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# **Strength for Life**

**The Fitness Plan for the  
Best of Your Life**



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# BASE CAMP

“THE 12 DAYS THAT WILL  
RECHARGE YOUR BODY AND MIND”

“You gain strength, courage, and confidence  
by every experience in which  
you really stop to look fear in the face and  
do the thing you think you cannot do.”

- *Eleanor Roosevelt*

## Rest, Renew, Reboot

When was the last time you woke up fully rested – eager and energized to start your day? Think back; perhaps it was day six of a seven-day vacation that you were last in balance, enjoying your natural flow of energy.

As rare as this surplus of energy is for most, think of how a child awakens each day. My young son, Nathaniel, pops out of bed every morning with his tank full. No need for a Grande coffee or anything to get him going. He's ready and eager to greet the thrilling day ahead.

What was the first sound you heard this morning when you awoke? Was it a radio station blasting or the screeching sound of an alarm buzzer tossing your cells into their own alarm state? For most of us living The American Dream, it's a moderate voltage wake-up followed by our favorite brew, a shower and whatever it takes to get us back on the warrior path.

We've become so accustomed to living in a fatigued, compromised energy state brought on by chronic stress that we fail to consider it could be any other way. It's become the norm. And many actually embrace it, using it to get them moving. This chronic stress drains us from the inside, stealing our energy and vitality. Combined with poor nutrition and lack of sleep, as it often is, you've got a recipe for physical, mental and emotional depletion – a virtual house of cards ready to collapse at any moment.

Then one day, elevated by a sense of urgency, you decide from your over-stressed, over-committed state that now is the time to get in shape. You take on a fitness plan in hopes to correct this physical wreck in mid-collision.

"Sure, you can do it all," you tell yourself. The Big Red "S" on your chest carefully concealed, you dive into a Transformation – like you'd dive into a swimming pool – although in your overstressed state it's as if you're diving in with both hands tied behind your back and

cement galoshes on. To your great astonishment you sink like a rock, only to blame the water, not your compromised state and lack of preparation.

Enter into your upcoming Transformation physically, mentally and emotionally exhausted and your results will reflect your depleted state. You'll likely wind up another casualty of the mysterious "loss of motivation or discipline."

[Read Strength-for-Life Reviews Here](#)

## **Why People Fail to Transform**

If you've struggled through a 12-week Transformation before – or even failed to complete one full 12-week Transformation you will appreciate what I have to say: It's most likely not your fault. There's no need to feel a burden when you see the amazing before and after photos. If some part of you is saying, "I wasn't good enough," listen up.

Even among those who most eagerly dive into a Transformation it's common for people to hit an invisible wall. It may arise as low motivation, which is the fatigue taking over. It's like an inner intelligence saying, "enough already." For adding more stress, even a "positive stress" like a Transformation, only further compromises an already overloaded system.

If you're one the many who have carried the story of having "failed to Transform," here's some good news: What you really failed to do was prepare. It's not that you failed to close strong but failed to start strong.

The reality is that the intensity and demands of a Transformation are often too great for those who enter unprepared. The credit for uncovering this weak link in Transformation programs goes to my friend and colleague Tom Bilella, *D.C., M.S.*, a prominent whole-life specialist who operates the Nutrition Treatment Center in Red Bank, New Jersey.

It was here in his clinic where he revealed the problem he referred to as the "depletion syndrome" – an invisible hurdle that was impeding people's progress mid-Transformation.

Following the release of *Body-for-LIFE*, Tom's clinic was flooded with clients taking on *the challenge* eager to be one of the next success stories. About half of his clients were enjoying the sort of progress one would expect, while the other half experienced quite the opposite. Rather than getting stronger and leaner, they were exhausted, drained and frustrated. They were doing

the very same Transformation – all the right things – yet this group was neither losing weight nor gaining muscle.

Tom recounts one of the stories:

*“The fatigue on her face and in her voice was apparent. I concluded she needed to recover her energy and get back to baseline. She was determined to complete her 12 weeks of Transformation. Convinced that she had to back off – in an instant I stopped treating her as a fitness client and began treating her like any other case of chronic stress. I used tests to show her what was taking place on a cellular level. Then explained in detail that her body was in a severe state of stress that affects the body’s ability to recover – what’s called a “catabolic state.” And to continue your training and limiting your nutrition are only stressing your body further.”*

With this strong persuasion Tom convinced his client to take two weeks off to rest and recharge. To help her revitalize and get her body running smoothly he provided a simple set of guidelines much like those I will share with you in a moment.

Two weeks later, she came back for her appointment. Tom said to me, *“I barely recognized her. She was exuberant, positive... shining with energy...like a different person. With two weeks of minimal activity, she’d added nearly two pounds of lean muscle and produced a measurable drop in body fat percentage. In every way she was coming back to life.”*

Added muscle and lost fat without exercising—sounds too good to be true, right?

Actually, it makes perfect sense *when* you understand the inner-workings of the body. When it becomes depleted and overloaded your body bogs down and starts running in a compromised fashion – much like when your computer is overloaded. You don’t notice it until out of nowhere your operating system starts to respond sluggishly costing you time and frustration. It simply has too many demands and too little processing power. There’s no need to scrap your computer – it’s just time to reboot, perhaps defrag, and whatever else it takes to clear the slate and get it running at full operating speed.

Likewise you need to regularly take a step back, recharge and reboot your body’s systems. And once you do, you’ll be stunned to discover just how sluggish your system was operating.

## Rebound Strong with Super Compensation

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Let's say you are a muscle. Okay? Yes, a good looking muscle with a great smile and terrific personality, but a muscle nonetheless. Oh yes, and you're also a muscle belonging to a strong, healthy person who trains you.

