



MUSCLE EXPERT PODCAST



EPISODE 59

BOBBY MAXIMUS

EP-59 : Bobby Maximus the Routines, Training and Habits.

Welcome to the Muscle Expert podcast with Ben Pakulski, one of the world's top professional bodybuilders – an expert on human performance and mindset mastery. Ben dives deep to deliver the strategy of top experts to upgrade your body, mind, muscle, strength, performance, biochemistry, and how to become the upgraded, modern man.

Join us on www.benpakulski.com to learn the cutting edge techniques to take control of your body, your brain, and create your greatest life!

BEN

Hey welcome back. Muscle Expert Podcast, I'm your host Ben Pakulski and you're about to listen to a podcast with Bobby Maximus, an ex UFC World Champion Jujitsu wrestler, who's not only an awesome fighter but is an awesome human being who is doing great things to impact our world and positively influence all of the people that come into his space.

So Bobby has written a book called, Maximus Body with Men's Health that gives you massive insight into the psychology of success, the psychology of a world-class UFC fighter and just how to program and achieve your gym time to maximize all of your outputs. So as a fighter obviously you're going to have many different types of stimulus, many different types of training.

Bobby is going to go deep on all of this stuff. In our podcast, we actually talk a lot about the psychology of success and he gives me actually one of the best strategies that I've ever heard on overcoming negative self-talk. And we're all guilty of that at some point, either you are able to transcend it and you become successful or it becomes your nemesis and holds you back from achieving the things that you want to achieve.

So if you want if you want to learn how to overcome your limiting self-talk, I highly suggest you listen to this episode and listen right to the end because Bobby gives you some pretty good insights right at the end. You know how that always works, is our conversations at the beginning are superficial then we really start to get into some deep stuff at the end. So enjoy!

I love how you're doing online, you're doing awesome stuff to inspire and teach and people love seeing your work ethic and your attitude. Are you writing books? Like, I see you doing like The Commandments, is that one and one thing that's kind of on your radar right now, writing a book?

BOBBY

Yeah, the big book I wrote, I wrote a book called Maximus Body for Men's Health, which has done really, really well. So that was my first book. And then the rest of the stuff I've been kind of keeping a future book in mind, but a lot of it to be honest with you has just been focused on getting a lot of really good online content up.

BEN

Good for you. So the things you do every day, not every day but often, like The Commandments, keep doing that because people are going to eat that shit up.

BOBBY

Thank you

BEN

Yeah, people love that like the way you'd write on the white board, chapter this, verse this, honestly people will attach to that. If you can come up with one of those every day, you'll build your following very fast.

BOBBY

Yeah, I've been saving them up. Like I've got a whole master list and I've actually got a book, 'Bobby Maximus' like I've decided to buy like a leather book and like write it in calligraphy and stuff. So at some point I will do something with it, but right now like I said it is just online tends to be such a good medium versus an old-fashioned book.

BEN

That makes sense like the book market right now is really having a broad swing because nobody will throw a book away. And if someone buys your book, for the rest of their life, you're their authority. So I really think a book for you, I mean I'd buy a book for me. If you put out a book on like your hardest workouts, how to become a better athlete; because you're all-rounded, because you've got good stuff. Like I'm always looking, in fitness industry we lack people who are good people, who are really working hard and putting out great motivational principles. As much as you think there's a lot of them, there's not a lot of good ones.

BOBBY

Yeah, and that's true. That's what The Maximus Body is about. I mean it's got a hundred workouts in it, it's got a full training program and then it's got a bunch of mental stuff in it too because the sport psychology is probably the biggest thing I focus on and the biggest thing I do.

BEN

Amazing. So who are you working with now? Like are you just spending all your time focusing on your jujitsu?

BOBBY

Yeah, I focus a lot of my time on my jits. I work with a couple of guys here named Sien and Carlos who are both world champions, so I really like look up to fighting them. And then in terms of training, I train myself in terms of like the actual physical in the gym side of things. And that's one thing I would love to be closer to you. I'd love to live closer to a guy like Branch Warren who is a friend, he's become a friend. I'd love to live closer to Joe DeFranco but I find like a lot of exercise scattered all over the place.

I do a lot of research online, notice what other people are doing, try things. I formed a really good relationship with Westside Barbell which has been good for me. My garage now has more Westside equipment in it than I know what to do with.

BEN

I saw that. That's good, man.

BOBBY

So it's pretty cool.

BEN

Good for you. What's your objective as far as training right now? What does it look like day-to-day?

BOBBY

Day-to-day, I'm putting probably 4 to 5 hours in the day split between weights and jujitsu stuff. It's not the optimal program for what I'll call true fight training, a lot of people don't understand that when you're a sport specific athlete, the sport's got to come first.

BEN

Of course...

BOBBY

Like I can't remember when I spent a lot of time in the weight room, but to be truthful with you if I was only focused on jujitsu, I'd probably only do two sessions a week in the weight room and in the rest jujitsu. But another big part of my job is the online, generating content, looking good, being able to deadlift, being able to bench-press, being able to run, being well-rounded at a bunch of different things.

And because I cross different markets, like I'm relatable with cross-fit athletes but also the bodybuilding athlete. I've got to be good at a bunch of different things. And so I spend a lot more time in the gym, I'd probably like to right now, but part of that is just part of the job.

BEN

So walk me down like your journey here. You just came out of the UFC and decided you're going to take up more jujitsu, what does your training do? I'd be curious from someone who is not a jujitsu expert, what did you have to start doing to really ramp up your jujitsu, like specifics?

BOBBY

So specifically, I think the first thing that people don't understand is how technical a sport jujitsu is or how technical sport ultimate fighting is, they look at them as the same. You can take the most fit guy in the world (whatever your definition of fitness is), you take a guy like Matt Fraser, Rich Fronie who arguably is the fittest guy from GPP perspective. Or you take a world class strong man like Eddie Hull or you take one of the best bodybuilders in the world, they're not going to win a fight. A fight's a fight. On the other hand, you look at a guy like Roy Nelson who's in Belatore, who's one of the best heavy weight fighters out there, but he doesn't have a good physique and he's not that fit from a cardio-vascular standpoint or a weightlifting standpoint. Where he wins is on his technique. And so technique's related to a couple of things: the first thing I'd say for me is weight. I actually like to walk around 260. I'm bigger, I feel better about myself, I'm really strong, but from a jujitsu standpoint, it slows me down. It ends up being a negative. I actually find that my body works best at around 235. And so, I started altering my training in the gym a little bit away from hypertrophy-type work, a little bit away from like the raw strength type work and doing more cardio-vascular type work and more what I'll call a blanket term for strength endurance in the body weight realm: so push-ups, pull-ups, dips, body weight squats, body weight lunges, burpees, burpee pull-ups – circuits of that nature which help really, I mean they promote lightness in the body. They promote you carrying a little body weight. And so that's where most of my work now has focused to facilitate the jujitsu.

