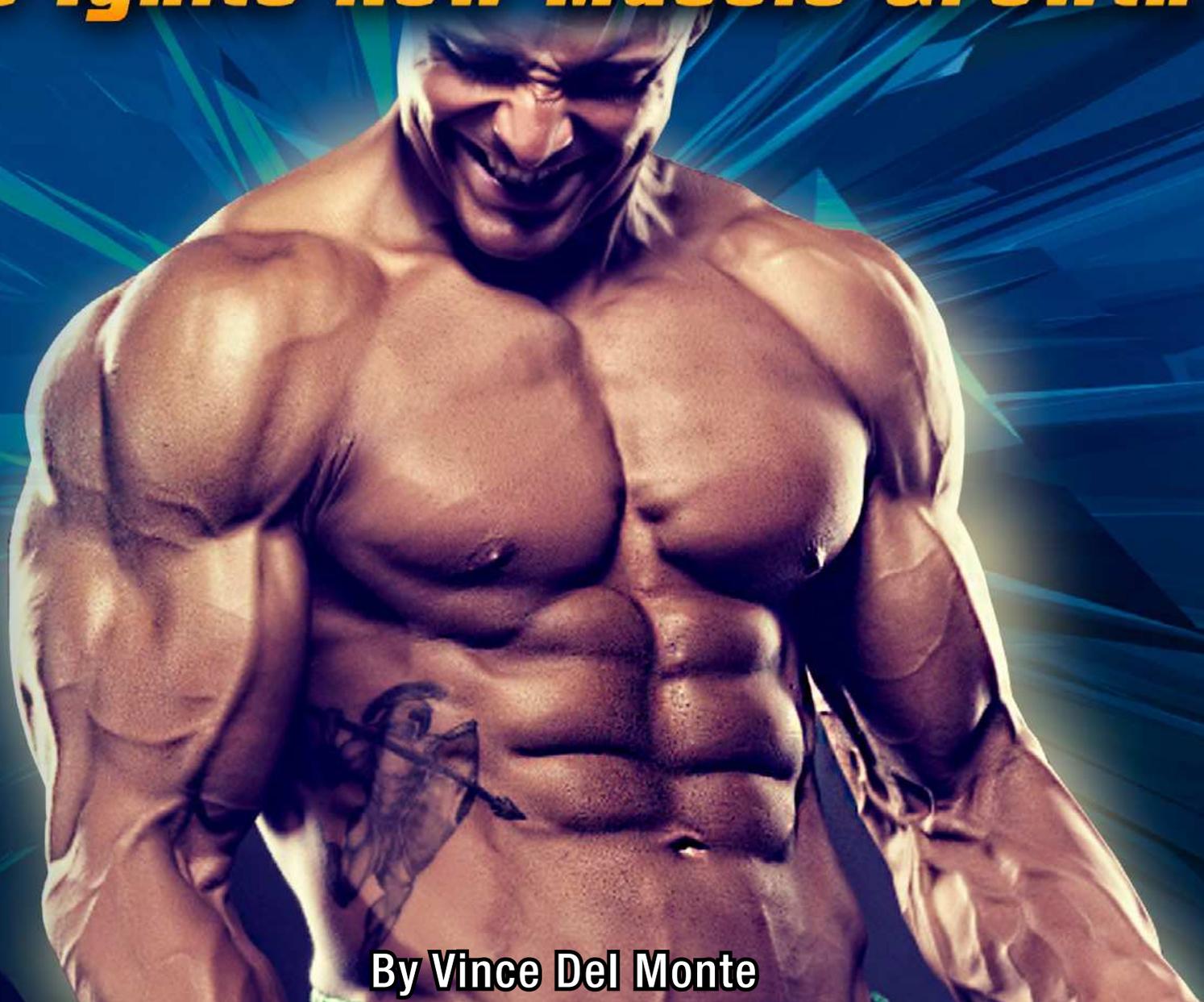


The  
**12 UNTAPPED  
TARGETS**

*To Ignite New Muscle Growth*



By Vince Del Monte



# The **12** UNTAPPED TARGETS

*To Ignite New Muscle Growth*

# The **12** UNTAPPED TARGETS

*To Ignite New Muscle Growth*

Honors Kinesiology Degree, P.I.C.P Level 1 & 2, BioSignature,  
Precision Nutrition, PIMST, Strength & Conditioning Coach,  
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# The **12** UNTAPPED TARGETS

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# The 12 UNTAPPED TARGETS

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## WELCOME

First things first – thanks so much for finding your way to my website and taking an interest in downloading this free report. I promise that this information has the potential to help you not just hit your genetic potential, but go beyond it, so I'm extremely excited for you. But before we discuss the 12 untapped targets to igniting new muscle growth, let's get you to think beyond fitness and muscle for a moment.

