The original life-changing bodybuilding and lifestyle guide

GUIDE TO AESTHETICS

JEFF SEID

160+ PAGES

‘Bodybuilding is an art, your body is the canvas, weights are your brush and nutrition is your paint. We all have the ability to turn a self portrait into a masterpiece.’

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The Guide to Aesthetics

If you are new to the world of Jeff Seid – welcome!

To my social media followers – you are incredible. My numbers are trending, way past a million, heading to two and it feels great to be closing in on my personal goals. But know this: none of this would have been possible without your support. So, thank you.

The intention of this book is to share everything I've learned on my journey to aesthetics. I'll be covering my top training tips to my recommendations of supplements and vitamins, as well as all the basics necessary to maintain a healthy lifestyle.

It may come as a surprise the further in this book that food/nutrition is equally important as physical exertion in creating an aesthetic physique. All that work in the gym is only 50% of the battle. Diet/nutrition info is discussed rather extensively later in this book; so do not worry if nutrition isn't a key component in your fitness knowledge. I'll be covering everything.

I have also included personal and insider tips from other trainers, athletes, basically anybody who has something that works, but mostly what has worked best for me, in achieving my physique.

At the heart of all this information is my personal practice of the branch of philosophy concerned with the nature and appreciation of beauty and artistic taste, especially in the human body. For me, this is the most basic statement about aesthetics.

My commitment to develop my body also extends to developing myself as a person.

The real reason behind why I wrote this book is for you to have your own, personal guide to help you in creating your own aesthetic life.

IRONMAN MAGAZINE

Bicep Growth 101

Whenever I'm at the gym, the one body part I always see people training incorrectly is biceps. They're either rocking back and forth using momentum to get the weight up; using horrible range of motion; gripping the bar with a vice grip; or just not efficiently targeting the biceps.

Here are my top tips for training biceps:

Keep shoulders rolled back (retracted) and elbows in tight.

Pick a lighter weight to insure perfect form

At the end of each rep, lock out and fully flex your triceps. This will help you engage the full bicep muscle belly by squeezing the muscle at the longest point of flexion. Do a 4 second negative, flex triceps, then 1-second concentric rep, and repeat for the full set.

One thing that has worked well for me is not squeezing the bar as I curl. By not squeezing, it takes away any emphasis on the fore-arms, which then places greater stress on the biceps. Try holding the weight in your fingertips: you'll be able to activate your biceps to a much greater extent by using a more relaxed grip.

For dumbbell curls, at the top of the curl, rotate the pinky side of your hand so it is higher then your fleshy thumb part. This will allow you to get full flexion of your biceps, hitting it at all angles. At the top of the curl, hold the weight in your pinky/ring/middle finger, bring in your elbow, and at the top of the rep your pinky should now be above thumb level.

Upper Chest

The current trend in working out is that everyone wants to have that nice "plate body" looking chest. Best way to build the perfect chest? Emphasis your upper chest on most chest workouts.

This, in the long run, builds a perfectly proportioned chest. What you do not want to happen is the total opposite – that dreaded, droopy boob-like chest. I've found great success by consistently starting my chest workouts with upper chest.

Incline exercises to begin.

Typically I start with incline barbell bench press. To really help target the upper chest, try pressing the weight from your collarbone. The ideal hand placement should be wide enough to make a 90-degree angle at the bottom of the rep. Although I recommend starting your chest workout with an incline exercise, I don't recommend doing this every single time.

A cool training style for upper chest that I've incorporated into my training works by positioning the bench at a slight incline, hit two sets, raise the notch and hit another 2 sets. Then raise the notch again and hit another two sets, and so fully targeting the pecs. This works best on a Smith machine or dumbbells.

Proportion and balance are always the main target when striving for aesthetics, so at least once or twice a month (depending on how often you train chest), start with a flat bench. Usually I'll do this once or twice a month.