And then in jujitsu, I let the sport take care of itself to a degree. Like, I work on my technique there, but I also do sparring and fighting. So I do a lot of cardio-vascular work there.

BEN

Give me some ideas of what jujitsu training would look like. When you say technique – for someone who does not know anything about jujitsu, which I'm going to guess all of my listeners are probably that way – what does that mean? Like walk me down a typical day if you don't mind.

BOBBY

Like I can't remember when I spent a lot of time in the weight room, but to be truthful with you if I was only focused on jujitsu, I'd probably only do two sessions a week in the weight room and in the rest jujitsu. But another big part of my job is the online, generating content, looking good, being able to deadlift, being able to bench-press, being able to run, being well-rounded at a bunch of different things.

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BOBBY

So classes are an hour and a half to two hours depending on kind of what we're learning, how we're feeling, what we're doing. It's kind of fluid.

BEN

So you're in class, you're not doing one-on-one stuff?

BOBBY

No, I'm in a class. It's one of those things where I could probably do one-on-one with the instructor but there are so many different body types in this sport. It helps to experience them all because I'm not just going to get the same body type when I go to a competition. Some guys are really tall and skinny, some guys are really short and big. Like at the world championships, there was a guy in my category who was 6'6 and 250 pounds, there was another guy that was 5'9 and 300 pounds. So it just changes how you play the sport.

So the first 45 minutes to an hour is technical work like practicing moves, practicing different things and then the last half of the class would be 5 to 6 minutes barred sessions. So you and I would go for five minutes, we rest a minute, I go and get somebody else for five minutes, we rest a minute, and then you kind of run through the class like that.

BEN

Okay so technique stuff, is it mostly like throws and clutching? Give me an idea.

BOBBY

So the wrestling part of it that's more throws and clinching. We focus on mostly the ground stuff, so fighting from your back; or being on top position, in a dominant position. And so every day there's a different move the instructor will teach us that we'll go through. I'm a big proponent of there's sometimes a really beginner move but working on your basics is probably the best thing you can do even for an expert. And so there's not one class I've ever taken that doesn't help.

Even if it's something I'm not good at or I don't like, it helps me work on my weaknesses which I believe is a huge part of any athlete. I mean, if I was to give anyone any advice ever, it would be: make a list of your strengths, make a list of your weaknesses, don't work on your strengths for three months and then for three months just focus on your weaknesses and you'd be shocked how many gains you would make.

With that, I always learn something valuable, something I can use. And even if it's not a move I'm going to use on my part of offense, it helps me learn the defense for it as well. It's really interesting, it's good for my brain and I always feel to, I don't know how you feel about this but I always feel it's easier to train with a goal. Like if you know you've got the Olympia coming up, then it's easier to train than versus just training for training's sake.

BEN

You don't know what I'm going through right now, but I've been retired for 12 months so I'm trying to lose 100 pounds of muscle which I know sounds blasphemous. But I have no goal. Other than not being fat, like you don't really have goals, I'm training maybe 3 or 4 times a week, I'm doing yoga 4 or 5 times a week but it's really hard to train and not crush it, and not have a very specific goal. It's like, what am I doing? So I totally get what you're saying. A goal is absolutely necessary.

BOBBY

Well, and the guys that have the hardest time with that are guys that have competed at a high level. You know, if you've never competed I think it's easier but if you've competed at a high level, it's really hard, you thrive on the pressure. And so without that pressure point of something coming up, it's difficult to train effectively. The one thing I'm blessed with in my job or lucky with in my job, is because I want to be a fitness professional, because I teach seminars and do things, there's always a constant pressure there of me trying to prove myself.

So if you're one of the best cross fit athletes in the world and you come to train with me, I've got to be able to do what you can do. Maybe not as good, but I've got to be able to represent myself. So I've always got that in the back of my mind which is good, but it would be nice to have a bit more of specific goal in the gym.

BEN

I totally get you. You just said you won the world championships, correct?

BOBBY

Yep

BEN

Who's teaching you? And how are they, you're obviously the best in the world, in your weight class or whatever it is. So when you speak about instructors, what have they done prior to you? I mean who are these guys?

BOBBY

So Carlos Santos is a three-time world champion in jujitsu and at heavyweight. So that is perfect for me because heavyweight fighting is a lot different than lightweight fighting. He's worked with me a lot and I'm really grateful to have him. It's kind of one of those funny things, I don't know why the guy lives in Salt Lake City, Utah. It's kind of I just really worked out and he happens to be ten minutes away from my house.

And then there's another guy named Sien Chiro, such an amazing jujitsu guy. He's also a multiple time world champion and he weighs about 150 pounds. So I'm really lucky to have both guys at opposite ends of the spectrum. Sien still competes a lot too, which is great. So he leads by example. And so I'm lucky to have two of the best jujitsu guys on the planet right around the corner from my house. And if they aren't there, honestly I'm probably not competing.

BEN

Good for you. When was the world championships?

BOBBY

It was in August.

BEN

And so you're just a world champion. I wanted you to walk through some of the kind of adversities you face there. What are some of the things that happened that you didn't expect or some of the biggest challenges you faced in walking all the way through to winning that championship?

BOBBY

You know, funny enough, it's actually outside the gym stuff that's been the biggest challenge. The gym stuff has always been easy to me. I'm a person that believes hard work can overcome anything and I've never had a problem showing up and working my ass off for a few hours. That's the easy part. The hard part is trying to balance your life outside the gym. And I'll tell you one of the best periods of my life, I was 24 years old, I was living in London, Ontario, and I was fighting. And I was bouncing at a club downtown called... I got paid cash under the table. And so really what I did is, I bounced Thursday, Friday, Saturday night...

BEN

We'll delete about the name of the place you were working.

BOBBY

Fair enough. But I got paid cash under the table, and it was a really good time of my life because all I had to do was focus on training. I was training with one of the best kickboxing teams in the world at that point, and my day was just to train. And the job was frankly easy, I'd eat food and hang out, listen to music. It wasn't that bad at all. And I had no life responsibilities. I made enough to cover my rent and like my modest living means, and all I did was focus on the sport.

Now I've written a book, I've got an online website, I've got to worry about my Instagram, I travel for seminars all over the world, I'm trying to do podcasts. And on top of this, I've got an eight-year-old, a one-year-old and a wife. And so the balance of like the stuff outside the gym, it's a different animal dealing with that. And so that's the biggest challenge I had, was just trying to find enough time to train and to do everything I've got to do and to be able to focus.