First, you undergo intense stress as you are trained. On a cellular level this causes you, the muscle, to break down leaving you weak and compromised. Following training you anxiously await the much-needed flood of vital nutrients that along with the necessary rest will trigger your repair and full recovery.

Soon after you begin receiving that nutrition and rest, your strength begins to return as you rebuild. This continues until you've reached your previous baseline – the condition you were in prior to your last training session. And then something extraordinary happens: the strength keeps building, *beyond* your previous best – building a larger reservoir of strength should you once again face a similar stress.

Now you're at the peak of recovery, on top of the world, fed, rested and stronger than before. This process of rebuilding yourself stronger, shifting to a higher capacity, is called *Super-Compensation*.

Your body, while certainly more complex on a macro scale, can recover from a depleted, stressed state in much the same way as a muscle. As the effects of chronic stress are addressed, as they are here with the 5 Reboot Rules, your body will start coming back to baseline, back to balance and back to a full vibrant life. When it does, you may regain muscle that's been lost under stress and feel your metabolism start to turn back up.

Just as they are for the trained muscle, a period of rest, recovery and renewal are essential for your body – this is especially true prior to a Transformation. Where muscle typically requires 36 to 48 hours to recover following training, your body will require more time. The 12 days of Base Camp is the perfect boost to get your body heading in the right direction.

## Back to Balance With a Little R&R at Base Camp

In order to fulfill your potential in the twelve weeks that follow, it is in your best interest to begin your Transformation fully revitalized. And that's precisely what these 12-Days of Base Camp are all about – helping you get ready to *start strong*.

Appropriately named after the camp where the essential and final preparations are made by those seeking to scale the worlds' highest summit – that of Mt. Everest, Base Camp is a period of preparation. It's a time to rest, recover, rejuvenate, and recharge your body and mind. It's not a time of more, but of less. It's a time to relax the systems, not overwhelm them with new demands.

Getting back to balance begins with healing your body on the inside. When this happens, it's not unusual for your body to “super-compensate” by adding a small amount of muscle – for when you give it the chance to recover it's likely to bounce back a little stronger. This may also lead to a slight drop in body fat percentage, just as Tom's client experienced.

It's not the numbers that are important here – it's the magic of setting the environment right for success, from the inside. In our attempt to focus on *doing* the right things, we often ignore our all-important physical state, which ultimately determines if the *right actions* produce the *right results*.

By now you may be feeling the draw to leap into your Transformation. Perhaps you're inspired to embrace the many benefits of *Focus Intensity Training*<sup>™</sup> or simply get onto the promise of a new, stronger, leaner you. To feel this kind of passion at this point is terrific. But now is the time where you must show the patience to make the right step first – not the one that *looks* right but the one that sets you up for success.

Whether you're new to this sort of a Transformation program, a veteran of another, or perhaps you're getting back to training after a layoff, the 12-days of Base Camp are the right way to begin.

Take these 12 days now to rejuvenate – enjoy them. Watch for the signs of your body returning to full strength: increased motivation, sleeping better, being free from sugar cravings. Even if you've been training for 20 years, you will find this period rejuvenating both mentally and physically. I realize this process might seem counterintuitive to you since it goes against society's philosophy of forging ahead and doing more. It flies in the face of everything you know about getting things done and reaching goals. But I'm asking you to trust me on this one; taking one small step back now will be a giant leap forward later.

Follow this simple guide and I promise that at the end of this brief 12-day Base Camp, you will feel mentally and physically better than you have in years and be ready to get the most out of

your *Strength for Life* Transformation. Feeling rested, recharged and renewed at the end of your 12 days you'll be popping out of bed full of vigor just like my son Nathaniel does every morning.

## **THE FULL SYSTEM REBOOT**

### **THE 5 RULES FOR THE 12-DAYS OF BASE CAMP**

1. Eat "*Lean, Clean, and Green*"
2. Drink water in abundance each day
3. Enjoy a minimum of 7 hours restful sleep each night
4. Flex your muscle of gratitude and positive focus each day
5. Regroup with the Base Camp Training Plan

### **Reboot Rule No. 1:**

#### ***Eat Clean, Lean and Green***

How you fuel your body has an enormous impact on your state of strength and well-being. During these 12 days of Base Camp, your *only* dietary guideline will be the simple guideline: *Eat Lean, Clean and Green*. You will be removing a number of foods from your diet completely – these are specifically eliminated to cleanse and balance your body. The foods that have been omitted tend to produce exhaustion and fatigue.

Eating *Lean* is enjoying an abundance of lean sources of protein like white chicken breast, turkey, coldwater fish, lean beef, and egg whites. I provide a food list of approved protein sources in Appendix 2. Consuming protein at every meal will put you on the fast track to gaining strength.

Eating *Clean* means you will be removing all forms of conventional fast-food, heavily-processed food, and other "junk" food from your diet. During this time, you'll consume absolutely no refined sugars. Twelve days away from refined sugars stabilizes your blood sugar and insulin levels and does wonders for your body on many levels.

Other foods on the do-not-consume list include dairy products, breads and alcohol – including the much-revered red wine. It's only twelve days and you'll be able to stock your breadbox again soon enough. It's not that any of these foods are necessarily bad; it's just that we're seeking to revive your body and these are foods that can inhibit the reboot process.

Fresh fruits have natural sugar, therefore you are allowed to enjoy them. Similarly, high quality whey protein, while technically dairy, is lactose-free and therefore permitted.

Eating *Green* means if it's a vegetable, especially if it's green, eat it early and often. Enjoy the rediscovery of everything green during these next twelve days. Have a salad with breakfast and dip a carrot in a shot of wheat grass. Go crazy. Enjoy your veggies without limits.

