

**FIFTEEN**

**WEEKS**

**TO**

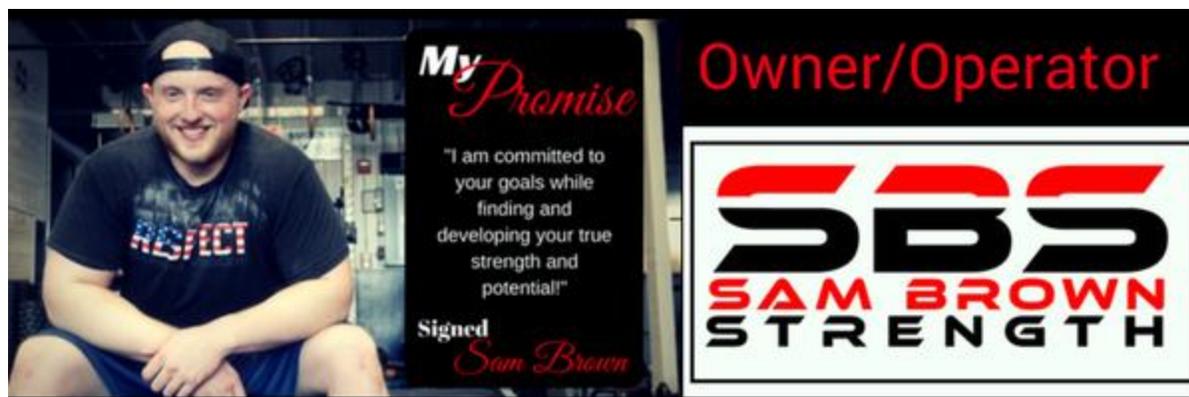
**STRENGTH AND FITNESS GUIDE**

SAM.BROWN.STRENGTH

SAM BROWN

**CHANGE**





Hello and welcome to my “15 Week to Change” Program. The goal of this program is to get you from where you are right at this moment, and over the course of 15 weeks, change your life and get you closer to reaching your fitness goals. I am not promising miracles on this program, nor am I promising that you will get through the whole thing (that’s on you) but what I can promise is that if you complete the program in the way that it is written, you will not only look better, you will feel better, be stronger, and have a better understanding of working out and how your body responds to it. The knowledge and experience gained from this program will guide you even farther along your health and fitness journey and

A few things before we go in depth to this program. As I mentioned before this is not going to be a miracle program. There is no such thing as those. There are no shortcuts to success and there are no other options than to work your ass off. It is up to you to decide if really changing your life and taking control of where you are headed is worth the hard work. The fitness industry is full of gimmicks and fads that are there to distract you and rob you of your time and money. The “15 Weeks to Change” program will be a beneficial building block to developing your current self into the person you want to become.

Fair warning about this program and about life in general. If you are prone to getting “bored” or “tired” of a program because it doesn’t change every single day, then you have a long rode of mediocre results ahead of you and you will not enjoy this program much. Consistent increases in stimulus **OVER TIME** on our bodies produces change. If we do not challenge ourselves week in and week out, with increasing loads, we will never grow. It can be “boring” but it is exactly what you need to change yourself. Hell, if you have not found results doing things your way, it may be time for you to try it this way.

## Program Overview:

This program is broken into two phases.

## **Phase 1: Week 1-7 Hypertrophy**

Phase one is hypertrophy and is focused on building the size of the muscles. Consider this the “bodybuilding” section of the program where we are working with moderate weights but high reps. This is always a good way of starting a workout program as it gives your body a chance to build up a base of strength and efficiency in what could be new movements for you or something you have not done in a while. Like I said before, this particular phase of training is focusing on high reps and really burning out your muscles and pumping them full of blood. This causes damage to the muscles (that soreness you feel) and sparks a response for your body to rebuild them bigger and stronger than they were. Rest periods will be kept pretty short for this section as well so you will be sweating. Don’t worry though, you will be able to handle it as the weights will not be too heavy. In fact, if you are brand new to working out, I would suggest doing just the bar or going VERY light. Even if you are experienced in the weight room, the amount of volume you will need to complete during this phase will surprise you. I always suggest using less weight and getting all the reps completed rather than choosing a heavy weight and failing. This is not about ego here. This about training your body and building that base. Use your head.