BEN

Dude, it's funny that we're living these parallel existence, because you know when you were 24 years old, I'm sure at the time you're probably stressed you weren't making more money, like, "I wish I was doing this, I wish I had an opportunity to fight in the UFC or I wish I had an opportunity to do some other things," and you don't stop to appreciate the benefit of the simple life. And I was in the same place. I was making a little bit of money, training twice a day, not really having to work very much, I'd work 2 to 3 hours a day training clients. And you almost take it for granted because you're seeing where you could be going. And then you finally get there and you're like, "Life was so much easier, so much better than I got three kids now, I got a wife, I got a business, I got a gym, I've got online – all these things." And you're like, if we could only go back to what it was like 5 or 7 years ago, life was so easy. All I did, all I had to think about was training. And so for the listeners out there, that's a huge lesson. Don't think the grass is greener once you get there because you need to stop and smell the roses.

BOBBY

And you know what? Honestly the thing that I learned from that is life stress is the number one thing that will derail an athlete. Or even if you look – I use the term athlete very broadly – the type of person that works a corporate job 60 hours a week, that's their biggest obstacle to getting fit. It's not to work in the gym, it's the stuff outside. And so, you're right, that was one of the best times in my life and one of the easiest times to get good. Because I had zero life stress and zero worry. The biggest concern of my day was my training.

BEN

Yeah, your biggest stress was like what girl do you got on the go this weekend kind of thing, right?

BOBBY

Yeah. Exactly. I mean that was it. And I'd even stayed away from dating girls at the time because I just wanted to focus on my sport. And so I was just one track minded. It was great.

BEN

Absolutely. And this podcast is brought to you by ATP Labs. In honor of Bobby Maximus' podcast, I want to give you guys an opportunity to get one of ATP Lab's premier products. It's called IGF. And the reason it's called IGF is there's been some research that suggested optimizing your brain function can actually help increase IGF secretion while you're training. So this product is a really great pre-workout focus product.

It's not going to be a tremendously stimulating product, but it's going to really help with focus. So this is the type of product I like to take maybe later in the day when I'm training and I know that I'm going to be able to sleep a little later, or I'll combine it with a cup of coffee or something like that before I do my workout because it's loaded with my favorite ingredient which is Alpha GPC.

I hope you guys enjoy it. You can use code BPAK on www.atplab.com or www.atplabs.com, both of those work. So enjoy the podcast with Bobby Maximus.

So how did you make the shift from living in London, Ontario, doing kickboxing to ultimately transcending the ranks to the UFC? Because that's a huge thing. Like we're just going to brush in over that like I went to the UFC, but there's millions of people out there who would love to do that and you have this opportunity. So talk about that because you know, little Canadian boy, it's not very many little Canadian boys that make it as far as you did.

BOBBY

You know I appreciate you saying that. And here's the thing, I've got this whole platform I speak on where everything I've done has been built off my own back. Where everything I've done has been constructed from the ground up and in hard work. But the real truth is that there are a lot of people that have helped me along the way. And I was able to meet a guy named Sean Tompkins in London, and Sean died in 2012 which is really tragic. But there was a group of us, myself, Mark Harmonic, Sammy Stau, Chris Hordeky, Nick Rondenelly and we all made it really far in fighting. Nick was a Luitai world champion, Chris fought in all kinds of organizations, Mark and Sammy had stellar careers in the UFC and I was just really in the right place at the right time. And I met these guys and we clicked, we trained together every day, we formed a deep friendship and a bond, and good things really just started to happen.

One of the biggest things that I believe in is you become who you hang around. Or you're the average of the five people you spend the most time with. I want to call out somebody here in a positive way, His name is Mark Harmonic. Mark had a great career in the UFC but Mark's the one who really showed me what hard work is. If there was one person in my life you would ask me, who is the hardest working person you've ever met in your life, it's Mark. That guy had no off switch. And so being around that type of person just made me better. And so I was able to make the UFC because of the environment that I was in, and yes, I had to work hard myself. It wasn't as simple as hanging out with these guys when I got good. But being around those guys it was a really good experience and then further to that, when I moved to Toronto, there was a gentleman named Shaw Franco who's another one of those figures in my life who is kind of a father figure to me. Shaw really helped to take my fighting into the next level. So I've just been so lucky in my life to be surrounded by some of the best people in the world, I wouldn't be here without them.

BEN

Absolutely, I agree with you. I had people in my life like that who at the time you don't appreciate and you look back and you're like, "If it wasn't for that little bit of them that I take with me everywhere I go, I wouldn't be half the man I am." Such a beautiful thing to look back on and see the graces of God that got into your life and blessed you with this opportunity, obviously you worked your ass off but you're also the type of person who would work their ass off and you got this amazing opportunity put in front of you. So it's a pretty awesome thing.

BOBBY

Yeah, thank you.

BEN

Good for you. It's always great to see good Canadian boys making it far. So talking about your training now and how that led into creating a book with men's health. I think that's awesome first of all because I'm sure there's a huge need for people to understand how to balance. Writing, sharing which a lot of you guys are doing with fitness. So talk about one, how that opportunity came to be and really what you're delivering in that book.

BOBBY

You know the book's actually interesting. I think it's different than any other fitness book in the market because it's not really a book about fitness. There's a lot more life psychology in there than people would anticipate.

BEN

So you wrote it yourself or you wrote it in combination with men's fitness?

BOBBY

I wrote it with a good friend of mine named Michael Easter. He's been a writer for men's health for years and we wrote it together. He was a co-author, it's my content but he helped me form the words. But actually it was such a great partnership because I've got an English degree in university, so the way I write, I write an essay format. It's not accessible to most people. It's just not something you'd enjoy necessarily reading.

Michael is an expert at writing articles for men's health. And so distilling it in an easy to digest format. And so it was a really good partnership. Now how the book started was, I started writing articles for men's health online. And a lot of my articles were of the tone, it's going to take you 6 months, it's going to be really hard, there's no such thing as a free lunch, there's no pill that can help you and they really didn't do that well at the start. Because it was different than what people promote, right?

Like we live in an error of formid abs and ten minute shoulders and, you know from your experience bodybuilders are some of the hardest working people I've ever met. You're not just going to get fit on four minutes a day. It doesn't work like that. I mean how many hours have you spent in the gym? It's countless. So my articles weren't doing well and then they started to do well. And people started to really adopt this 'we want real information' attitude. The head of Rhodeal Press came to me, that owns Men's Health and said, "We want you to write the book that tells people the truth." And I said, "Okay. What are my parameters?" and they said, "No parameters, write what you want to write."