<b>Base Camp Essentials</b>				
<b>LEAN PROTEINS:</b>	<b>CARBS</b>	<b>FRUITS VEGGIES</b>	<b>HEALTHY FATS:</b>	<b>BEVERAGES</b>
Chicken* Turkey* Fresh Fish Lean Buffalo Lean Beef Egg whites (and yolks 2/1) Tofu Quinoa Vegetarian options*	Yams, Brown rice, Old-fashioned oatmeal, Whole-grain pasta, Quinoa  <b>Caution:</b> Avoid white starchy foods like white bread, pasta, etc.	Apples, asparagus, avocados, bell peppers, black beans, berries (all kinds), broccoli, Brussels sprouts, cantaloupe, carrots, celery, cucumber, grapefruit, green beans, green peas, mushrooms, oranges, snap peas, spinach, tomatoes, watermelon, yams, zucchini	Unsalted nuts: almonds, cashews, pecans, macadamias, walnuts olive oil avocados flaxseed	Water green tea herbal tea  In moderation Juices Coffee
<b>NUTRITION SHAKES:</b> Full Strength® Premium Nutrition Shake is my performance fast-food, that's perfect first thing in the morning or for that mid-morning or mid-afternoon meal. More on Full Strength in <b>Chapter 10</b> .				

## **Reboot Rule No. 2:**

### ***Drink an abundance of water each day***

Drink at least ten 8-ounce glasses of water daily to stay properly hydrated. For an athlete, a 1% drop in hydration can reduce performance output by as much as 20%. For the average person dehydration increases the accumulation of toxins in the body, stunts metabolism, increases risk of cancer and accelerates the aging processes. In a dehydrated state the mind and body do not operate at optimal levels.

Your body most effectively absorbs water in small amounts, so it's wise to drink or sip it throughout the day. Water that is high quality filtered or bottled at the source is best. You can enjoy fruit and vegetable juices; however, don't think that these can replace drinking water. Juice is a once-a-day type of thing at most. Drinking too much juice – especially fruit juice – will load you down with too many sugars and calories. Avoid the consumption of “energy” or “sports” drinks, which are often laden with hidden sugars that you don't need unless you are performing in an athletic event.

[Read Strength-for-Life Reviews Here](#)

## **Reboot Rule No. 3:**

### ***Enjoy at least 7 hours of restful sleep each night***

Restful sleep is a fundamental necessity for your well-being. Regardless of how busy you are, sleep is not optional. The quality and duration of your sleep has a direct impact on the levels of stress you experience and how well you cope.

Cortisol, the stress hormone, triggers both the breakdown of lean muscle and promotes the storage of fat. As you prepare yourself to build lean muscle, increase your strength, and burn fat you need to set your “internal” environment to help facilitate your goals. This means you're going to need to get the sleep you require. In one study published in the *Journal of Sleep* individuals who slept for only 4 hours produced cortisol levels on average 37 percent higher than those who got a full 8 hours of sleep.

In Base Camp I'm requesting you get seven to eight hours of sleep each night to keep your cortisol levels down. You also want this to be *restful* sleep, where you're not waking up frequently. Make an effort to have a low-key, winding-down period before going to bed to improve the quality of your sleep.

## **Writing Your Own Ticket to Freedom**

### ***Keep a 12-Day Food, Mood and Energy Journal***

Besides rejuvenating and priming your body for the Transformation ahead, Base Camp's *Clean, Lean and Green* eating practice will help you develop an understanding of how food affects your state: your energy levels and mood.

I've found keeping a daily food journal a useful practice (more on this in Chapter 10). Use a spiral notebook and track *everything* you eat on the left hand side of a page and record how you felt (mood and energy) following each meal on the right hand side.

By eating *clean, lean, and green* meals frequently and by keeping a journal throughout the day, you'll come to understand the relationship between what you eat and how you feel. By the end of Base Camp your awareness will be greatly tuned. By the end of your Transformation phase, you'll be in near-perfect harmony with your body, to the point that you'll feel it when you eat something that sinks your energy; like an overdose of carbohydrates or high fat foods can do.

This increased awareness of how food impacts your mood, energy levels, and performance is a giant leap step towards freedom from dieting – where you freely choose the foods that are the best for you.

## **Reboot Rule No. 4:**

### ***Flex Your Muscle Of Gratitude And Positive Focus Each Day***

The thoughts that occupy your mind moment to moment either elevate your energy and provide you a sense of power and freedom or drain you, adding stress and bringing you down. It's that simple. Gratitude is like a muscle. Your ability to feel appreciation and find the positive in everything is strengthened through regular training, just like your muscles. That's why Base Camp includes a simple practice of expressing gratitude and appreciation each morning.

Once awake, find something—anything—for which you can quietly express gratitude. It could be the view outside your bedroom window, the sounds of the city coming to life or your partner sleeping beside you. Just be thankful in the moment. Don't try to justify it – just feel it. No strings attached.

A great way to build this muscle of gratitude throughout the day is by reflecting on your appreciation for the food you enjoy. Once again, it's as simple as taking a moment to be grateful for all that you have and all who are involved in supporting your life with this food.

Finally, at the end the day, spend a few minutes reflecting on or even journaling (this is a great practice for life) about the three best things that happened for you today. Find your gratitude, note it and let it soak in. This simple practice will have you seeing more and more of all that is good in this world. As Lou Tice, a highly respected educator and chairman of The Pacific Institute, says *"Your perception creates your reality; what you focus on becomes the world you create."*

### **Reboot Rule No. 5:**

#### ***Regroup with the Base Camp Training Plan***

During these 12 days, forgo any form of intense training and follow only the Base Camp plan. Remember: this is a time to renew and recharge, to strengthen the connection between your body and mind. This might feel painfully simple, especially if you're a training veteran, but stay with the program, regardless of your fitness level.