## **Week 8 Deload**

Week 8 and Week 15 will be considered deload weeks. Consider these active recovery weeks where you are focusing on merely moving your body and keeping active. You are not moving much weight in the gym (possibly none at all) and you are really just giving your body a break. You are putting a lot of time in the gym, and you need to give yourself a solid break every few weeks in order for your body to catch up. You actually do not get stronger or leaner IN the gym. You build the muscle while you are resting, so keep that in mind the next time you want to skip your deload week.

## **Phase 2: Week 9-14 Strength Building**

Phase two is by far my favorite way to train. This portion of the training program is focusing on building pure strength. This phase will be focusing on moving heavier weights, with greater intensity, for few reps. While phase one concentrated on building the SIZE of the muscle, phase two will be focusing on increasing the strength of your muscle which has more to do with your central nervous system than anything. You will be really pushing your limits here and if you can get a spotter, I suggest you do. The last thing you need to do is hurt yourself at this point in the program. This phase will be increasing the rest time to roughly 3-5 minutes between sets. You heard that correctly. You will need the extra time to psych yourself enough to crush the new and heavier weights. Even though we are increasing the weight used here, I NEVER want you to lose your form. Injuries happen during training, but you would be amazed at how many were avoidable if people just dropped their egos at the door. You are only competing against yourself. Challenge yourself, but do NOT put yourself in a position where you injure yourself because you will halt all progress and that is not good.

## Week 15 Deload

Regardless of phase, each workout will focus around the three main lifts. The deadlift, the squat, and the Bench Press. The reason for this is that we as humans get the best results if we focus around the main compound movements. Focusing too much on isolation movements only can lead to muscle imbalances and therefore potential injuries. We are sticking the basics because the basics work and will continue to work.

## Nutrition:

This is something that is important. Nutrition is about 75% of what it takes to lose weight and gain muscle. Your body will simply not respond in the way you want it to if you are not providing enough of the quality food and nutrients it needs to grow and adapt to the new training stress you will be putting on it. If you are looking for professional help on setting up your nutrition plan to fuel your exact workout needs, I have the hook up. I know you are doing well with your food choices and I helped you get started losing a few pounds but we are talking about a professional here and this will blast your results into orbit.

Amanda Rigby is a Dietician that focuses on Functional Medicine. So essentially she uses food to not only fuel performance, but also heal the body. Really cool and brainy stuff. She has offered my clients a deal on her services in providing you with a specific nutrition plan to fuel your new workouts at a fraction of her normal prices she charges. If you are interested in getting the complete experience and really getting the most out of this free program send her an email at [amandamrigby@gmail.com](mailto:amandamrigby@gmail.com). Mention that you are part of the “LiftLaughLive 15 Week Life Changer Program” and she will get you the member’s price.



## Week 1: Rest time 90-120 seconds between sets

The weights you use are up to you but I always choose with caution in order to make sure I get all the reps and sets in. You will be adding weight each week.

### Monday: Squats



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15 Weeks to Change Template

Category	Exercise	Sets	Reps	Rest
Squat Workout	Back Squats	5	10	120 Secs
Squat Workout	Front Squats/Leg Press	3	10	120 Secs
Squat Workout	Leg Extensions	3	20	120 Secs
Squat Workout	Leg Curl	3	15	120 Secs
Squat Workout	Forward Lunges(Dumbbell)	3	15	120 Secs
Squat Workout	Abs of your choice	5		

### Wednesday: Bench Day

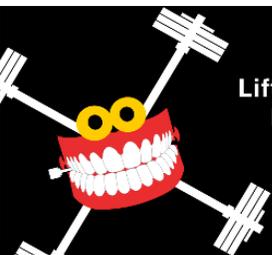


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15 Weeks to Change Template

Category	Exercise	Sets	Reps	Rest
Bench Workout	Bench Press	5	10	120 Secs
Bench Workout	Incline Dumbbell Bench	3	10	120 Secs
Bench Workout	Dumbbell Fly	3	20	120 Secs
Bench Workout	Tricep Press down	3	20	120 Secs
Bench Workout	Face Pulls	3	15	120 Secs
Cardio	45-60 Mins Brisk Walk			

### Thursday DAY OFF

## Friday: Deadlift Day



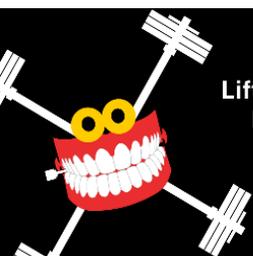
Lift Heavy  
Laugh Hard  
Live your Damn Life.