What do I mean when I say, *"This information can be life-changing in the **literal** sense?"*

Some of the untapped targets we discuss are going to go over your head, some are going to sound "repackaged," some are going to be brand-spanking new and some will be life-changing content, but all of it is the **real deal** and **works!**

Whether you're a male or female, young or old, new to weight training or experienced, I'm confident this information will "stir you up" at a deeper level of your being.

Yes, this report will contain information to help you go beyond your genetic potential in the gym, and if you want to be the biggest, baddest, muscle-bound guy or gal, it certainly has the ability to do that and much more.

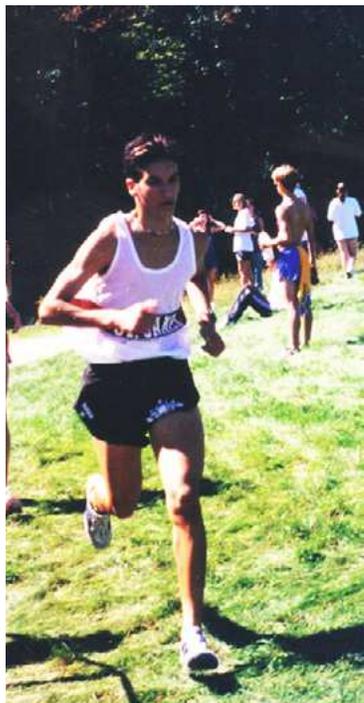
Yes, this report will help you bust through any rut or wall that you've hit, even if you can't remember the last time you built muscle.





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Yes, this report will reveal content on how to build the first 25 pounds of muscle or the last 5 pounds of muscle your body needs – so you're in full control of how your body turns out.

Whatever YOUR goals, I support you in all of them. However, this report will reveal **more** than just the physical level accomplishments in life.

The execution and application of this information will help you prove to yourself that if you can go beyond your genetic potential in the gym – why could you not go beyond your genetic potential outside of the gym?

My famous quote that I've been sharing the past 10 years, since I went from being nicknamed *Skinny Vinny* to *The Skinny Guy Savior* is this:

*"It takes the same person and the same qualities to live large inside the gym as it does to live large outside of the gym."*

- Said by me

That's what gets me jumping out of bed each morning! The muscle is just a platform and launching pad to prove to myself that if I can build myself up physically then I can build myself up intellectually, relationally and spiritually.



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- ***If you can build big muscles then why can't you build a big business?***
- ***If you can get rid of all your excess fat then why can't you get rid of your excess financial debt?***
- ***If you can learn new exercises then why can't you learn a new language?***
- ***If you can get out of your comfort zone in the gym then why can't you get out of your comfort zone in a new relationship?***
- ***If you can commit to working out a certain number of days each week then why can't you commit to reading a book or going to church a certain number of days each week?***

Knowing that the gym is just a place where you practice life, gives muscle-building and fat-burning goals a fresh outlook.

Again, whatever your reasons for wanting a body that looks **better than the norm**, they are probably noble and honorable reasons, and I support you and want you to have them all.

So now that you have opened your mind to the new realms of possibilities with your life, I trust that puts the following information into context and that it can be a **launching pad** for literally changing your life, not only inside the gym, but outside of the gym.

As you continue to read, I trust that you'll maintain a *teachable spirit* and an *open mind* – as you have already done – and use this information to build your body beyond its potential – but then take it a step further and build your life beyond its potential! Will you do that for me? Will you do that for yourself and your loved ones?

I trust you will, so let's get into it.



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## **4 FACTS YOU MUST UNDERSTAND IF YOU'RE TO BLOW BEYOND YOUR GENETIC POTENTIAL**

**1. GROWTH IS NORMAL.** There is a myth in life that states it's normal to hit a plateau – I disagree. Yes, it happens but that does not mean it's normal. Life is not static, it's dynamic and it's moving – you are either growing or you're dying – there is no in between. **To not be growing is not normal** and if you've hit a plateau in your muscle growth or fat burning – I applaud you for acknowledging that this is a problem that needs to be fixed and I will reassure you that it **can** be fixed. I hate the word *maintenance* – I hate it with a passion. To me this means, *"I just want to stay where I am at."* As you read through this report, you'll see that I'm going to do my best to weed out as many people as possible because blowing beyond your potential life is only for the top 1% of society. I am not so naive as to think that everyone wants to look and be better than the norm. My message is for those who believe it is possible to blow beyond their genetic potential.