You will train only three times a week: Mondays, Wednesdays, and Fridays. Your workouts will begin with 10 minutes of light cardio work. Following this warm-up you will engage in a series of low-intensity bodyweight movements.

You are going to do three sets of three different exercises. A "set" is a number of repetitions or movements of an exercise.

### **Here's the complete Base Camp training session exercises:**

[Read Strength-for-Life Reviews Here](#)

## STRENGTH FOR LIFE : BASECAMP SUCCESS TRACKER

Base Camp: Mon/Wed/Fri

### BASE CAMP TRAINING

DATE \_\_\_\_\_ BASE CAMP DAY \_\_\_\_\_ START TIME \_\_\_\_\_ FINISH TIME \_\_\_\_\_

SET	EXERCISE	TBS	PLANNED REPETITIONS	ACTUAL REPETITIONS
	Cardio Warm-Up: 10 Minutes			
UPPER BODY	1 Push-Ups (on knees if needed)		15-20 Reps	
	2	30	15-20 Reps	
	3	30	15-20 Reps	
LOWER BODY	4 Squats or Step Lunges	30	15-20 Reps	
	5	30	15-20 Reps	
	6	30	15-20 Reps	
CORE	7 Ab Crunches	30	12-15 Reps	
	8	30	12-15 Reps	
	9	30	12-15 Reps	

[TBS] = TIME BEFORE SET (Seconds)

#### NOTES

Again, this might look like a modest workout with basic exercises, which is exactly the point. Remember, the purpose of Base Camp training is not to tax you but to rejuvenate and

energize your body while you develop your mind-body connection. Following the exercise descriptions below I offer you an instruction on how to do a perfect push-up. This is a vivid example of the sort of form and focus you will be applying to every rep of every set during Base Camp.

**Exercise Descriptions** (*note: photos are included in [the book here](#)*)

**Cardio Warm-Up:** You can walk, jog, or bike, but if you find you're moving at a pace where you cannot hold a conversation, slow down. You're moving too fast.

**Push-ups:**

*Starting Position:* Start facing the floor while placing your hands beneath your shoulders approximately shoulder-width apart. Your thumbs should be pointing towards each other while your fingers point straight ahead of you. Press up onto your toes creating a straight line between your head, shoulders, hips, knees and toes. Don't let your hips sag or raise up, if you find yourself breaking form you may rest your knees on the ground keeping the straight line between your knees, hips, shoulders and head.

*The Exercise:* Slowly lower your body until your chest or chin is just about to touch the floor. Pause for a second and press yourself back up stopping just before your arms are completely straight. Repeat.

**Squat:**

*Starting Position:* Stand with your feet parallel and slightly wider than shoulder-width apart.

*The Exercise:* While keeping your back flat and head upright, bend your legs at the knees and lower your hips as if you're sitting down into a chair. As you lower your body, dropping your hips, raise your arms in front of you to shoulder height to maintain your balance. Continue to lower your hips until your thighs are parallel with the floor. Then, slowly yet forcefully push down into the floor through your heels and toes standing back up to the starting position. Inhale on the way down and exhale as you stand up.

**Ab Crunch:**

*Starting Position:* Start by lying on your back with your knees bent and feet resting flat on the floor or rest your feet on a bench as illustrated.. Gently position your hands behind your head or

just below your chin.

*The Exercise:* Slowly curl your chest and shoulders up, bringing your sternum toward your pelvis until your upper back starts to lift off the floor. Avoid jerking or pulling your head up and do not sit all the way up. At the top of the movement, contract your abs fully while exhaling all of your air while pressing your lower back into the floor. Pausing here for about 2 seconds. Then slowly lower your chest and shoulders back down stopping just before your shoulder blades touch the floor. Repeat.

### **Push-Ups “From The Inside Out”**

Begin by getting into a push-up position (if you need to do pushups on your knees, that’s okay). Breathing normally, check in with your body – running your awareness up from your feet, through your legs, into your midsection and finally through the top of your head. You’ll feel your toes on the ground, your hips locked, energy building in your upper body as you’re supporting your weight, readying for the first push-up. Quickly set your intention, “I intend to complete 15 perfect, strong push-ups with total focus.” This entire process should take about 10 to 15 seconds.

Next, begin lowering your body towards the ground feeling the stretch and stress, first in your chest muscles and moving out to your shoulders and triceps. As you lower on this rep, and all reps, you will breathe in – filling your lungs with a comfortable level of air. Keep it slow and steady as you go. When you reach the lowest point, when your chest barely touches the floor, make a slight pause before beginning the press back up. This is not a lock and hold but simply a clear separation between the lowering and raising movement.

Now, having reached the bottom, you’re pressing back up slowly and powerfully. Your attention focused deep within the muscles – you can feel your strength. As you press the floor down with your hands, you’re exhaling the air in your lungs with some force, contracting your chest, shoulders and triceps with intensity through the entire range of motion. And on the way up, rather than simply pushing your hands straight down try squeezing them together as if you could slide your hands to together. This will engage the chest and triceps more fully as you press both down and together at the same time.

As you near the top position, stop just before your arms are completely locked out straight. During each push-up, keep your cadence strong and smooth; not fast and jerky. Once you settle into a pace, hold it steady. If you’re feeling like this is too easy compared to the intense workouts you most enjoy, try taking it really slow – half speed or less and see how that feels.

You'll find that the combination of focusing on the quality of each rep with a steady cadence to be an entirely different experience than traditional rapid-fire pushups.

In order to keep your cadence slow and steady it may help to use a mantra like the one employed so effectively in *Body-for-LIFE*. If you choose to use this technique, try this rendition of the classic, "I am building my strength for life." I prefer to focus on each rep and counting – and you can do this too once you've mastered the speed. In Chapter 9 I will share a powerful technique for counting each rep that will dial in your laser-like focus.