Treat Calves like Biceps

Within the bodybuilding community, the most stubborn muscle group to grow is calves – without a doubt. Some are genetically blessed with great shaped calves while most are left with sticks. If you fall into the bird leg category, don't worry! Even if you genetically have skinny calves, that doesn't mean you can't build them to colossal proportion. But, before we dive into more training tips, I gotta give a quick anatomy lesson.

The two main muscles in the calf are the gastrocnemius and the soleus. These two muscles create the heart shaped symmetry you're striving for. There are machines that target one of these muscles more than the other. Additionally, the calves can be built through specific use of foot placement

These are three different movements you can do at your feet and it works like this:

You can rise up on your toes: This is called plantar-flexion (extension of the ankle- pushing of the foot/toes involves the gastrocnemius, soleus, plantaris, and tibialis posterior).

You can pull your toes toward the knees. Pulling your toes toward your knees is called dorsi-flexion (involves the tibialis anterior).

You can rotate the bottom of your foot inward. Rotating the bottom of your foot inward is called inversion (gastrocnemius, soleus, tibialis anterior, tibialis posterior, and plantaris).

The biggest concept in building big calves is to literally pump blood into them. Try flexing your calves throughout the day. Also daily, using your body weight, perform single leg calf raises for multiple sets until failure. If you also stretch frequently you'll be amazed to see your calves growing literally in the first couple days of training like this.

Beginner Workout Routine

Weeks 1 , 3 , 5 , etc. Workout

Monday: Chest / Calves / HIIT

Super Set:

- **Incline Bench: 3 sets of 10, 8, drop set 6, failure**

- **Incline Fly's: 3 sets of 12**

Single Set:

- Dumbbell Flat Bench: 3 sets of 10 , 8 , 6

Single Set:

- Dips: 3 sets to failure

Advanced Workout Routine

Weeks 1 , 3 , 5 , etc. Workout

Monday: Chest , Back , Calves

Single Set:

- **Deadlifts: 4 x 15 , 10 , 8 , 6**

Super Sets:

- Incline DB Bench: 4 sets of 10 , 8 , 8 , drop set 6 then failure

- Wide Grip Pullups: 4 sets of 12 - 15

Super Sets:

- Flat BB Bench: 4 sets of 12 , 10 , 10 , drop set 8 , failure

- Bent Over rows: 4 sets of 12 , 10 , 8 , 8

Supplementation / Nutrition

Ok - I know what you're thinking - Jeff is about to sell out. Or at least try and sell something.

You knew the moment was coming.

No worries, I'm not going to try and push supplements down your throats. Personally, I do think supplements help but should never be relied on. I'm going to be talking about the basics here: protein, fat burners, vitamins, creatine, BCCA's (branch chain amino acids), pre-workout products, etc.

Protein Powder

Do not rely on protein powder. I always hear people say they drink multiple shakes a day. Back in high school my friend Mike would literally drink 5 mass gainer shakes a day, and he wasn't even working out regularly.

Protein powder is not a substitute for food. Never has been, never will be. If you want to make real progress you need to rely on whole foods. Protein powder is beneficial if used with a proper diet. I recommend no more then 2 scoops (1 shake) a day.

Enjoy the moment

I can't imagine living life any other way, so I wanted to pass along some of my general opinions and advice about how to become the person you want to be and find contentment, happiness, respect – whatever you value - along the way. The heading says it all – enjoy the moment.

Now, this doesn't mean going out partying every night but it does mean to enjoy life and not care what others think of you. You can still go to festivals with your friends while staying committed to training. It's all about moderation.

Don't hide. What's the point of putting in years of hard work and achieving an aesthetic physique if you just hide it your entire life? Be proud of what you've achieved! When someone would say to Arnold 'we never want to look like you' he would reply 'don't worry, you never will'.

This is the perfect example of not caring what others think of you and just being you. Fear of social judgment comes in many different forms. Whatever form it comes in, its impact is to limit, to constrain, to constrict. People who fear social judgment miss out on a lot in life. By caring what strangers think, they allow people that they will never see again to control their everyday life.