**2. IT'S NOT YOUR FAULT YOU'VE HIT A PLATEAU.** In fact, you had no other option but to plateau! **Please, don't blame yourself for an extra second.** Research and science geeks claim: "It's an unavoidable condition..." or "Everyone hits a plateau eventually..." I agree with the nerds. **Catching a plateau is like catching a virus - eventually it's your turn.** At some point your gains have slowed - and you're just like the other 99% of the world - myself included. So congratulations... you're normal! **But who wants to be "normal" anyway?** You don't want to look like a "normal" guy or gal—you want to look like something greater.



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Well, you're probably thinking how amazing it would be to blast through that plateau and go beyond -- WAY BEYOND - your genetic potential. If you have ever wanted an awe-inspiring one-of-a-kind body, well that's normal too. That's right: **it's normal to want something beyond the norm.**

**3. I AM THE FACE OF MY MESSAGE.** What in the world does that mean? I wouldn't expect you to listen to me or trust me if my message had not worked on myself. That's probably why I have a hard time respecting a T.V. show host (I won't name him) who talks about weight loss and writes books on weight loss but has about 30 lbs of fat to lose himself! The 12 Untapped Targets are the same targets I used to climb from my plateau of 190 pounds to 210 pounds – nearly 20 new pounds of muscle - over the course of two years. And it's much more than your gym's trainer certification program, which is nothing more than a weekend course followed by a photo pasted on the gym wall.

**4. DID YOU KNOW 95% OF PROGRAMS YOU'VE TRIED HAVE THE PLATEAU BUILT RIGHT INTO THE PROGRAM?** How do I know this? You see... unlike all those self-proclaimed fitness gurus you run into online, my programs also comes backed by science and REAL WORLD experience. In 2002, I received my Kinesiology degree from the University of Western Ontario. Not some bogus online diploma mill or liberal arts degree. And it's much more than your gyms own trainer certification program, which are nothing more than a weekend course followed by their photo being pasted on the gym wall. The science of Kinesiology is more than a fancy word; it is a critical science of anatomy, physiology, biomechanics and lots of other boring academic subjects. The University of Western Ontario is a real university in London, Ontario, world-renowned for its cutting edge teaching on the special science of maximizing your genetic potential, accelerating metabolism and optimizing your growth hormones. You may have flunked science in High School or not pursued a health and science degree, which is cool, but if you really want to know why you've plateaued and why your body isn't growing as quickly -- or at all -- you've got to know how your body really works. Not only do I have four years of Kin, but I have also combined that with six years of in-the-trenches, real-world training experience, young and old, male and female, fat and skinny, plus I have clients from over 120 different countries following my books - **I guarantee I've worked with someone like you already.** Back when I started I was just applying what I was learning in Kin, but over the last eight years I've combined that knowledge with what I've seen work over and over again while eliminating everything else. It's time to get into the science and break down the 12 Untapped Targets to igniting new muscle growth for you - but first..



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## **VISUALIZE FOR A MOMENT WHAT IT WOULD BE LIKE IF YOUR BODY HADN'T HIT A PLATEAU...**

Imagine what your muscles and body would look like each morning you woke up, got undressed and jumped into the shower. Now visualize the delight on your husband or wife's face, staring at you from the bedroom – waiting for you to come back to bed!

Whatever image is capturing your thoughts, hold that image and soak in all the emotions and feelings that come along with reaching that spot.

Now flip those thoughts around and feel all the emotions that go into having that goal out of reach.

Now imagine all those limitations disappearing.

Find that place of confidence, pride, fulfillment and positive energy that comes from knowing you're about to unlock the gates that are paved with new muscle gains and will help you blow beyond any limits that are holding you back from your dream body.

## **TO IGNITE *NEW* MUSCLE GAINS YOU MUST UNDERSTAND THAT YOU *CANNOT* ISOLATE ONE TARGET – EACH ONE IS CONNECTED!**

Let's use this metaphor as an illustration...