## BASE CAMP SCHEDULE

Start Base Camp on a Monday and finish it the following Friday. Then, take the weekend off before beginning the Transformation phase. Your calendar should look like this:

### BASE CAMP TRAINING

MON	TUES	WED	THUR	FRI	SAT	SUN
DAY 1 TRAIN	DAY 2 OFF	DAY 3 TRAIN	DAY 4 OFF	DAY 5 TRAIN	DAY 6 OFF	DAY 7 OFF
DAY 8 TRAIN	DAY 9 OFF	DAY 10 TRAIN	DAY 11 OFF	DAY 12 TRAIN	X	X

### Finish Strong: The Perfect 12 In a Row

#### NOTICE: READ THIS BEFORE YOU BEGIN BASECAMP

Before you begin Base Camp know that there is one condition that you must meet before you can move on to your Transformation Training Camp.

**Here's the catch:** These must be 12 consecutive, successful days. If you succumb to one food that's not part of the program, start over. If you fail to drink an abundance of water each day, start over. If you have one drink of beer on day 11, you start over. If you get 6 hours sleep one night, do over. If you miss a training session, you know what to do. I'm quite serious. Why? It's simple. You cannot successfully challenge your body until it's in a positive environment first and that's the goal with Base Camp.

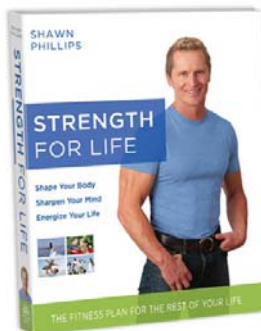
Don't cheat yourself. You're the judge and jury of your own success. You can pretend you made it or allow yourself a slip but why cheat yourself? If you choose not to keep your commitment for these 12 short days, if you can't stay on track here and be honest with yourself, how would you feel about your odds of completing the Transformation challenge?

Think of it this way. If you were climbing Mt. Everest and you acted with disrespect for the challenge ahead while still at Base Camp, you would not be allowed to join the expedition, right? The same is true here: If you don't maintain the discipline to complete 12 consecutive days, as required, you'll just get to try it again, and again if need be until you do prove your metal and strength to begin the ascent.

I know this might sound harsh, but it's a simple rule that actually shows compassion. For it embraces the fact that you do have what it takes to complete the 12 days – and the strength to enjoy an amazing Transformation; so I'll just keep waiting until you choose to step up and accept your greatness. And once you've done that, once you're willing to know you have what it takes, you've set yourself up for a rare level of success in your Transformation. You'll be set up to soar to new heights.

Plus, consider that at the end of this 12-day Base Camp, you will be feeling better, stronger and more motivated than you have in years. And then you will be fully ready to start your Transformation from strength.

As you progress through Base Camp, use these two weeks to define your life at full strength. Think of where you will be at the end of the 12-weeks; at the end of the next 12 months. Craft a compelling future that will literally pull you up and forward into your best life. What will you accomplish – how will you change your world by living your life with strength: strength for yourself, your family, and for your community? Turn the page – and **let the journey begin.**



### **“Are You Ready for Transformation 2.0!”**

Experience the Next Generation of Fitness and discover why experts are saying... **“Strength for Life is the first true integrated ‘Practice’ for strengthening your body, mind and spirit created in more than two centuries.”**

[Visit MyStrengthforLIFE.com](http://MyStrengthforLIFE.com)

## **Rave Reviews From The World Renowned**

**(Check out some of the names of people who have sent glowing reviews for... a fitness book? Can it be?)**

"Shawn bridges the worlds of strength training and spiritual practice. He offers a new paradigm for weight lifting as yogic practice. The thinking mans version of pumping iron."

**-Rick Rubin, Co-Chairman, Columbia Records, Co-founder Def Jam Records, Grammy Award Winning Producer**

"The first book to take you up to and through a 12-week Transformation *and* beyond. It's like finally receiving 'the rest of the story.' Set yourself free for a lifetime of strength and fitness."

**-Lynn Lingenfelter, Original (1997) Body-for-LIFE Co-Champion**

"If your body could lightly slap your face, look you in the eye and pour its heart out to you, I believe it would say something like, 'Come on! I'm not just dangling here below your mind, I can help you more than you know. I want to be your Strength, your fortress and your temple!' Start construction now with *Strength for Life* as your blueprint. A strong body is truly a magical and mystical place to live."

**-Ed Kowalczyk, Lead Singer/Frontman/Guitarist/Songwriter, Live**

"What woman doesn't need strength? We're moms, executives, caretakers and family leaders—physical, emotional and spiritual strength is an absolute necessity. I particularly love that *Strength for Life* is a regimen that I can live on forever, no more searching."

**-Maxine Wolf, CEO & Publisher, KIWI Magazine**

Shawn's packed "*Strength for Life*" with some incredible big Ideas—from differentiating health vs. strength to his ingenious Focus Intensity Training—not to mention his Base Camp concept and guide to annual fitness planning that is nothing short of revolutionary for a lifetime of strength. This book will transform the lives of everyone who follows his sage advice."

**-Brian Johnson, Founder of [Zaadz.com](http://Zaadz.com), [ThinkArete.com](http://ThinkArete.com), [PhilosophersNotes.com](http://PhilosophersNotes.com)**

"I have used your 'Red-Hot Marble' example to demonstrate FIT with many of my friends and they all same the same thing, 'Oh yeah... wow!' You have really covered so much in this book... weights, cardio, flexibility, diet, balance, mind, soul, stamina...and you have done it in a way that is easy to comprehend and very user-friendly."

**-Kassie Westmoreland, Eco-Pharmacist/CEO/Founder, BeWell Brands**

"Not only will *Strength for Life* give you a new body and more energy but it will make getting in and staying in top shape enjoyable of not outright fun."