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15 Weeks to Change Template

Category	Exercise	Sets	Reps	Rest
Deadlift workout	Deadlift (Barbell/Trap Bar)	5	10	120 Secs
Deadlift workout	Stiff Legged Deadlift	3	10	120 Secs
Deadlift workout	Lat Pulldown	3	20	120 Secs
Deadlift workout	One Arm Dumbbell Row	3	20	120 Secs
Deadlift workout	Lateral Dumbbell Raises	3	15	120 Secs
Deadlift workout	Abs of your choice	5		

## Saturday: Extra Day

This Day is focusing on the “pretty” muscles that people think about. Consider this extra credit. This is an example workout of what I do on my Extra Day. I like to give extra work to my weaknesses during this workout.



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15 Weeks to Change Template

Category	Exercise	Sets	Reps	Rest
Extra workout	Standing Bicep Curl	3	20	60 Secs
Extra workout	Preacher Curl	3	20	60 Secs
Extra workout	Lateral Raises	3	20	60 Secs
Extra workout	Skull Crushers	3	20	60 Secs
Extra workout	Front Raises	3	20	60 Secs

Cardio

45-60 Mins Brisk Walk

## **Sunday OFF**

### **Week 2: Rest time 90-120 seconds between sets**

This week we will be continuing with the workouts from last week. This week however, we will be adding **5 pounds** to EACH of the exercises from week 1. If you cannot complete the required reps and sets, you may have started off too high week 1.

### **Week 3: Rest time 90-120 seconds between sets**

This week we will be continuing with the workouts from last week. This week however, we will be adding **5 pounds** to EACH of the exercises from week 1. If you cannot complete the required reps and sets, you may have started off too high week 1.

### **Week 4: Rest time 90-120 seconds between sets**

This week we will be continuing with the workouts from last week. This week however, we will be adding **15 pounds** to EACH of the exercises from week 1. If you cannot complete the required reps and sets, you may have started off too high week 1.

### **Week 5: Rest time 90-120 seconds between sets**

This week we will be continuing with the workouts from last week. This week however, we will be adding **20 pounds** to EACH of the exercises from week 1. If you cannot complete the required reps and sets, you may have started off too high week 1.

### **Week 6: Rest time 90-120 seconds between sets**

This week we will be continuing with the workouts from last week. This week however, we will be adding **25 pounds** to EACH of the exercises from week 1. If you cannot complete the required reps and sets, you may have started off too high week 1.

### **Week 7: Rest time 90-120 seconds between sets**

This week we will be continuing with the workouts from last week. This week however, we will be adding **30 pounds** to EACH of the exercises from week 1. If you cannot complete the required reps and sets, you may have started off too high week 1.

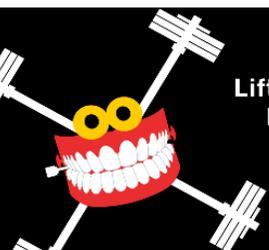
## Week 8 Deload Week

This week is going to be an active recovery. You can go to the gym but do not pick up a weight more than 50% of what you normally use. Things I like to do on a deload week would be to go for a jog, do some bodyweight exercises, and stretch. The key is to keep moving your body and keep the blood flowing. Do not do anything too taxing as we are just about to jump into phase 2 of this program.

## Phase 2: Strength Building

**Week 9: Keep Rest Times 3-5 Minutes Between the sets of the primary exercise (Squat, Bench, or Deadlift). The secondary exercise rest periods can be kept the same as the last phase.**

### Monday: Deadlift Day

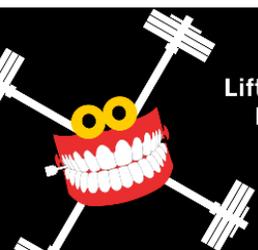


Lift Heavy  
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Live your Damn Life.