I start a band with my very close fitness friends, Joel Marion, John Romaniello and Craig Ballantyne. We're called the Trend Setters. John's on drums, Craig's on bass, Joel is on lead guitar and I'm on vocals. Our goal is to be world famous and have millions of screaming fans. As a band, we are one unit, even though we play different instruments and have different roles that contribute to the rate of our stardom. After a summer of sold-out concerts (remember, I'm on vocals :)), John "Badass" Romaniello (his stage name) decides to stop practicing his drums, not realizing the importance of the band improving as a unit, together. Craig Bally, the bass player, refuses to learn any other instruments and proclaims he could carry the band to stardom with his bass skills alone. Super Joe Mario is convinced that between my vocals and his mean guitar skills, we could team up with Justin Timberlake in no time. Super Joe Mario doesn't realize there are more ways to build a song than with just



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two instruments, neglecting all the other sounds we could bring into our band in order to hit the band's full potential. Heart Throb Vinny D (that's me) decides to try out some different vocals completely unrelated to the band's original success, thus neglecting the winning factors that have always won over the crowds. He even tries to sing so loud that he ends up drowning out some of the other key instruments. During every song he sings, the crowd throws tomatoes at him and boos.

The next album for the Trend Setters flops and they become like every other band that has accepted it as normal to hit a rut in their career. Eventually their success comes to a complete halt while their manager reassures them that this is normal. By the way, the only seven people in the audience were loyal groupies Six Pack Abs Expert, Arnel Ricafranca; Jon "7 Minute" Benson; Mike "The Truth" Geary; Jeff "The Muscle Nerd" Anderson; Hot Mommy and Diet Expert, Isabel De Los Rios; Adam "Bodyweight" Steer and super hyper Dr. Kareem Samhuri. Thanks guys.

## ***SO WHAT'S THE TAKE HOME MESSAGE TO THIS FICTITIOUS STORY?***

Your body is like a rock band. Every unit is connected to the others and you cannot be successful by isolating one unit in any shape or form. Every factor involved in the band either increases or decreases its success. Each unit relies on the other and they are all interconnected in some shape or form.

The previous metaphor will help you appreciate the importance of the 12 Untapped Targets, which are more accurately 12 untapped factors.

I understand that the word target can imply that you can isolate each one but that is not entirely true. Yes, you can and should isolate each target during different training phases but the take home message is: Each anabolic target is interconnected with the others and each target will have an effect on the other targets.

Igniting new muscle growth and blowing beyond your genetic potential boils down to these 12 Untapped Targets. If you're emphasizing one more than another, you'll be limited in your growth. If you neglect a handful, your gains will be limited. If you are only unlocking 1 or 2 factors then, of course, you're going to hit a rut and see your progress stall.

Basically, after reviewing these 12 Untapped Targets to muscle growth you'll get an idea of how far you are away from unlocking your full potential and then going beyond it.



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If you're currently only unlocking 2 or 3 pathways (most people are lucky if they are hitting 2 or 3), then consider that very good news because your body has a lot of room to grow. If you're currently unlocking 7-8 of these, then consider that good news, your body still has room to grow as well.

Bottom line, until you unlock all 12 of these untapped targets to muscle growth, you're leaving a lot of your gains on the gym floor. I'm here to help you go beyond your genetic potential.

Make it happen!

*Vince Del Monte*



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## INTRODUCTION TO PHASEBUILDING

### The Mechanism Behind Maximize Your Muscle & Blowing Beyond Your Genetic Potential

With the re-opening of my masterpiece muscle-building program, Maximize Your Muscle, I'm going to help you add more lean muscle than you've been able to achieve before, and not only hit your genetic limits but blow beyond them. I'm extremely excited about re-opening this program for you because it's already been followed by more than 5,000 students. For the past few years I've worked on it and tweaked it to perfection through practice in my own training, extensive education and through testing it with bodybuilding friends and private clients.

This program takes everything I learned as an Honors Kinesiology graduate from Western University and everything I've learned through practical application in the gym and combines it into a program that takes you beyond your genetic limits – regardless of your age or genetics.

### PhaseBuilding Overview

This program is unique in three ways; it uses a specialized kind of periodization that I call *PhaseBuilding*, to create a 360-degree attack on muscle gains. It targets both muscle *hypertrophy* and muscle *hyperplasia*, which we'll talk more about in just a moment, and it uses 12 specific steps to target specific responses from your metabolism, your nervous system and your muscles.



