

**Custom Plan
Information**



Make 2017 YOUR Year!



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Let Me Design Your Custom Training and Nutrition Plan!



Get in the BEST SHAPE of your life!

Want to build hard, lean muscle mass? I can help you. Want to lose those unwanted pounds of fat? I can help. Want to get big and super strong? I can help.

I'll design a program made specifically for your body type and daily schedule.

No more guessing! No more trying to figure out what exercise to do! No more trying to figure out how much weight to use! No more confusion! I'll design your entire program from start to finish.

Make 2017 the year you start TURNING HEADS!

If you're serious about transforming your body and making 2017 YOUR year please read on...

Blake Bissailion here, the owner of Building Muscle 101.

Let me design you your very own personal physical blueprint! Need to lose 20, 30 or 50 pounds, I can help you. Want to build a lean and sexy body? I can help. Need to get big and strong? I can help. Let me design a personal training and coaching program that takes you by the hand and shows you exactly:

- **What types of exercises you need;**
- **How many exercises you need;**
- **How many sets you need;**
- **How many repetitions you need;**
- **How much weight to use;**
- **What to eat;**
- **How much to eat;**
- **When to eat;**
- **Supplements to use;**
- **How much rest you need;**
- **The BEST methods you need to use to reach your goals...FAST;**



Let me use my 28 years of applied knowledge and experience to finally help you achieve your physical goals and aspirations.

Regardless of your gender, age or current physical condition I will provide you with the tools, resources and information you need to reach your physical goals.

Not only will I provide you with your very own personal fitness blueprint but I will coach and mentor you until you reach your physical goals. I know what it takes and I won't give up until you achieve your goals. I'm not going to lie to you, it won't be easy but you have a huge advantage. You have my 28 years knowledge and experience on your side so there will be no guess work. All you need to do is follow my custom plan, put in the work and you WILL get the results!

Whether you want to build a hot and sexy body, get back the shape you once had or build a lean and strong body, I will provide you with a program made specifically for you! I will take you by the hand and guide you every step of the way until you're back in fantastic shape! Take a moment and imagine how your body will look next summer. Do you want to look and feel the same as you do now or do you want to be lean, sexy and muscular?

Let me design your very own custom training and nutrition plan! Based on your individual profile – age, fitness level, available equipment and fitness history – I will develop a customized personal training plan that works with you and your current lifestyle.

Use My 28 Years of Experience to Build The Body of Your Dreams!

I've been operating Building Muscle 101 (www.building-muscle101.com) since 2003 and over the years I've come to the conclusion (based on my many conversations and surveys) that most of the readers of Building Muscle 101 are looking for fitness programming that:

- 1) Doesn't confuse and is easy to understand;
- 2) Works with your schedule (work, family and school);
- 3) Outlines how much weight you should be using for specific exercises (according to your goals and objectives);
- 4) Outlines what you should be eating in order to reach your goals;
- 5) Provides the necessary, personal support structure;
- 5) Outlines the correct training and nutrition progressions; and most importantly;
- 6) Works!

I decided that in order to fully serve the readers of Building Muscle 101, I needed to create a service that works with each reader and is affordable to all. I want to provide something that just won't be a "run of the mill" program which tries to fit everyone into the same bucket.



Every one of us is different and no two people will be exactly the same so why should a program try and squeeze weight trainers under one "program" umbrella? We all have different lives and we can't all be expected to follow the same diet or weight training program and expect the same results.

It doesn't matter if you're trying to lose 50 pounds of fat, gain 10 pounds of muscle or simply want to get back into shape, finding the correct information is critical to reaching your goals. Take it from someone who knows!

I've been in this game for over 28 years and I know what works. I know how to build a lean and muscular body! My experience and knowledge comes directly from applied experience. Every one of my programs comes directly from my own personal fitness experience and knowledge base.

Weight training and fitness is a way of life for me. It's a part of who I am and I always practice what I preach. At 46 years of age still have a level of muscularity I had when I was 26 years of age! I can still hold my own with the younger guys in my gym! Here I am at 210 rock hard pounds (at a height of just over 5' 8")





Let me share my knowledge and secrets with you! I'll tell you exactly what you need to do in order to achieve your physical goals.

Here's what I'm offering

My personal training and coaching program will be an all-inclusive package that will outline exactly what you need to do in order to reach your goals from start to finish!

- Do you want to lose 20, 30 or even 50 pounds of unwanted body fat? No problem, I can make sure you get there
- Do you want build hard, lean muscle mass and lose that paunch around your waist? No problem, I can make sure you get there
- Do you want to get big, strong and muscular? No problem, I can make sure you get there.

I've personally done all 3 (many times over) and I've also shown thousands of people just like you on how to do it. In fact, I've performed an experiment this past year on how I lost 50 pounds of fat in just under 4 months! You can read about my [journey here](#).

I will be there every step of the way to guide and mentor you until you've reached your goals. I'll provide you with everything you need!

My program is called the "Essential Personal Training and Coaching Package" and will contain the following:

1) Essential Training and Nutrition Programming

Custom Weight Training Program Design

- Includes an initial custom weight training program
- Includes all exercises, reps/sets and weight to be used
- Program re-design after every 6 weeks
- Hard copy in addition to a mobile application of your program

I will design a custom weight training program every 6 weeks which will allow you to reach your physical goals, regardless if it's to lose body fat, build powerhouse strength or build hard lean muscle mass. I'll work with the fitness equipment you have at your disposal!

I outline everything for you including sets, reps, rest times, methods, instruction and best of all I tell you EXACTLY how much weight to use to optimize your results for each program.