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**15 Weeks to Change Template**

Category	Exercise	Sets	Reps	Rest
Deadlift Workout	Deadlift (Barbell/Trap Bar)	5	5	4 Mins
Deadlift Workout	Stiff Legged Deadlift	3	10	120 Secs
Deadlift Workout	Lat Pulldown	3	20	120 Secs
Deadlift Workout	One Arm Dumbbell Row	3	20	120 Secs
Deadlift Workout	Lateral Dumbbell Raises	3	15	120 Secs
Deadlift Workout	Abs of your choice	5		

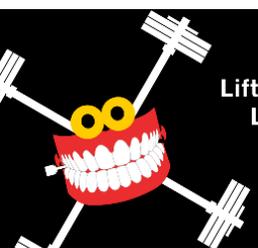
### Tuesday: OFF DAY

Wednesday: Squat Day

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Category	Exercise	Sets	Reps	Rest
Squat Workout	Back Squats	5	5	4 Mins
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Squat Workout	Leg Extensions	3	20	120 Secs
Squat Workout	Leg Curl	3	20	120 Secs
Squat Workout	Forward Lunges(Dumbbell)	3	15	120 Secs
Squat Workout	Abs of your Choice	5		

Thursday: OFF DAYFriday: Bench Day

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Category	Exercise	Sets	Reps	Rest
Bench Workout	Bench Press	5	5	4 Mins
Bench Workout	Incline Dumbbell Bench	3	10	120 Secs
Bench Workout	Dumbbell Fly	3	20	120 Secs
Bench Workout	Triceps Press down	3	20	120 Secs
Bench Workout	Face Pulls	3	15	120 Secs
Cardio	45-60 Mins Brisk Walk			

## **Saturday: Extra Workout**

Do to the increased intensity of your workouts during this phase of strength building, the extra workout is only going to be in place for those who feel like they can handle it. If you need extra time for your body to rest, take the weekend off and hit it again hard on Monday. I would suggest going for a 45-60-minute walk to keep your blood flowing and aid in recovery.

### **Week 10: Rest time 3-5 Minutes between sets of Primary Movement** **(Bench, Squat, or Deadlift)**

This week we will be continuing with the workouts from last week. This week however, we will be adding **5 pounds** to EACH of the exercises from week 9. If you cannot complete the required reps and sets, you may have started off too high week 9.

### **Week 11: Rest time 3-5 Minutes between sets of Primary Movement** **(Bench, Squat, or Deadlift)**

This week we will be continuing with the workouts from last week. This week however, we will be adding **10 pounds** to EACH of the exercises from week 9. If you cannot complete the required reps and sets, you may have started off too high week 9.

### **Week 12: Rest time 3-5 Minutes between sets of Primary Movement** **(Bench, Squat, or Deadlift)**

This week we will be continuing with the workouts from last week. This week however, we will be adding **15 pounds** to EACH of the exercises from week 9. If you cannot complete the required reps and sets, you may have started off too high week 9.

### **Week 13: Rest time 3-5 Minutes between sets of Primary Movement** **(Bench, Squat, or Deadlift)**

This week we will be continuing with the workouts from last week. This week however, we will be adding **20 pounds** to EACH of the exercises from week 9. If you cannot complete the required reps and sets, you may have started off too high week 9.

## **Week 14: Rest time 3-5 Minutes between sets of Primary Movement (Bench, Squat, or Deadlift)**

This week we will be continuing with the workouts from last week. This week however, we will be adding **25 pounds** to EACH of the exercises from week 9. If you cannot complete the required reps and sets, you may have started off too high week 9.

## **Week 15 Deload**

**Congrats!** You have completed The 15 Week to Change Program. Take this week to reflect on how far you have come and enjoy your progress and new found knowledge of weight training and of yourself! Do not rest too long, you have more progress to make! Put in your number weights and run this program again!

## **Conclusion:**

**This program is a simple, no-nonsense approach to not only getting stronger and in better shape, but also developing the habits and dedication necessary to change any aspect of your life. If you are willing to put the work in, stick to a program, and follow through with it until its completion, you will increase the knowledge you have about proper exercise as well as how you can change and adjust this program to suit your future needs or weaknesses. Training is all about finding what you are bad at and pounding away at it until your weakness is a strength. The constant and consistence of resistance over the course of several weeks forces your body to change and grow. I hope you have as much success with this program I as I have in my personal training life. After a stint with an injury, or life getting in the way of working out, I always come back to this routine to get me back into the swing of things. The program is simple and**

straightforward and if you commit yourself to getting better every single day, then this program will work for you too.

Thank you again for supporting me and if you have any questions or comments about the program or about training feel free to get in touch below.

[www.LiftLaugh.Live](http://www.LiftLaugh.Live)

Email: [Sam@LiftLaugh.Live](mailto:Sam@LiftLaugh.Live)

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