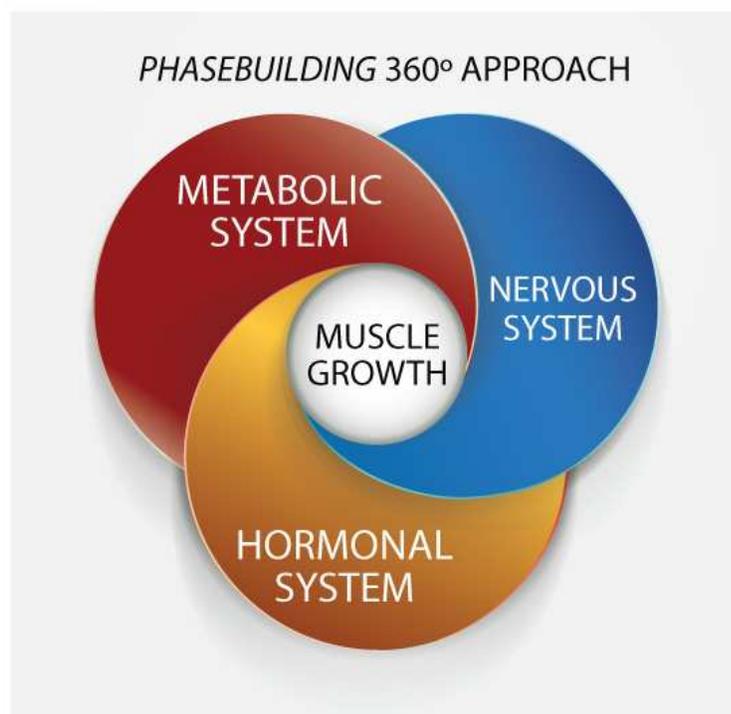


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I've used these techniques myself to experience the best muscle gains of my life and to do it without the frustration and discouragement of hitting plateaus. This program is an improved and far more effective version of a program I designed a few years back that helped me to add *20 pounds* of new muscle in three years. This is the programming that helped me climb from 190 lbs to 210 lbs while keeping my abs in sight the entire transformation.

There are 12 steps or phases to this program, each one aimed at what I call your "untapped anabolic targets." These are very specific areas and types of training that stimulate specific responses from your **metabolic system**, your **nervous system**, your **hormonal system** and your **muscles**. When used sequentially, they will blow your expectations and your past results right out of the water. If you're only using one or a handful of these methods, (which you probably are currently) you're not seeing the gains that are possible for you. But if you utilize all of them in a skillfully organized fashion, by building each one on to the other (*PhaseBuilding*), you will be engaged in a [360-degree approach to muscle building](#) unlike anything you have done before.



### You Need to Understand a Few Things before You Begin

Before we talk more about the specifics of the program, you need to understand a few things about all of those plateaus that have stopped or slowed you down before.

First, *plateaus are not normal; growth is*. Yes, we have all experienced plateaus and if you're doing the same thing all the time and expecting to keep getting results, you are going to plateau. Our bodies adapt to what we demand of them and they do it quickly and efficiently.



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However, a plateau doesn't mean that you have reached your potential. **It means what you're doing has reached its potential.** Your body is perfectly capable of doing more, but you have to know what to ask of it. Until then, you are going to be stuck in neutral. But neutral is not normal and plateaus are not normal. Growth is normal. It's always the next step, if you just know what to do next.

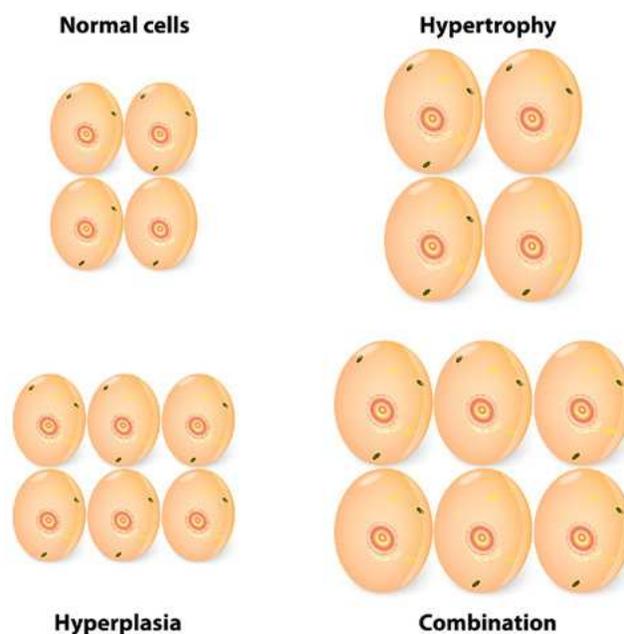
Second, you have to understand that *more than three quarters of the programs out there have plateaus built into them.* This is because they're only designed to aim at a few anabolic targets and because they are too linear. They are not designed to continuously demand more from your body and in new ways, so your body eventually adapts. You can try adding more weight, more reps and more sets, but you still stagnate if this is the extent of your stimulus. Manipulating these variables will help you experience newbie gains at best.