**-Joe Polish, Serial Entrepreneur, Founder, The Genius Network**

"*Strength for Life* is not a fitness book, it's a life raft!"

**-Merril Hoge, NFL Veteran and ESPN Analyst**

"Shawn shows you how to stop being a victim of food or even dieting and how to create an empowering, positive, life enhancing relationship with eating that will free you from dieting for life."

**- David Emerald, Author, The Power of TED\* (\*The Empowerment Dynamic)**

"If this book doesn't get you enjoying strength and energy, you're a lost cause."

**- Larry North, Fitness Expert/Author, Founder, Larry North Fitness Clubs, LarryNorth.com**

"Shawn Phillips is the epitome of form following function. There is no need to suffer through exercise when you hack away the inessentials and focus on what really matters: strength."

**-Timothy Ferriss, author of the #1 NY Times bestseller, The 4-Hour Workweek**

"Do you want to be in control of your Life? If you do, the answers are on the pages of *Strength for Life*."

**-G. Porter Freeman, 1997 Co-Champion Body for Life**

"Motivating and genuine, a true gift to the sport of personal improvement. *Strength for Life* goes where *Body for Life* feared to tread by exposing the psychological details that will insure your Transformation success."

**-Ron Johnson, Founder, NutritionData.com**

"The hardest part of any regimen is the insidious mental resistance that sabotages us. *Strength for Life* fortifies us against those pernicious inner demons. Shawn gives us the mental, spiritual and technical tools to overcome our own self-defeating impulses.

**- Steven Pressfield, author of *Gates of Fire* and *The War of Art***

"Over the 10 years I have known Shawn, he has helped millions of people realize their fitness and health goals. "*Strength for Life*" represents the epitome of Shawn's devotion to helping people."

**- Jeffrey R. Stout, PhD, University of Oklahoma**

"*Strength for Life* is a truly superb handbook of physical transformation, leading to a real life transformation. A novel and tremendously effective technique, *Strength for Life* is highly recommended!"

**-Ken Wilber, World Renowned Philosopher, Author and creator of The Integral Vision, [KenWilber.com](http://KenWilber.com)**

"Shawn Phillips has developed an outstanding, holistic program that will quickly enable you to achieve your goals—regardless of age or current fitness level. His unique mind/body approach keeps you motivated from the start, enabling you to achieve true 'Strength for Life.' "

**-Nicholas Perricone, M.D., F.A.C.N., New York Times bestselling author of The Perricone Weight-Loss Diet**

"In his genius, Shawn has found a way to turn a fitness routine into nothing less than a deeply profound meditation—and as a meditation teacher, I don't use that word lightly. If you want health—and, beyond that, what Shawn calls Strength (which is more than just strong muscles)—read this book. It will change your life."

**- Bill Harris, Director, Centerpointe Research Institute, Creator of Holosync® Meditation Technology, Author, Thresholds of the Mind**

"This exciting and inspiring book is a brilliant integration of body, mind, and spirit—and of strength and psychological and well-being. I personally found it instantly energizing.

**- Nathaniel Branden, Ph.D, author of "The Six Pillars of Self-esteem" & "The Art of Living Consciously."**

"Strength for Life is an important book, combining nutrition, fitness and mental fitness in a powerful combination to give readers lasting mental and physical results, that not only sculpt the body but also the brain. It is filled with helpful information. I highly recommend it."

**- Daniel G. Amen, MD, director of the Amen Clinics and author of Change Your Brain, Change Your Life**

"Strength for Life has a conversational warmth and connects with the concerns of the reader who need this information. It's like having a chat with a friend who can be helpful but won't try to do for you what you know, deep down, you have to do for yourself. The guiding nudges surely make it seem easier."

**-Don Ardell, PhD, Author, High Level Wellness: An Alternative to Doctors, Drugs, and Disease**

"After reading Strength for Life it dawned on me why I haven't translated my previous efforts into significant improvements in form, function and power. I now recognize that sustained motivation has been the core missing element."

**- Bert Parlee, PhD, IntegralCoach.com**

"Strength for Life is a significant contribution to the dharma of health, wellness and strength!"

**-Rick Voirin, Stagen Leadership Institute, Executive Coach**

"In his new book, *Strength for Life*, Shawn has laid out a life-altering road map for each of us as an individual and, as importantly, for us as a country, to allow us to take command of our lives. *Strength for Life* is not just about body transformation, rather it is about life transformation – do you want more energy, do you want more strength, do you want to really feel good? If the answer is yes, don't just read *Strength for Life*, give it to those you love."

**-Kelly Perdew, Managing Director, Angel Venture Partners, Winner Season 2 of "The Apprentice," and author of *Take Command: 10 Leadership Principles I Learned in the Military and Put to Work for Donald Trump***

"In one book, Shawn Phillips gives you the inspiration and education for transforming your body and your life. *Strength for Life* will provide for you the road map to reach your highest goals and realize your full potential."

**-James Rouse, ND, Founder, Optimum Wellness, MIX1**

"Today's competitive business world requires a leader be of strong body and mind—and *Strength for Life* shows you the way—it's the ultimate competitive edge."

**- Rand Stagen, Founder Stagen Institute for Leadership**

"After going through *Strength for Life* I see how all previous 12 week Transformation programs set people up for failure. This book showed me how to avoid the pitfalls and come through a newer, stronger, better and happier me."

**-Tom Terwilliger, Expert Personal Trainer, Speaker/Trainer at Peak Potentials, Owner Terwilliger Fitness**

"In the years since our first transformation, and sharing it with so many other people, we've discovered that transformation success required you discover a lot of truths, tricks and trades on your own or from another person who has succeeded. Now, with *Strength for Life* all the secrets are out—your probability of success in transforming your body just increased by at least 500%!"