And so I wrote a book that's part psychology, part nutrition, part recovery and part training. And the first actually 70 pages of the book are all that life psychology stuff. And I really believe one of my biggest platforms, just hitting the gym can make people's lives better. It can make them better fathers, better mothers, better at their jobs and I've seen it. The confidence people get from losing 20 pounds, the confidence people get from looking better and it's confidence across the board. Like their marriage improves but they also have the courage to go in to their boss and ask of a raise they deserve. And they also start performing better at work. And a bit about my background that I suppose everyone would be interested in but your listeners especially, I was bullied really heavily until I was 15 years old, I had marker drawn on my face on the box, I was a guy that when I first went into the weight room, I couldn't bench press a 45 pound bar!

BEN

Same with me man!

BOBBY

I was the epitome of the 99 pound weakling. And when I was in grade 9 I got beat up by some hockey police and they broke my collar bone. And you know being from northern Ontario, you played hockey and you were popular or you didn't play hockey and you got picked on.

BEN

What city are you from?

BOBBY

Capriol, Ontario. It's a super-small city up north. So on the bus ride, I used to get marker drawn on my face on the daily basis and I used to wash it off before my mum would see it because she'd tell the other parents and then I get beat up worse. And so I decided I didn't want to get beat up anymore, when these hockey bullies beat me up and they broke my collar bone. And I ended up joining the wrestling team. And my first year I lost every single match. My second year I only won one match but I kept trying.

And then I was lucky enough that our high school had a weight room. And there was a couple of teachers there that helped me. One was a Mr. Fox, the other was named Mr. Vincent. A couple of the older kids helped me as well. And I started getting bigger and stronger. And with that came a certain amount of confidence. By the end of high school, I was one of the best wrestlers my school had ever had. In fact, being truthful, I was the best wrestler my region had ever produced.

And that kind of propelled me on this career to university and I was a Stellar University wrestler and then that kind of propelled me to kickboxing and then UFC. And so it set the table for the rest of my career. Now, one of the things that I tell people about is I've never been able to fully get over those first 15 years.

And I'll tell you a story, my first UFC fight I was in the Mandlibe and I was backstage and I deserved to be there. I was a three time Canadian jujitsu champion, I was second in the world for kickboxing, I almost made the Olympics for wrestling but I was filled with a lot of self-doubt. I had a lot of negative self-voices, "I don't deserve to be here, I'm a small town kid from Canada, I'm going to get beat up, people aren't going to respect me."

And I had all of these thoughts in my head and I ended up doing terrible in that fight. I ended up losing badly. And it was at that point I decided training was a lot more than physical because it wasn't a physical issue, it wasn't a skill issue. The problem was my brain, space between my ears! And so I sought out a sport's psychologist and I was actually recommended to him by a couple friends of mine; George Saintpeer, Paul Murphy and Rich Franklin said to go see him.

And I started working with him and we started doing a lot of positive self-talk exercises and a lot of rewiring of my brain. After doing that for three months, my next fight I actually beat a guy who was 42 width 4. I was never supposed to win that fight, he was superior in every way. But before that fight, I was a confident person.

BEN

Can you talk to me about that because you and I live in the same boat and believe it or not, a lot of pro-athletes are doing the same thing that we are. Just don't believe that you have to be there. Flex Wheeler or the greatest best bodybuilder of all the time arguably, said the exact thing in my podcast. He said that even when he was winning the honorary classics, he was like, "What? Really me? I shouldn't be here."

Talk about what you did to overcome that because I believe that the reason people don't succeed in life is their self-limited beliefs, their negative self-talk. So what were some of the things that this, if you wouldn't mind mentioning his name, if you want to mention his name and then talking about what you guys did. Because that is such a powerful thing.

BOBBY

So I'll tell you the two things that changed my life and those things I actually recommend in my book. The first thing was every morning I would wake up and write down 5 reasons I was going to be successful. And so a lot of people don't realize the power of putting something into writing. And this works in inverse as well.

If you were to sit down and write: I suck at bodybuilding, you probably wouldn't be able to write it down. Because there's something about it that makes it real. You can tell yourself that in your head, but to write it down you can't do it. On the other hand, you write something positive down, it becomes real and it becomes true.

BEN

Can you give me example of what that is? So if it reads that I'm going to be successful, what would it be?

BOBBY

So for me, one of the reasons would be I'm ranked second in the world for kickboxing. I put in 6 hours a day of training. I work harder than anyone else I know. They've got to be truthful things. I've got two of the best coaches in the world. I have the best training partners in the world. Reasons why you are going to be successful, why you are going to win the fight, why the cute girl you like is going to say yes to you asking her out, why you're going to win the bodybuilding competition, I mean really anything, why you're going to be a good parent.

BEN

Now should it be about internal characteristics of you or is it like because my coach is great or because I train at a great gym or like...

BOBBY

It can be both. It just has to be something that accurately reflects why you're going to be successful. So five of them every single morning. And the more thought you put into this, the better you're going to do. And over time, you remind yourself of your good points or about the good attributes that you possess within you.

Now the other thing I would do that's similar is, the guy I've worked with is named Brian Cain, last name spelled C-A-I-N if you ever want to look him up. And he was a person that had me do this green light thought kind of experiment I guess if you will. And what he told me was that in everyone's brain we have red light thoughts and green light thoughts.

Red light thoughts are those thoughts that I thought in the mandible; I'm not good enough to be here, I'm going to get beat up, I don't belong here, I'm from a small town etcetera. And a lot of thoughts that you mentioned Flex Wheeler had. The green light thoughts are the successful thoughts or those good reasons why you're going to do well. The things like; I'm second in the world for kickboxing, I'm a jujitsu champion, I'm pretty good at wrestling, those are my green light thoughts.

And every pressure situation in life, your brain enters a negotiation with itself and it's flooded with red and green lights. The goal for you as an athlete is to make the green light thoughts overwhelm the red light thoughts. You want to win that mental negotiation. So what I did is I went to office depot and got a roll of green dots and stuck them everywhere; on my fridge, on my steering wheel, on my phone, on my computer, on my TV and every time I saw a green light or a green dot, I had to consciously think something positive about myself.

And you start to rewire yourself from a state of constant negative self-talk to constant positive self-talk. It's incredible the effect that had on my career. The interesting thing Ben, that second fight where I was practicing that stuff, I won submission of the night in the UFC, I beat a guy who I never should have beat, had one of my best performances ever and I believed I was cured so I stopped doing it.

My next fight three months later, the same negative stuff happened and I lost that. That was a lesson for me where this was going to be a lifetime thing. This is something that I'm always going to have, I'm just going to have to manage. And so a lot of the book is viewing your self-imposed limitations, setting goals, believing in yourself, positive affirmation type stuff because I believe that's the greatest thing that holds people back.

I think we all have negative self-talk and we all have insecurities and we're scared to talk about it, and if you can address those and deal with them on a day to day basis, that would have a greater training effect than any exercise you could ever come up with.

