Course Information Sheet

Course Title: The Max Muscle Plan

Course Description:

Blast through training plateaus, add lean muscle, and achieve your best body ever with The MAX Muscle Plan. This scientifically proven program will help you maximize your muscle potential and transform your physique. No gimmicks, no expensive supplements, just results. Developed by renowned strength and fitness expert and bestselling author Brad Schoenfeld, The MAX Muscle Plan is a six-month program that manipulates exercise variables to generate clear and steady muscle growth. With step-by-step instructions for 108 of the most effective exercises, the MAX Muscle Plan is your complete guide to total-body transformation. The results will speak for themselves. 267 pages, softcover. Course includes soft-cover textbook, separate testing booklet and free, instant grading.

Learning Objectives:

1. Understand the science and physiology behind the MAX program
2. Understand how muscles adapt to training
3. Gain knowledge in over 100 exercises while providing clients with expert tips for optimal performance
4. Gain knowledge in the MAX routine while creating a 6 month program for clients
5. Understand the role of nutrition and cardio in muscle building efforts
6. Gain knowledge in the design and implementation of the strength phase of the MAX program
7. Understand the processes involved in the MAX metabolic phase

Target Audience: Beginner/Intermediate/Advanced

Schedule and Format: Self-paced home study

Fees: Please see our website for the most current details on pricing & CE awards: www.exerciseetc.com

Cancellation/Refund Policy: After you get your home study course you have three days to change your mind for a full refund. Just notify us within that three day window and then return the book to us in saleable condition. That’s it. No questions asked.
Instructor/Author Credentials:

Brad Schoenfeld, MSc, CSCS, CPT, is widely regarded as one of the leading strength and fitness experts in the United States. The 2011 NSCA Personal Trainer of the Year is a lifetime drug-free bodybuilder who has won numerous natural bodybuilding titles, including the All-Natural Physique and Power Conference (ANPPC) Tri-State Naturals and USA Mixed Pairs crowns. As a trainer, he has worked with numerous elite-level physique athletes, including many top pros. Brad was elected to the NSCA Board of Directors in 2012.

Schoenfeld is the author of eight other fitness books, including Women’s Home Workout Bible, Sculpting Her Body Perfect, 28-Day Body Shapeover, and the best-seller Look Great Naked (Prentice Hall Press, 2001). He is a former columnist for FitnessRX for Women magazine, has been published or featured in virtually every major fitness magazine (including Muscle and Fitness, MuscleMag, Ironman, Oxygen, and Shape), and has appeared on hundreds of television shows and radio programs across the United States. He also serves as a fitness expert and contributor to www.bodybuilding.com, www.diet.com, and www.t-nation.com.

Certified as a strength and conditioning specialist by the National Strength and Conditioning Association and as a personal trainer by both the American Council on Exercise and the American College of Sports Medicine, Schoenfeld was awarded the distinction of master trainer by IDEA Health and Fitness Association. He is also a frequent lecturer on both the professional and consumer levels. He is currently pursuing his PhD in health science at Rocky Mountain University, where his research focuses on the mechanisms of muscle hypertrophy and their application to resistance training.

Visit his blog at www.workout911.com.

Contact Hours/CEs: Please see our website for the most current details on pricing & CE awards: www.exerciseetc.com

Sponsors: N/A