**- Tom & Bridgette Trujillo, Body-for-LIFE Challenge Winners, 1<sup>st</sup> Champion Couples**

"Where most fitness programs are limited to focusing on aesthetics—looks—in *Strength for Life* you will build strength at the core, for true and lasting transformation. As an expert in self-defense and former Navy SEAL *Strength for Life* is the only fitness guide that I've found that will show you how to access your true and full strength"

**- Tim Larkin, Self Defense Expert/Trainer, US Navy SEAL Retired, Creator of Target-Focus Training**

"I have yet to read a book that so eloquently ties the physical, social, spiritual & emotional components of our lives to the principle of "strength" that we all yearn

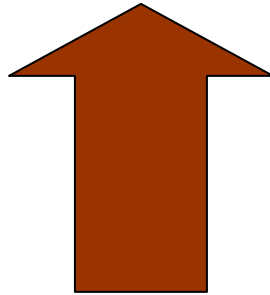
for. It's one thing to talk about strength; it's another to redefine its meaning and take what most of us "think" we know to another level. You really have provided a blueprint for achieving true physical & mental strength and the benefits that can be expected for such living."

**-Brian Standage, Standage Consulting**

Strength for Life is a UNIQUE and STRONG offering. I think it's going to do well and I may keep a few on hand to sell or give to clients. You are definitely raising the bar (and awareness) in the fitness space.

**- Patrick D. Goonan, Personal and Professional Coach**

[See What Amazon Readers are Saying About Strength-for-Life](#)



## Read On for More Reader's Reviews

*"Strength for Life* is a must read for anyone wanting more out of life...and who doesn't?

Reading this book helped me to see both what I'd done right and wrong in my previous transformations. It felt great to finally get the answers I've been waiting for. I feel reenergized and renewed...

Most importantly, Shawn gives the answer to the most common question after any transformation; "what do I do now?" In Week-13 and beyond he delivers a plan that can be used year after year to enjoy one's new-found strength in an active life using the principles learned along the way."

**-Ken Jacobs, Karlskoga, Sweden**

"On Day 23 of my Transformation...I'm still coming to grips with the plan So far: Fat reduced from 41% to 30%, LBM lbs increased from 82lbs to 93.5lbs, Fat lbs reduced

from 57lbs to 40.5lbs. My waist reduced from 35" to 31" (in total I have lost a little over 10 inches from all over!) Thank you. I'll keep on "Living in Strength" and complete my Transformation."

- **Christine Hancock**

"My wife and I were "transformed" w/Body for Life, but somehow transformed back w/3 kids, stressful job, etc. With *Strength for Life* I feel great. My mind is fresher than it's been in a long time. Your book and strategy for STRENGTH are awesome. The ritual vs. habit concept is so true! Changes the way you look at everything."

-**Nate LeGrand**

"Shawn Phillips is an excellent writer. His tone is engaging, conversational, and accessible. After the entertaining introduction, he talks about getting to a meditative state when working out. He recommends a 12 day period of rest and extremely light workouts to get ready for the program ahead...After the initial period, Shawn explains his Transformation program, and I think it's excellent."

- **Kendra (from Amazon Reviews)**

"A must read for anyone interested in long-term personal and physical conditioning. This book goes far deeper than your average fitness text. Spiritual, enlightening, and motivational..."

-**Doug Hauessner, Denver, CO**

"This is definitely the most powerful book on transforming your strength—the true vitality and power with which you show up in the world—that I've ever read. If you're tired of simply pushing weights around mindlessly, would like to bring mindfulness to your time at the gym and are interested in transforming your life from the inside out to create more strength than ever before, get the book right now and get it on."

-**Brian Johnson, ([www.philosophersnotes.com](http://www.philosophersnotes.com)), Topanga, CA**

"This book is not your parents fitness book; it's got depth beyond any book on fitness that I've ever read. I love this book."

- **Cherita Axel**

"...for readers who plan to integrate exercise into the daily regimen. I believe that the author's regimen would be helpful in school gym classes , corporate sponsored gym programs, home-based programs and exercise franchises."

- **Joseph S. Maresca, Bronxville, New York**

"I've been working the program for about 10 weeks now. I've lost over 20 lbs...and feel more energy than I have in about 6 years. I had been starting to feel the pains and aches of a sedentary middle age -- and when I had a hard time bending over to

tie my shoes I decided it was time to do something about it. 10 weeks later I am running with my kids, kayaking on the ocean, going out for walks instead of sitting down at the TV. I am just getting started, really, but I can't say enough how much better I feel."

**- Nathan Andersen, Florida**

"I will not get long winded in my review of this book. Having been in the Fitness industry since 1983, I got more out of the first 40 pages than out of my first 15 years."

**-Austin Idol**

"As a wellness professional and someone who has been involved with fitness and optimal health promotion for over 20 years, addressing the need for a "base camp" as mental and bodily preparation is the most important idea and recommendation in this work."

**-Allan H. Baldwin, ([www.deepwellnessworks.com](http://www.deepwellnessworks.com)), Vermont**

"Shawn writes with passion and ease explaining the purest way to fill life with these principles making them work for you regardless of your shape or age. You will want to re-read this book and dedicate yourself to following. It is not a huge time commitment; in fact it will help you make the time to make yourself more effective, efficient and better living. This book re-inspires and teaches you how to focus and spend less time on fitness while finding a clearer path to your desired life."

**-Monty Miranda, Santa Monica, CA**

"The simplest, most direct, and well written book on fitness and health ever on the market. As a personal trainer, I have read hundreds of fitness books with lots of information similar to what is in Shawn's book, but no other book I have read gives as simple a game plan for achieving Strength, and ultimately Health, as does "*Strength for Life*". This book is filled with strategies that will empower you to succeed and you will feel inspired and moved to a life of Strength just through the words.