BEN

I have a very high level coaching program that I do and our success rate is good. Everybody has a success but like from my standards, I want everyone to have a world class result, physical and mental. Some people have such deep underlying negative beliefs about who they are that it almost seems like an impossibility. Nothing you do to their training, nothing you do to their nutrition will override that.

That's why I'm always looking for this system like you said, you learned from Brian Cain. What can we do these people that says, "Hey, you're not fat, you're not lazy." You're whatever the opposite is, right? You're a successful person. These things are so deep grained in some people that I get on the phone with them every week and I'm like, "Let's walk through this, what happened this week?" and they go, "You know..." by the end of the day they call you like, "Okay, I'm excited to do it again." But that won't last a day and then two days later they're like you said.

Must you give them a system that has them every day looking at these green dots on the fridge and on the steering wheel, they're going to go within 24 to 48 hours without getting right back to the negative self-talk. So that's a pretty powerful thing.

BOBBY

Yeah, and here's the key that I learned, you have to work on it every day. Like if you were raised in a certain way and for 15 years in your life you had negative beliefs about yourself, you can't turn that off ever. You have to work on it. And it's not going to be a class with you that's going to fix it, it's not going to be a class with me, what they call it in the world of psychology because I also have a psychology degree, is self-work. And self-work is the hardest type of work to do. But you've got to do it every single day.

And people think they're going to read a self-help book and all of a sudden be better, no, not at all. It's why people can't help themselves. You've got to do it every single day and I believe that. And so even now, I actually make green dots and I sell them. And they've got my logo on them and I give them out at seminars and stuff but like these things are all over my house. My son uses them! He's 8 years old and they're in his room. And when he looks at it, he thinks good things about himself because it's hard to be an eight year old in school. You get picked on, people call you names, you wear the wrong shirt to school, bad things happen and so he's using this as a way to overcome his stuff. So it's a very powerful tool for somebody of every age, and the two things that I want to address here are: one is immune to this stuff. The best athletes in the world deal with this on a day-to-day basis. In fact they deal with it more because if you're LeBron James playing basketball, you're either ripped to shreds every day on the ESPN or praised every day on ESPN and it's a really hard world to live in. And the more pressure you have, the better you are at something, the louder these negative voices become. Like it's with success my son is joking around right now because I've encountered a lot of what we call haters on the internet because the more successful you get, people take shots at you. And as much as I want to say that it doesn't affect and it doesn't hurt me, I'm honest to say that it does sometimes and I try to not let it affect me. The first understanding is that every single person no matter how successful, there're deals with this type of stuff.

The second thing like I said is, it's a life-long journey. You've got to do this every single day.

BEN

It's like working out. You can't expect to work out once and then you're going to be fit for the rest of your life. You just like got to keep going every day. You got to earn that right to live that life that you want. And speaking about the haters online, obviously I'm in the same boat being a professional bodybuilder, I get a lot of that too, I think eventually I've learned to not take it personally. And the way I do it is just try to put yourself in a position of where they are in their life.

Like the type of person who's going to make a negative comment on your stuff, you wouldn't make a negative comment on somebody's stuff, so where are they in their life? And then you realize like, I'm at the point now where I'd rather give these guys a hug than like take it personally. Like, "I feel really bad for you, I can see where you are in your life, it's a really shitty place to be and if I can ever help you, let me know and if I'd ever meet you in person I'd shake your hand and give you a big hug. Have an awesome day."

That's usually my response because I'm not going to take my time to put a negative comment on somebody's anything. So realistically like just kind of think of the type of person or where they are in their life and it will probably make you feel a lot better about the fact that it's okay.

BOBBY

Yeah, I've learned a couple of things, one of the things that I've learned from my success is that number one, anyone who's negative to you, it's a reflection on them not you. That's the first thing. The second thing is, until you have haters, you don't truly have success. I mean the more successful you are, the more people are going to hate on you. And if no one is hating on you, you just aren't successful enough.

And despite the fact that I believe that, it still affects me toosomedays. Like there's some things I'd like to say, it doesn't affect me and it doesn't but there're other days it pisses me off. What I've learned to do at that anger is turn it into a motivation as opposed to dwell on it or be negative about it. It's almost like a chip on my shoulder, Rustle Westbrook, Kobe Bryant, Michael Jordan type of attitude of, I'm going to show you!

And like I said, it does affect you. And it's hard when your son reads it or your wife reads it. It's actually funny, my wife gets so angry about it. And it's funny because she just loves me to pieces and she's super defensive of me. Me, a lot of stuff I can brush off, she wants to get on a plane and go fight people. And I love it, it makes me laugh.

BEN

My wife is the same. That's awesome. So during your journey, what was may be the hardest thing for you to overcome? Obviously you had these issues with the negative self-talk but like I said a few minutes ago, getting in the UFC is no small feat. You had these great influencers, you talked about the hardest thing being outside the gym. What was the hardest thing in the gym, if there was one? Did the path just kind of reveal itself to you and you were just like, "I just have to work hard and I'm going to get there."?

Like I said, there's millions of kids out there who want to make the UFC, and I want them to have a path. I want them to have an idea of what it might look like, what your mindset looked like and what your day-to-day path looked like to really get you to the top of the world. Because that's something that's overlooked a lot of the times. It's like if I want to be Rob Macdonald then I want to be in the UFC, what's the plan? How the hell do I get there?

BOBBY

You know the easy answer to that is lose the ego in the gym. And I say that and it's not that I was cocky, it's not that I was arrogant, it's that I think I was too proud to work on my weaknesses. There was a time in my life where I just focused on the stuff that I was really good at. And I learnt the hard way that I would never be successful doing that.

The reason why something is a weakness it's because you don't like it. Like if you're the guy that loves to bench-press, you're going to bench-press every day and you're going to be good at it. If you hate squatting, well you're not going to squat then you'll look like the guy that skipped leg day. It's the same thing with fighting. If I've got poor stand-up or poor striking skills, I've got to learn how to strike even if I hate it.

And so what I learned to do is immerse myself in working on my weaknesses and let me tell you, there is a lot of frustration, a lot of practices where I just want to quit, it became unenjoyable to a degree because I wasn't working on the things that I really love but working on my weaknesses made me better. And so in the gym, I've always made an attempt, every single time I entered the gym. Whether that be the fighting gym or the weight room. Was to work on something that I was not good at. That's the biggest advice I would give anybody from a physical standpoint. So then I didn't have any weaknesses anymore.

BEN

So a lot of people identify as being very lazy. Obviously working on your weaknesses is one way of it. What do you suggest to people who have a hard time working hard? Like what do you recommend for people who would have to overcome laziness?

