

Chapter 1

Kevin's Story: How It All Started

Mrs. O was an overweight, out-of-shape housewife in her 40s who was looking for a personal trainer when a friend of mine referred her to me at the Body Works Gym in Westmoorings, Trinidad, in 1991. The coach who was overseeing my apprenticeship approved her, and she became my first client, but I ended up learning more from her than she did from me. I was only 17 years old, but I had been immersed for five years in a self-directed study of exercise.

Through trial and error, I had developed a system of high-intensity, short-duration workouts that had transformed me from the proverbial 125-pound weakling into a 225-pound bodybuilder. What I hadn't done was to make a connection between my own results and my clients' potential. All the personal-training certification books I had studied dictated hour-long workouts with plenty of aerobics, and so, following all the rules I got Mrs. O started up on the treadmill for a brisk warm up..

As I stood beside her, clipboard and body-fat calipers at hand, my coach walked over from the other side of the gym and pulled me aside.

“What are you doing?” he demanded. Surprised, I told him I was going to do some cardio and weight training with Mrs. O and end our session with cool-down exercises. The coach knew I believed in what he called “that quick-workout stuff,” and told me I had no business putting a client through the kind of conventional training I had rejected.

Personal training is a craft that you master over years of practice, he said, and you can’t master something you don’t believe in. But my training regimen is geared toward bodybuilding, I told him; how could it be relevant to someone like Mrs. O who wanted to lose weight and tone up? He gave me a look, said that was something I would have to figure out, and walked away.



I was ready to train my first client by the book, but my coach said absolutely not- I had to train her the way I trained!

Chastened but exhilarated, I got Mrs. O off the treadmill and told her we were going to train a bit differently. I didn’t dare tell her we were going to do a 10-minute workout; she probably would have thought I was shortchanging her. Instead I said that today was her lucky day: She was going to train the same way I did. She was game, and we went at it, hitting the weights so hard that I doubt she had any idea how short the workout was.

We continued to meet three times a week. The sessions pushed her to her limits – I sometimes had to help her to her car afterward – but she was a trooper and gave it her all.



My clients were losing weight & very happy but initially I was as surprised as they were that it worked!

Mrs. O never questioned my methods, but I was terrified that she was not going to get the results she was looking for. By the second week, though, I could see a clear difference in her physique and energy level, and by the third month she had lost 30 pounds. Mrs. O thought I was a genius, but in truth, no one was more surprised by her success than I was. I couldn't quite wrap my head around it. Was it something about our shared heritage? Our genetics?

I continued to use my high-intensity method with clients in Trinidad until 1994, when I relocated to New York City. There, I spent the next 10 years putting what became the Naturally Intense 10-Minute Workout to the test.

Applying the scientific method, I documented my clients' training, diet, and results. By the end of the second year, one of them had dropped more than 100 pounds and several others had lost significant amounts of body fat and put on pounds of muscle. A long-distance cyclist reported that his sessions with me had increased his riding speed and endurance. Since then I have trained hundreds of clients – men and women from their 20s to their 70s, some in great shape and others taking their first steps on the road to fitness – and every one of them who has stuck with the Naturally Intense 10-Minute Workout has achieved impressive results.

Chapter 2

Why It Will Work For You!

When I started out over two decades ago, there wasn't that much scientific research about short-duration, high-intensity training the way there is today. All I had to go on was a slew of satisfied clients who couldn't stop talking about how amazing it was to train for only 30 minutes a week and yet reach their weight-loss goals and achieve that tight and toned look. Since then, however, a growing body of solid, peer-reviewed research has established short-duration, high-intensity workouts as a credible – even superior –

means of achieving high levels of fitness in far less time than conventional training methods.[1, 2, 3,12,13] Studies continue to demonstrate that as little as six minutes of high intensity training three times a week can have the same effect on endurance and overall fitness levels an hour of conventional training done 5 times per week.[13] It has also been established as being more effective at reducing visceral abdominal and subcutaneous fat tissue than any other form of exercise regardless of age, fitness level and gender. [4,5,6,7,8]

Studies have shown that those engaging in high intensity exercise exhibit lower body fat than those who do not, even when compared to individuals dieting and consuming far less calories per day.[4]

An attribute observed over the years in our clients as they are able to still consume a diet that is not severely calorically restricted and still lose weight.