**My PhaseBuilding programming is specifically designed to constantly challenge your body and to challenge it in different ways every month with each of the 12 phases.** While other programs have plateaus built in, mine has designed them right out of the picture.

### The Double-Barrel Approach to Muscle Growth: Hypertrophy and Hyperplasia

If you have read my blog or followed my website for any length of time, you've heard me talk about muscle hypertrophy, which most people just equate with muscle growth. But it's actually one of two types of muscle growth. The other is hyperplasia. In order to understand this program, you have to understand what hypertrophy and hyperplasia mean and how they work.

In the simplest terms, muscle hypertrophy is muscle growth through the increase in the *size of your muscle cells*, while hyperplasia is muscle growth through an increase in the *number of muscle fibers*. Hypertrophy = size and hyperplasia = number.





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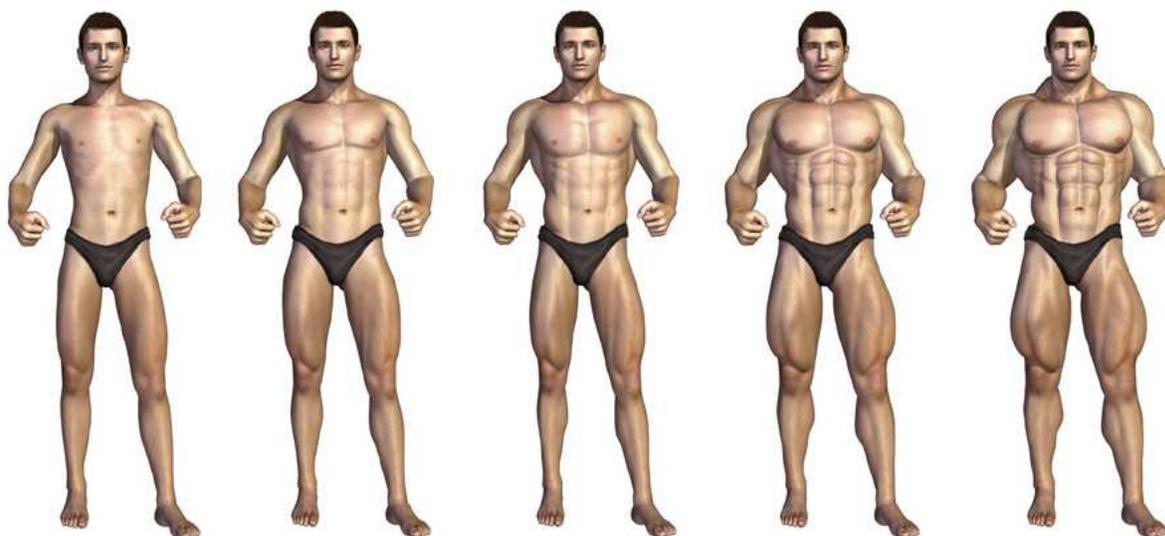
## *To Ignite New Muscle Growth*

There are actually two types of muscle hypertrophy. You can understand them best by imagining your muscle cells as water balloons. If you want to make the balloon (muscle cell) bigger, you can either increase the amount of water in it (cell volume) or you can increase the amount of rubber (contractile proteins) in the balloon itself.

The first type of hypertrophy increases the amount of blood, and therefore water and nutrients, delivered to and stored in your muscle cells. You experience this when you pump out 50 curls and those muscles pop for a short time afterward. This is important because research shows that decreased cell volume actually stimulates catabolism or muscle loss, while increased cell volume stimulates anabolism or muscle growth.