BOBBY

You don't evaluate how bad you want something. In reality, life comes down to how bad you want it. And if you want something bad enough, you'll figure out a way. And so with laziness it's really hard because I look at people that are lazy not as lazy but they just don't want whatever they say they want enough.

On an extreme example, if you have kids, if it was to save your kid's life, you'd figure out a way to make it happen. Because that's what real love is. Like you would just do it. If your kid's life depended on you making time every day to train, you would do it easily. But people don't because there's not enough of a consequence or not enough of a reward. So you just have to want it bad enough, and I wish I could teach people how to want something but I can't. That comes from within.

BEN

What's your favorite way to get uncomfortable? Like how do you practice discipline with yourself?

BOBBY

I want to be the worst person in the room because that's how I'm going to improve. Today, there's a lot of negatives to social media, there's a lot of negatives to the internet but there's also a lot of positives. And the positives are I can connect with great people all over the world and learn. And so one of the things I did is, I visited Westside Barbell on August and those guys are some of the strongest guys on the planet.

I'm not a weakling. Like I can deadlift 600 pounds of no belt, no straps. I'm pretty strong but I'm not deadlifting 900 pounds and 1000 pounds. And so when I worked with those guys, I was put my place a little to make me get better and forces me to work on my weaknesses. I developed a friendship with three guys; John Bartolo, Tony Cinnamon and Branch Warren, were a crew of like really good guys.

I asked them training questions and I follow them on Instagram. John and I talk on a regular basis and I learn things from them and inspired from them. Tommy Hackerbrook is a guy who lives in Salt Lake City who is one of the best cross fit competitors of all time, and I train with him. And working with an athlete like that puts me in my place. I work with a couple of NFL and NBA guys and I'm a guy trying to keep up with NFL speed, I can't but it forces me to get better.

BEN

Good for you man. So each of those obviously is going to make you extremely uncomfortable. Day-to-day though, I'm a believer in do something that makes you uncomfortable everyday not obviously being around somebody but from a physical perspective, is there some part of your training that you really enter the hurt box, to use one of my friend's terms, like what do you really suffer?

BOBBY

In terms of the gym, I try to do something every session that is mentally difficult for me. That's psychologically difficult. Something that's not just physically easy. And usually that's something I'm not good at in terms of working the weaknesses but the one suggestion I give people is your finisher. And so when I've designed a training session; you got your warm up, then you've got some structural work to balance yourself out, then you've got your actual workout which is whatever the goal of the day is.

Maybe it's chest day or back day or it's deadlift day or squat day but you're working on the thing. And then there's that little bit at the end I call it the dessert or the finisher, where you can have some fun. That's the time where I really try to crush myself or work on those weaknesses. And sometimes it's something that I've come up with from my own twisted brain, sometimes it's something I've seen on the internet that somebody else does that I would start practicing to make myself real uncomfortable. Like my favorite on lately is I'll tell you it's from Westside Barbell. You lie down on the bench with 30 pound dumbbells and you set a clock for 5 minutes. And for 5 minutes, your left hand stays in the low position with the dumbbell but in the ins of your chest. And for two and a half minutes you bench-press on the other side. If you have to rest, you rest at the top. At two and a half minutes, you switch positions and repeat. So it's a five minute thing.

And it's one of the hardest things I've ever done because it's a way to crush somebody with puny little 30 pound dumbbells. So there's not only a physical tact there, there's a psychological tact as well. So I do things like that to really crush myself. And I also learn from people. Another guy I really respect is C. T Fletcher. He's always doing kinds of crazy stuff on his Instagram and on his website. And sometimes I'll try some of the things that those guys do and if it's not something you're used to it's pretty fucking bad, let me tell you that. So that's kind of the stuff that I would do.

BEN

Good for you man. So what's next? Obviously you're training for potentially getting back to the world championships, potentially getting back in the UFC, what's on tab for big Bobby Max?

BOBBY

I'm going to say this kind of philosophical thing, but honestly Ben, I just want to help as many people as possible. I'll tell you an experience I had in my life. One of my fight trainers, Shaw Franco, he trained me for free. And I credit him with really resurrecting my fight career. I went through a period where I was having a rough time and he really helped me. And he never charged me a cent. He just wanted to help me because he thought I was a good guy.

And I asked him once how I could repay him and he said, "Just do this for other people." And it was something I've always remembered and here's a guy who has never made a ton of money, he's always put his students before himself. And it's something I believe in.

And so for me, winning US championships, fighting in the UFC, writing a book to me it's all the same vehicle. It's just a vehicle to help other people achieve their best in life. That's what really makes me feel good. Actually recently I've been working with a guy named Ben Session who has lost 120 pounds in 7 months. And it's really probably saved the guy's life and that makes me better seeing him and his progress and how happy he is now. It means more to me than anything I've ever accomplished on my own. Seeing him succeed makes me feel good.

So I want to help as many people as possible and the more successful I can get, the more people I can help, the more reach I have, the more people I can touch. So that's my real goal. Specifically how I'm going to do that, I want to win world championships again, I want to fight in the UFC again and I want to continue to build a brand of Bobby Maximus, big enough that it has the chance to touch everybody.

BEN

Good for you man. So what are some daily routines that you've attached to that make you successful? We talk a little about creating habits of success and I'm sure you have some simple routines, maybe not but some simple routines people can attach to that you believe will make your day more productive.

BEN

Do you have any habits around sleep or meditation that help you perform at a better level? Because I mean part of my articulation of how a performance is, you can only push as hard as you can recover from. And you know that. We all push hard, we're all so worried about gas pedal, but we need to sometimes worry about the brake and sometimes to even tune up the engine. So when we live in a world that's so fast paced that's so caught up on pre-workouts and coffee and stimulants, what do you do to decompress and recover?

BOBBY

So couple of things with that. There's a big chapter in my book in recovery, about stress management and sleep. Those are the two biggest things. First thing, I make sure I get 8 to 10 hours a night of sleep no matter what is going on. I pay myself first. Because the more well rested I am, the more I can do in the day following. I can just get more done. And if I'm well rested, I got a lot of horse power. I can answer a lot of emails, I can write, I can think, I can work out harder and so I always make time to sleep. I never ever cut back on sleep.

The second thing I do is I try to eliminate stress from my life. And it's almost impossible. There's always going to be stress but I try to silence negative voices, I don't surround myself with negative people, I try to ignore things that stress me out and I control the things I can control. Sadly for most of us, stress is self-induced. And I'll give you an example about that I learned when I was Toronto. I was cop in Toronto for a number of years.