Studies have also shown that there is an increase in metabolic rate after high intensity training that lasts far longer than any other forms of training, [4,9,10,11] which also may be a factor in the fat reduction observed among our clients over the years engaged in high intensity exercise. This form of training has also been shown to significantly increase lean muscle mass, which not only makes you look better with your clothes off but also increases resting metabolic rate, so you burn more fat over time while at rest.



My client, V.N. is a perfect example of the lowered body fat and increased muscle mass possible from just 3 high intensity workouts a week!

While most of our clients rave about the fantastic cosmetic results they get from this form of training, the health benefits should also not be understated. Brief, high-intensity workouts have been shown to reduce insulin sensitivity and the likelihood of diabetes, improve symptoms of depression and anxiety, increase bone density and the risk of osteoporosis, reduce visceral abdominal fat and the risk of metabolic syndrome, improve circulation, and cut the risk of cardiovascular disease. [14,15,16,17,18,19,20,21,22,23,24,25,26]

Chapter 3

Why You Will Stick With It!

More than half the 1,000 clients my Naturally Intense team and I have trained over the past 26 years reported that they had never before worked out regularly at a gym, and 80 percent told us they could not have achieved their fitness goals with a conventional program that required a significant time commitment. About one-third of them expressed an aversion to exercise before starting the Naturally Intense program and cited

its intense, but tolerably short nature as the reason they stuck with it. Studies find that lack of enjoyment and an aversion to exercise keep many people from working out regularly. [27,28,29,30,31] Researchers have also found what my years of working with clients backs up as well, namely that most people perceive shorter, more intense exercise sessions as more enjoyable than longer, less strenuous ones. [32]



High intensity workouts significantly increase your nutritional needs, prompting you to gravitate towards better eating habits without radically dropping your calories! A sustainable approach that has worked for hundreds of our clients!

Proper nutrition plays an important role in the success of any fitness program, and lack of willpower is a major reason people give for failing to stick with a weight-loss plan.[33] Our program overcomes that barrier by focusing first on changing participants' bodies rather than trying to change their minds.

The Naturally Intense 10-Minute Workout significantly increases a person's nutritional needs, and we have consistently found that as clients begin to feel fitter, they naturally begin to choose more healthful foods.

Over time, the positive association between eating better and feeling better leads them to establish healthful eating habits – habits born out of an innate desire to feel strong and healthy, not a conscious application of willpower.

The increased lean muscle mass also helps you lose weight and keep it off without having to resort to any drastic reductions in your caloric intake. Creating an organic and sustainable approach that works long term through lifestyle change.