Your first program design will be built according to your goals and objectives. Each subsequent monthly program re-design will build upon each other which will work in a synergistic fashion to optimize your results.

You may be asking yourself "why do I need a program redesign every 6 weeks?"

As you progress and improve (positive progression) in your weight training routine your program **MUST** evolve in order accommodate further development. Try and think of this progression as a small snowball rolling down a hill. It starts as a small snowball at the top of the hill but as it gains momentum and picks up speed it progressively becomes more impressive. This is how I will design your program.

I'm a big believer in positive progression and using this strategy you can expect absolutely mind blowing results! All you need to do is follow the plan! Your custom plan includes a rest and recovery guide, motivation guide and the necessary logs and charts.

Custom Nutrition Program Design

- Includes a 7 day custom plan
- Designed for the persons current body weight and goals
- Nutrition program re-design after every 6 weeks (to work synergistically with your weight training program)
- Supplement schedule included (if desired)

The nutrition program will be tied directly into each weight training program and designed to work synergistically. There will be a direct correlation between your monthly weight training program design and your nutrition program.

For example, your month 1 weight training program will go hand in hand with month 1 nutrition and meal plan. Each of these programs will be designed to work hand in hand with each other. Using this type of strategy you can expect faster and more sustained results.

You will receive cooking instructions, meal substitutions, and grocery lists for each meal plan. All macronutrients will be custom made to optimize your goals and objectives for each phase. The end result is a knock out meal plan which will catapult you to your ideal body.

In addition, if you wish to use nutritional supplements I will tell you exactly what you need to be using, how to use them and when to take them for the absolute **BEST** possible results!



2) Progressive Coaching and Mentoring Program

You can have the absolute best program in the world but what good is it if you don't have an experienced mentor to show you the way? Let me show you the way!

The coaching and program will be an essential part of your success. I will explain everything you need to know in order to reach your goals. My program includes weekly phone consultations. I'll have the answers to all your questions and will discuss all aspects of your training and nutrition. If any changes are needed to your training or nutrition program we can discuss.

I'll call you at your desired location when you are most available. This will be an important consultation because we will discuss your progress and make any adjustments to your program. You will also receive priority email support. I will gladly answer any questions you may have with your custom programming in a timely manner via email. You will have access to yours truly at your leisure.

What Can You Expect?

I will explain to you what you can realistically expect in terms of results and how fast you can attain those results based on your current physical condition. I don't take best guess estimates! I've been in this game for over 28 years and have seen and experienced just about everything there is to be experienced in the weight training and fitness world. I'll tell you exactly how long it will take and what you need to do in order to reach your physical goals.

This program is a comprehensive, all-inclusive system which I will design specifically for you. I will use the equipment you have at your disposal and will work with you at every step of the way!

Please remember that you will receive new custom training and nutrition plans every 6 weeks. I strongly suggest making at least a 3 month commitment. I will work with you every step of the way and I will make sure you succeed! If you have the will and motivation to get into the absolute best shape of your life I will make it my mission to use my 28 plus years of APPLIED experience to help you succeed! After completing the program you can expect three things!

- 1) You're going look and feel like a new person! You're going to look and feel awesome!
- 2) You're going to be A LOT healthier; and
- 3) You're going to get a lot more enviable stares from people around you!

If you're reading this page now, you've already showed that you're serious about changing your body. Congratulations!! You're half way there to a brand new body. All you need to do now is take the next step and I'll create a program that will totally change your appearance and the way you feel.



Take the Next Step

If you're tired of jumping from program to program, using routines and programs that never work or just want a fresh start with a program that is designed specifically for YOU, take that next step and contact me. You have absolutely nothing to lose and everything to gain!

Simply send me an email to:

buildingmuscle101@vianet.ca

with the subject line: "Blake, I want to know more about your program and coaching!"

and in the content area add a short description of who you are and why you're interested (a couple of sentences will be fine). I'll get back to you for a FREE consultation and a breakdown of the types of services you NEED to get into your ABSOLUTE BEST shape in 2017.

Good luck and all the best!



Blake Bissaillon
Owner, Building Muscle 101
Your Training Mentor



About Blake Bissaillon, Owner and Operator of Building Muscle 101



I've been seriously weight training for 28 years and in that time I've been a power lifter, body builder and all round gym rat. I actually started when I was 16 but I didn't really start to take it seriously until I was 18 years of age. I still train to this day. My training methods have changed as I've gotten older but I still maintain my drive and motivation to improve my physical self.

Weight training began for me as a means to gain muscular weight for hockey. I devoured every bit of information I could get my hands on from bodybuilding and power lifting magazines to various news articles. I have an undying passion for getting stronger, healthier and more muscular.

In my 28 years of direct weight training experience I've picked up a wealth of experience and knowledge! I've trained with fitness professionals, body building champions and power lifting champions from across gyms in Canada.

Over the years of tried and tested just about every type of fitness and weight training program developed! I practice what I preach and will never recommend or develop a program unless I know it works. I've lost plenty of weight and fat, gained plenty of lean muscle mass and have gotten into fantastic shape. Simply put, I know how to get rid of fat, build lean sexy muscle and get into awesome shape!

In 2003 I developed a weight training website called Building Muscle 101 which has become one of the world's premiere online, weight training resources for beginners and intermediates. Please feel free to visit the site at: www.building-muscle101.com. Over the past 13 years I have helped thousands of people reach their physical goals. You can read some of the testimonials [here](#). My goal is to help you clear away the confusion and help you put together a plan that works!

Wishing you all the best,