Shawn is an eloquent writer and he gives easy to understand analogies, graphs, charts and pictures to illustrate difficult information surrounding nutrition, health and exercise. I am recommending every one of my clients pick up this book..."

**-Adam Bratten. ([www.tesseractperformance.com](http://www.tesseractperformance.com)) Denver, CO**

"What I enjoyed most about this book his incorporation of getting your mind & body ready before you start the transformation. This is so important. We prepare for big vacations, parties, and college. Why wouldn't we spend time preparing mentally & physically for a transformation?"

**- Jason Stoltenburg, Chicago, IL**

"Even though I've read dozens of books about fitness, this one now stands as my favorite. Like nothing else I've found, Strength for Life (SFL) unifies consciousness with body, presence with fitness and vision with efficacious action. With SFL, transforming both nutrition and training into deeply enriching, enduring and even meditative practices strikes me as thoroughly achievable.

The SFL book leaves behind the Body-for-Life "before" and "after" pictures, and instead includes what for me qualify as beautifully illuminating, illustrative charts. These contribute significantly to my understanding of the book's concepts and its program's content.

...this new, SFL approach offers more nuance, clarity, completeness and sustainability than BFL. Moreover, the writing makes it joyfully energizing for me to read. Whether you've previously changed your life with BFL; remain a fitness veteran; want to "get fit" for the first time; or want to make a lasting transformation - I passionately recommend Shawn Phillips' aptly entitled new book, Strength for Life: The Fitness Plan for the Rest of Your Life."

- **David Axel, ([www.vidAxel.net](http://www.vidAxel.net)), Mount Prospect, IL**

"Most fitness books seem to cater to guys who want to get, well, bigger. Bigger really isn't my goal. Of course I want to be fit (who doesn't?), but I was really looking for a way to exhilarate my body and mind in a way that makes sense with my life. Strength for Life has all the tools I needed to jumpstart - and sustain! - a holistic lifestyle. I have been following the book's workout and nutrition plan, and it has made me feel renewed and energized.

I would HIGHLY recommend that everyone, men AND women, take this book to heart and let it work wonders for you."

-**Gina Schiel, Denver, CO**

"I completed Shawn's two week "reboot" and dropped 6 pounds and an inch around the waist! But aside from the obvious physical benefits are the mental and spiritual benefits you will gain from this book. It's an integral approach to strengthening you as a whole; full strength."

-**Graham English, ([www.bloggingmusician.com](http://www.bloggingmusician.com)), Somerville, MA**

"...an excellent job outlining the steps one should take to enjoy a healthier lifestyle FOREVER! This is an exceptional book that is well written and very inspiring."

- **Kiska Alexandropoulos, New Hampshire**

"Great book! Shawn wrote this book in a way that anyone could relate to the info and it really gets you motivated. I would recommend this book to anyone interested in getting into shape and staying that way."

- **Tim Jones, Phoenix, AZ**

This book enlightens the reader to the profound and unalterable truths that govern the laws of STRENGTH. Read this book - learn to grow your strength, refresh your spirit and wisely choose the next step along your path.

-**Jeff E. Hinzman, Albuquerque, NM**

"I have just finished reading Shawn's new book and I have to say it is the most informative, simply structured to do manual for a healthy life that I have ever read!

There are too many books that are too complicated for the everyday individual and woman especially!! I appreciate his honesty and straight forward approach to health and fitness! I recommend this book to everyone that wants to improve their quality of life TODAY!!"

-**Rachel, USA**

"...informative, inspirational and motivational. We live in a world of instant gratification and this book delivers "instant impact information," beginning on the first page. Strength for Life is the perfect read for anyone wanting to get started, improve their current situation, and/or find balance in life.

I have been in the health care profession for over 10 years and not only did I learn from this book, I am recommending this book to everyone."

- **Billy Jeffrey, Lewiston, Idaho**

"I can't say enough about the outstanding readability, intelligence and wisdom of the content. But equally important, it's the practicality of implementing the changes in thinking and behavior that Shawn suggests that makes this book so useful.

There are very few books that have the potential to be life changing and world changing -- this is one of them. It's your life Shawn's addressing here -- and simply said, you'll get a greater thrill out of it every day, if you follow what's in this very encouraging, very wise, very practical book."

-**David Abramson, New York, NY**

"I am 10 days into the 12 day Boot Camp and I feel a ton better already and this sure tests your willpower when you are use to all of the sugar filled foods on the market today. I have lost 11 lbs since starting this program"

-**Mark W. Sawyers**

*"Strength for Life* destroys the myth that to lose weight and be healthy only cardiovascular exercise is required where weight-lifting is an obsolete testosterone-driven activity for people over 200 lbs. *Strength for Life* is for all ages and sexes, the importance of developing both mind and body simultaneously cannot be understated, regardless of age or status...there is no excuse not to do it!"

**-Debbie Sawatzky, PhD**

"While working the program in the book, the Integral Life Practice program, and Full Strength, I went from 200 lbs to 180. Thanks for the program."

**-Rocky Sulka**

"The Focus Intensity Training work has transformed my workouts. The idea of a cleansing "Base Camp" has been very useful and has changed my relationship with food and snacking. I find myself going back to Base Camp every once in a while after I've been off my eating plan.

And how Shawn ties health and fitness together with goals and higher life purpose must be read to be appreciated. I am a huge goal setter, and I learned several tools from Shawn in this book I have put into practice already. Buy it. Read it. And tell your friends."

**-Jason Byrne, Boulder, CO**

The program is great. On week 7 right now and think this is the best thing I have done fitness wise in my 42 years.

**-Bob Faust**

[See What Other Amazon Readers are Saying About the Book](#)