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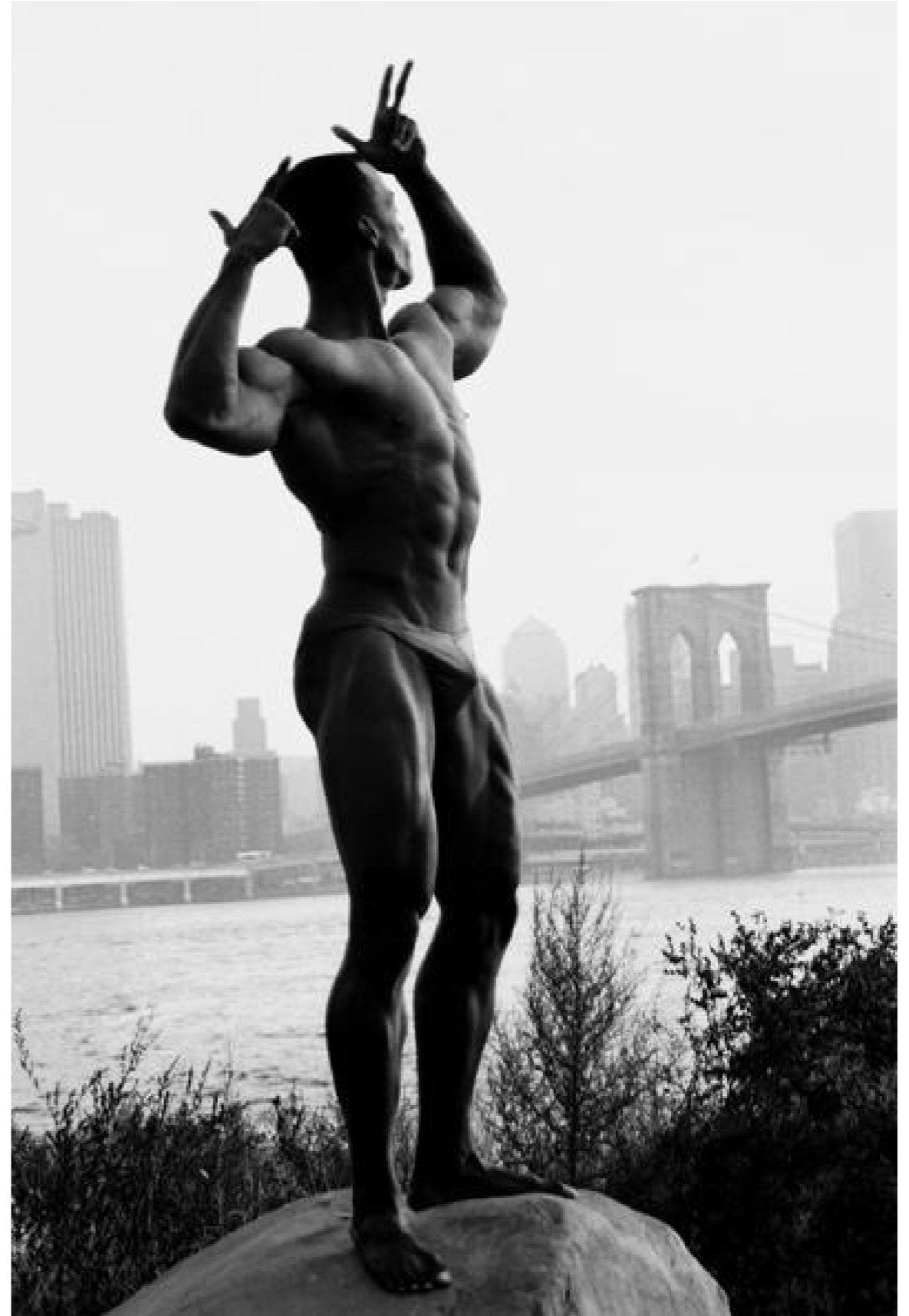
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Kevin's BIOGRAPHY



Featured everywhere from the Wall Street Journal to CBS Morning News, Kevin Richardson is an internationally recognized authority on high intensity training, a lifetime drug free natural bodybuilder and one of the most sought after personal trainers in New York City. His health and fitness blog has been read by millions and is considered a definitive source of unbiased and science based information.

Kevin is also the creator of Naturally Intense High Intensity Training. A system of high intensity 10 minute workouts done three times a week that is not only responsible for his own

success as a bodybuilding champion, but has helped the hundreds of clients he and his handpicked team of trainers have worked with over the past 26 years.

Five-time winner of the Best of Manhattan Awards for Personal Training, Kevin's clients range from ordinary people trying to lose weight and get into better shape to a wide array of celebrities, business executives, future brides and grooms, dancers, athletes, bikini, figure and physique competitors. Visit his official website at www.naturallyintense.net and you can reach him at krichardson@naturallyintense.net.

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Weight lifting does not make women masculine, nor does it endow them with big muscles. Unfortunately these stereotypes come from popular media depictions of women who use anabolic steroids and prevent many women from pursuing the type of training that will help them achieve their goals.

See my article: [Why Women Need to Lift Weights.](#)

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