When I worked the day shift, if I left my house at 07:00 o'clock in the morning, I could barely get to work by 9. Like you've been on the 4 or 1 traffic, it's bad sometimes. If I left my house at 06:30, I was at work at 07:00 and I had two hours to train and hang out. So that was an easy choice for me, I just woke up at 06:30 and went to work. So I was avoiding a stressful situation i.e. in the traffic jam.

Why avoid stressful situations now? To start managing my stress. And I suppose the third thing I do is, every time I give time to myself every single day. It's important to take a little bit of time to meditate, to do visualization, to reconnect with yourself, to do something fun for yourself, to shut it down for a few minutes so you can be more productive in the next hour.

So you'll rarely ever see me sit for more than an hour in front of a computer, I'll get up and do something for 5 minutes. I'll watch a show I like, I'll read a book, I'll walk with the dog, I'll play with my son, something to refresh myself.

BEN

Do you have your son in any type of the martial arts or any type of jujitsu yet?

BOBBY

Yeah, my 8 year old is in taekwondo. He loves it. I actually wanted him in more traditional martial art than the stuff I was in to. Wrestling is more of a fight. That's how I got my start. I want him to learn to make eye contact, bow, to be respectful, there's a whole part of his taekwondo that's based on respect. And I like that. It's a good confidence builder for kids but it's also good life lessons. And so I've got him in that and then my other son, he's one, we train together at home sometimes, joking of course. But he will get into something.

But I also don't want to be the dad that ever pushes them into something that I loved. And so if my son wants to try football, he plays football. If he wants to try soccer, he tries soccer. And so I'm open to letting them have a bunch of experiences, because I don't want to put myself onto him.

BEN

Cool man. So one of my things that I really attach to with teaching my followers is how to be the greatest version of yourself and that includes physical, that includes mental but that also includes relationships and with your kids. How do you really connect with your kids on a day-to-day basis and how do you identify or how do you define being a great dad?

BOBBY

So the way you connect with them, and this is something I do and it's something other people can do, kill all electronics. You know, the phone, the computer, the TV, and listen, sometimes I'm bad at this. I'm not trying to be hypocritical. It's hard when you're income is made up to a degree from social media and things like that. You understand that.

But if you can take an hour a day and put that stuff away and just talk to them and really connect on a one to one level, it will help your marriage, it will help your relationships with your kids. Just without any outside distractions. Ask them questions, ask them about their feelings, really just spend time with them. That could be the drive home from school where you just really have time to connect. That's super important.

The other thing is to just make sure at all avenues they come first. Because at the end of the day, that's all you have in life. And so there're situations in life where I suppose I could go at night but I don't because I want to spend time with my wife and kids. I realized that home is where the heart is and that's where things really matter and it's all about putting in effort. Like anything, a relationship is work, being a dad is work and you've got to take that seriously and you've got to put some effort into it. Approach it like you do your training.

You're not going to be a good dad because you have a kid. You've got to work at it and so you've got to research the things that they're interested in and you've got to make an effort to connect with them, you've got to talk to them, you've got to even listen. When you've had a terrible day at work and you're stressed out, you've got a mountain of stuff in front of you to do, you still have to be able to shut down, turn that stuff off and just be you at the end of the day and have that focus.

BEN

I just did a podcast with a guy named Andy Murphy who is a NLP master and is also a master in human psychology. Just talked about something simple, anchoring yourself before you walked into that room. If you had a shitty day, put on a song that makes you laugh, something that makes you smile, something that makes you laugh, all of a sudden bang! Your psychology switches and that's a huge lesson for everybody. You can't walk into your house after you've just had a shitty day at work. It's just a terrible thing to do, right?

BOBBY

No, and I'm glad you brought that up because I think that taking out your stuff on your kids and your wife is the worst thing you could do. Like it's not their fault. My dad used to call it, kick the cat syndrome. Like you come home, you're angry so you kick the proverbial cat, if you will. They never did anything to you, you're just pissed. It's not fair and they sense it.

What I do, it's actually funny you mentioned the song, I sit in my truck on the way home, listen to songs that cheer me up, make me feel good. Sometimes I would go for a walk and re-center myself, sometimes I would just put myself on a positive head space by using the green dot stuff and I just shut off and be good to the people that have supported me the most.

BEN

You've got a hard battle because I went through this, once I had kids, my daughter was even worse than my son from a perspective of like, you have this beautiful little thing that you need to love and care for, and you have to come to the gym and be a ruthless animal. I learned to switch between the two. It was a big challenge for me in the beginning and I'm sure it's even more for you like you're getting ready to fight for world championships where it's literally like life and limb and then go home and love on these little amazing humans. That's two very dichotomous avatars.

BOBBY

You know to a degree. But I will tell you this, I'm in a big different place in my life right now. I am so grateful to be where I am every single day. There's a lot of people that have this attitude about the gym that it needs to be about suffering, it needs to be about hard work, it needs to be this awful dramatic mountain to climb with loud angry music and hatred and all that stuff. And listen man, if it wasn't for the gym I wouldn't be where I am. If it wasn't for wrestling I wouldn't be where I am. I am so lucky to not have to sit at the desk 9 to 5 every day. I'm lucky to be doing something I love, I'm lucky to have found a way to monetize off something that started as a hobby. I mean every day for me, I'm living a dream life.

I wake up to a beautiful woman everyday who loves me and supports me and is loyal, I have two beautiful kids who are healthy, I have nothing to complain about. Do I complain sometimes? Sure. Everyone does. But the reality is, I really have no business complaining. And so when I get into those moods where I feel it's me against the world, I try to remember two things. First of all, the whole world doesn't know who I am. It's not me against nothing, it's me against me. And then secondly, I should have fun doing stuff I really enjoy. That's the reality. I mean there's a lot of guys that I met who were training in the gym every day. Training their asses off and not getting paid for it. I'm really lucky and so by remembering that, it helps put things in perspective. I mean even this podcast, it's kind of funny, I'm a fan of what you do, when you contacted me I was super excited to be on. And it's like I had this opportunity. The fact that anyone wants to speak to me on a podcast is pretty cool.

So sometimes I would talk to my friends back home, they're like I can't believe you were on a podcast. Then it puts it in perspective where I'm like, "Yeah, it's really cool people want to talk to me." And so I try to remember that stuff and keep light-hearted.

BEN

You're doing awesome and like I said, the fitness industry is so deep on shallow people if you want to use that as a quote. There's so many people that are shallow. And when you find someone who is doing it from a perspective of legitimately trying to help people, and you're also doing something great for yourself and your family. For me these are the type of people that I want to connect with.

This is what the Muscle Expert Podcast is about. It's not about muscle. It's about connecting with good people who are shifting the energy in the vibration and the world and influencing us. It's all about the psychology as you spoke about. If you're creating a war zone in the gym, what we teach at MI40 is everything that we do, you know if you're an athlete it's a different thing. But as someone who is trying to change your body, all you're trying to do is change your internal chemistry.

