

Intensercise:
*Tapping the Forgotten Secret to
Multiplying Your Workout Results*

I did the title and subtitle (*and* sub-subtitle) for this guide showcasing a unique approach to exercise—one which harnessed the power of *intensity* to compound the yield of one’s workouts. Authors Andy and Michelle Kilikauskas, pleased with the results of my titling efforts, asked me to write the back-cover copy as well.

The cover copy needed to flesh out the promise of the title, first by getting the attention of time-crunched boomers frustrated with the results of their exercise routines, and then by offering a detailed vision of the end result of following the book’s prescription.

Here’s what I came up with...

Imagine ONE workout yielding the results of two or three...

Over 40 and exercise regularly?

Has your fitness plateaued or declined, leaving you feeling weaker, flabbier and more tired?

Want to be able to tackle any adventure – trekking up to Machu Picchu, kayaking the Gulf of California, cycling the south of France, skiing the Canadian Rockies, scuba diving off the Yucatan coast, anytime, and do it with ease?

Want to turn everyday tasks – carrying coolers, moving furniture, hauling bags of mulch – into simple “barely-break-a-sweat” jobs?

Welcome to **Intensercise**. Imagine yourself, over 40, with the lean muscular body of a jaguar, the endurance of an antelope and the strength of a gorilla. “Yeah, dream on,” you’re thinking. “I’m too old, with too much to do, and it’s way too complicated.” Wrong. Yes, even **you** – a busy boomer – can achieve extraordinary fitness. In **Intensercise**, you’ll learn how to:

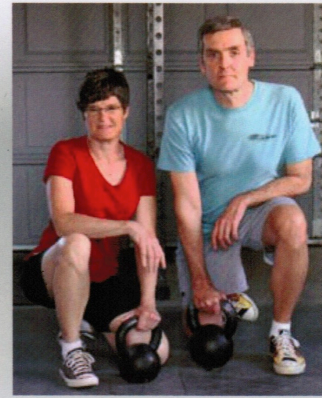
- Apply the “forgotten secret” of superior fitness, and exponentially increase your results
- Develop phenomenal muscular endurance (**the** key to changing your body composition), reduce fat and increase muscle size.
- Train your cardiovascular system for maximum endurance and health (i.e., be able to hike all day without tiring, and build a strong heart resistant to heart disease!)
- Build amazing strength that has tons of everyday applications (i.e., lifting, carrying, moving)
- Combine muscular endurance training, cardio conditioning and strength training, – practically and effectively!
- Maximize your limited time (as little as four hours a week) by applying the “80/20 Rule”: limiting exercises to those yielding the highest results!
- Keep your exercise program simple – stripped down to the critical basics and easy to get through

Blending time-tested training techniques and modern principles of exercise physiology, and designed for those over 40 serious about exercise, **Intensercise** is your guide to forging a powerful foundation of strength and conditioning you can call on for any sport, recreational activity or daily physical task.

Offering real-world application of the best classic and contemporary exercise modalities designed to develop all-round fitness, **Intensercise** is your key to improving overall health and maintaining an active and independent lifestyle throughout your life – especially if you’re in your 40’s and beyond!



www.Intensercise.com



Michelle Kilikauskas is a World Champion Masters Powerlifter, a Russian Kettlebell Challenge (RKC) Certified Kettlebell Instructor and a personal trainer. Andrew Kilikauskas, an over-50 lifelong avid recreational endurance athlete, has spent over 35 years in research and experimentation to identify the most effective strategies for athletes of average ability (like himself) to develop maximum strength and conditioning in minimal time.

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