

The Rules

Everything from the video, in 16 rules. These are the ones I personally follow. Refer back to them and don't overcomplicate it.

The aesthetic physique is lean, balanced and athletic — the natural movie-star look. It comes down to two things: **enough muscle** that you don't look skinny, and **low enough body fat** that it shows. Building it isn't hard. It's long. Think in years.

Foundation

01 Never miss a session

Sick, travelling, tired — still go. It doesn't have to be intense. A few reps counts. The days you have every excuse are the days that count most.

03 Write it down

You can't progressively overload what you can't remember. Log every workout in your notes app.

02 Think in years, not weeks

Everything here works. None of it works fast. If you expect to look different by next month, you'll quit next month.

04 Pick a split you'll actually keep

New → 3 days. Some experience → 5 days. Past intermediate → 6 days. Choose on the days you *will* train, not the days you'd like to.

Training

05 Progressive overload

Same work this month as last month and your body has no reason to change. Give it slightly more over time — more weight, more reps, better control.

07 8–12 reps

Fewer is a strength lift — you'll still grow, it just costs your joints more than it needs to. More is a pain-tolerance test: you stop because you're out of breath, not because the muscle is finished.

09 10–20 hard sets per muscle per week

10–12 if you're new, up to 20 with experience. Past 20 the returns drop and recovery becomes your ceiling.

11 Rest 2–3 minutes

Not so short your muscles are still burning going into the next set. Not so long that you feel completely fresh.

13 Prioritise the V

Side delts → back / lats → arms → chest → legs. Side delts and back width change how you look in a t-shirt faster than anything else.

15 Stay lean as you build

You don't have to bulk and get fat. Eat enough to grow, not so much you start looking soft.

06 Double progression

Pick a weight for 8–12 reps. Add reps weekly. Hit 12 on every set → add weight, drop back to 8. Repeat forever.

08 1–2 reps in reserve

How many reps you had left. Most people never reach real failure — it's further away than you think. Take one safe set to true failure once, so you know where the edge is.

10 Hit every muscle twice a week

16 sets split across two sessions beats 16 sets in one.

12 Full range of motion

Especially the stretched position — that's where most of the growth signal comes from. Control the lowering. Ego lifting gets you nowhere.

14 Cardio every week

4 × 15 min Zone 2 and 2 × 15 min Zone 4–5. Keeps you fit and lean the whole way through.

16 Sleep at least 7 hours

You can train and eat perfectly and still cut your progress down by sleeping badly. Pick a wake-up time and hit it.

The whole thing in one line: progressive overload · 10–20 sets a week · 1–2 reps from failure · enough protein · enough sleep · show up. Starting brand new? Pick the 3-day split, be consistent, never quit, show up especially when you don't feel like it.