So if I'm trying to create a responsible muscle, that's a specific internal stimulus. If I'm trying to create a fat loss effect, that's a different internal response I'm trying to generate. If my brain isn't in the right space to create that internal response, it can't happen. So if my brain is stressed out, your body can't build muscle, can't burn fat, your body is more likely to injure itself just by changing your psychology. And that's so vital so I'm glad that you brought that up.

BOBBY

Well it is just like I said, I had a situation couple of months ago where I was in, and I joke around with this, I was in a gym with an NBA player, one of the best golfers in the world, and an NFL guy. And like for a moment, I kind of stepped back and I just thought, how lucky am I? Great day. Like I remember in Toronto watching Vince Carter play basketball. And like I was a huge Raptor's fan. To think I'm hanging out with one of these guys. Holy shit! This is awesome.

And so I try to have that attitude. I try to have the attitude at 09:00 o'clock in the morning when I'm going to train and I'm a little pissed off or a little angry like I don't want to be there, like the fact that I can work out from 9 till 11 every morning and then go to jujitsu and I can call this work! Like I need to slap myself in the face and tell myself, "Take a seat." Because I am lucky and I am fortunate. And it's funny, when I am happy, when I am well-balanced, when I appreciate the things I have, it's when I see the most success.

It's never when I'm angry or down on myself or hard on myself. And there's this whole movement where just because you're angry and listen to loud metal, it doesn't mean you're better than anybody and it doesn't mean you're going to be successful. You can be successful and enjoy the hell out of it too.

BEN

That's the life I'm trying to live. As a bodybuilder like you grew up training, you know a lot much for a bodybuilder. When growing up I felt like it didn't have a positive influence in bodybuilding. There's a lot of guys who were just angry and a lot of guys who were pissed off, other guys who had like the stoic look. And I'm trying to live that life of being a bodybuilder and teach people, "Hey man, you can be a good human being, you can be nice to people, you can treat people well, you can have a smile on your face and still be excellent at your sport," which is what you're doing too, which is why I appreciate you man.

BOBBY

I'll tell you a funny story. Bodybuilding is one of those things for me that a lot of people don't think I would appreciate it or respect it because I come from a functional background. But like anybody, my first book was the 'Arnold Encyclopedia of Bodybuilding.' I used to have Arnold posters on the wall, I used to love Dave Draper. When I went to the Arnold this year, like I was a fan boy because I got to meet, I mean I'll tell you a crazy experience.

I'm at a booth with Lola Tact, one of my sponsors. And the guy next to my booth looks really familiar. And he took off the shirt to change shirts and he's probably the most ripped old man I've ever seen in my entire life. And it turns out it was Roby Robinson! Oh my God! Like this is like the man! You could argue, he has the nicest biceps of all time. And so I started talking to him. And then I met Flex Wheeler and I talked to him. And I met C.T Fletcher and we started talking together. And I talked to Branch Warren, I met Rich Piena and you know it's really kind of sad what happened to him. And I met Martin Ford and I met all these people.

BEN

Definitely I find you can have certain good experiences and certain bad ones. And with the instant gratification world we live in, it seems like the perpetuation of superficial people is getting brought to the surface much more. With the inevitable transparency of the social media, hopefully the good people are at least able to rise to the top.

BOBBY

And remember this, behind the logo, like I always joke about my logo, it's like a superhero logo, like I put on my Bobby Maximus shirt and it's kind of Clerk Kent, Superman thing or a Bruce Wayne, Batman thing, at the end of the day I take that shirt off and I'm a normal person like everybody else. I have no difference with my neighbor across the street.

And one of the biggest thing I have to teach people is, and I'm sure you get it too when you get the fan boys and are kind of nervous around you. And sometimes I would just stop them and I would say, "Hey man, I'm a normal guy. You don't have to be nervous, everyone starts somewhere." It's just part of breaking those barriers. And that's what I want everyone to remember, we're all just but normal people. We're good at things, we're bad at things, we have strengths and weaknesses, that's the way it is.

BEN

Yeah man. I love that. So where can we send all of our listeners to learn more about you and follow some of your stuff?

BOBBY

So if you go to www.bobbymaximus.com, there's all kinds of articles on there. Very similar to what's in my book. So it's really good, a lot of valuable stuff on there and so I would go there. And I would also go to my Instagram, @bobbymaximus, and from those portals you'll find every single thing that I'm involved with.

BEN

Awesome. Can they get your book on Amazon?

BOBBY

No, not yet. So it's available only through Men's Health till March at www.maximusbody.com, they can order through there. And then after that, it will be available everywhere where books are sold.

BEN

Amazing man. Dude I really appreciate your time and I'm really appreciating what you do and hopefully we can continue to connect. And if ever I can help in any way, if I can help promote your book I'm definitely behind what you're doing so thank you man and continue inspiring us all.

BOBBY

Yeah man, that would be great. And listen, and I mean this from the bottom of my heart, I'm honored to be able to be on your podcast, I really appreciate above it. Anyone that thinks highly of me to have me on their thing I'm just so grateful, so thank you.

BEN

Thanks Bobby. Have yourself a great day and hopefully we'll talk to you soon.

BOBBY

Yeah, you too take care.

BEN

Bye.

Hey, I hope you enjoyed that podcast, thank you very much for listening. Head over to iTunes right now and leave me a review. Let me know if you loved it, let me know if you absolutely hated it. either way, I need to know so I can improve my job, and bring you guys at the best information with respect to muscle building, health optimization, and building a better person – building a better man.

Thank you very much to our sponsors which make this stuff possible. I'd love for each of you guys to head over and check out www.ATPlab.com or www.ATPlabs.com, either one works. ATP is a company I've recently aligned with, because they have world-class manufacturing and everything they do is third-party tested and proven to be what it is inside the bottle that says it is on the label. And you guys know that's massive! And not only that, we're getting the best quality ingredients from anywhere in the world that provides them.

Thank you also to Prime Fitness USA, the best equipment for someone looking to build muscle and make the most of their time. I chose to reach out to Prime personally, they never reach out to me, I reached out to them because I knew what they had. I really believe in their product, and I brought everyone of their pieces into my gym and we still use them every day, because you know we're all about mindful attention to detail. We are muscle intelligence, we're the ones teaching the best people in the world and the smartest people in the world how to build muscle in the least amount of time.

Another shout-out to GASP and Better Bodies, for always take great care of myself and my trainers and my staff. If you guys want to get a discount from GASP and Better Bodies, head over to www.BenPakulski.com/podcasts, and check out the show notes from this show and all the other shows. And you can find transcripts there as well. So have a wonderful day, upgrade your life, stay focused, and live a life of greatness!