The second type of hypertrophy increases the amount of contractile proteins in the cell walls, actually enlarging those cells. This means your cells have more capacity and that with all of those cells together, you see larger muscle. The type of hypertrophy you need to focus most of your attention on is the second type, but you can see the impact that the two together can have on your ability to gain.

Hyperplasia, on the other hand, actually increases the number of muscle fibers (where those hypertrophied cells are located) in your muscles. The reason you haven't heard that much about hyperplasia is that it's been studied far less than hypertrophy, especially in humans. However, research on birds and other animals suggests that specific types of training can increase the number of muscle fibers in two ways; by splitting existing muscle fibers and by stimulating satellite cells around the muscle fibers to become new muscle fibers.





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It doesn't take a rocket scientist to see the potential of combining hypertrophy and hyperplasia. First, you increase cell volume and increase cell size through hypertrophy and then you increase the number of muscle fibers (and therefore the number of cells in those fibers) through hyperplasia in a beautiful cycle of continuous muscle growth.

This program, by stimulating both hypertrophy and hyperplasia and attacking 12 separate anabolic targets in successive phases is the most exciting thing I've done in my own training and the most exciting thing I've introduced to you as well. It will blow your training right past your plateaus and even your own genetic profile.

Another key aspect is that each phase scales up in volume and intensity over the first three weeks and then backs off during the fourth week to allow your body to recover and achieve supercompensation, which simply means to experience the training effect. Remember this critical equation to growth:

$$\text{Training} + \text{Recovery} = \text{Training Effect}$$

Everyone understands the training and recovery part but if you're not experiencing the fruits of your labor then it means you're failing to apply effective recovery protocols. When you train, train, train, but never recover, you become weaker and smaller over time. When you add in the perfect amount of recovery, approximately 1 week for every 3 weeks of hard training, your body's metabolic, hormonal, immune, and nervous systems get to recover and that's when you begin looking like a bigger, stronger and leaner version of yourself. *PhaseBuilding* anticipates the need to recover before it's too late so that you can make uninterrupted gains all year round.

Keep reading as I lay out very specifically, each new step of the PhaseBuilding program, each one aimed at a new anabolic target and a new level of muscle growth. This program will change your mind about your potential and your limitations.



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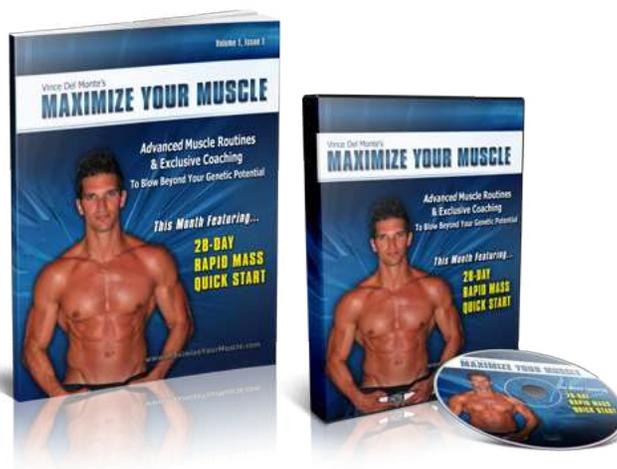
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## UNTAPPED TARGET #1: POSITIONS OF FLEXION TRAINING

Positions of Flexion training isn't a brand-new concept but it's a concept that is the cornerstone behind blowing beyond your genetic potential. My good friend Steve Holman of *Ironman* magazine introduced it years ago. My friend and longtime mentor, Charles Poliquin, is a huge advocate of POF training and writes about it often. And if you want to understand the physics and biomechanics behind this method of training take the number one personal training certification in the world, [www.RTS123.com](http://www.RTS123.com), which will blow your mind to pieces. But many guys either have never heard of it or don't really understand how and why it works. If you are one of those guys, you're about to get a crash course in kinesiology and educational growth that will completely change the way you train to build muscle and the results you get from your muscle building workouts.

### Enter The First Phase of the *Maximize Your Muscle* Program: Positions of Flexion Training Explained

The first phase of my 12-month periodized muscle-building program, *Maximize Your Muscle*, kicks starts with positions of flexion training. In a nutshell, POF training is using three specific and very different exercises to train each muscle, targeting the fully-stretched position, the mid-range position and the fully-contracted position in order to develop the *entire length of the muscle*.



The problem with a lot of programs and routines is that many of them are designed with a shotgun approach to building muscle. You might be doing three different exercises for your

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