



MARK FISHER FITNESS



THE 7 HABITS OF HIGHLY SEXY MOTHER FUCKERS!



When pursuing a life of health and hotness, it can be hard to sort through the often-conflicting information from an endless array of methodologies and fitness experts. At MFF, we strive to live by the Albert Einstein dictum “make everything as simple as possible but not any simpler (also use a lot of profanity).” In order to stream line your pursuit of fitness glory, you will do well to keep your attention focused on the following 7 habits. Consider these your “big rocks!”:

HABIT #1: SLEEP

Sleep is often the bastard child of health and hotness. In our go-go world, we often fail to prioritize this crucial habit. Quality sleep is absolutely essential for both fat loss and muscle gain.

7 hours a night is a bare minimum! Strive for at least 8 whenever possible. If you have trouble sleeping, check out this [here article](#) for some tips on improving sleep quality.

If you're one of those folks who has trouble sleeping, do your best to allow for the optimal amount of sleep. If you have to be up in 6 hours from the time your head hits the pillow, the infuriating laws of time space are gonna cock-block your 8 hours.



Most people do best when they can find and stick to a consistent sleep schedule. Always varying what time you go to bed and what time you get up is not going to do you any favors.

Also, spend some time making sure your bedroom is a Temple of Sleep (and Sexytime, duh). Invest in a good bed, good bedding, and NEVER do work in bed.

Beds are for sleeping and fucking, not for answering emails. Teach your body that your bed is your oasis.

Blackout curtains will also be your friend; cover up all electronic lights and try to get your room as close to pitch black as possible. For people who live in a noisy area, white noise devices may be useful. If you feel like you're back inside mommy's womb, you're doing it RIGHT!

Finally, make sure you allow for some time to unwind before bed. Many folks benefit by reading before bed. Meditation is also a great way to quiet your mind and smooth on into sleepy-time. By creating and sticking to a sleep ritual, you'll not only be your healthiest, hottest self, but you'll have more energy throughout your day! Fuck yeah!

HABIT #2: EATING RIGHT FOR YOUR GOALS

One of the great truisms of health and hotness is “you can’t out-train your diet.” It’s not uncommon for folks to take up an exercise regime and presume that this alone will make substantial changes in their physique. Unfortunately, there’s no way to undo nutritional indiscretions with training and **endless cardio**; you simply can’t burn enough calories to eat whatever you like.

When looking to achieve optimal health and hotness, you will be best served eating the widest variety of foods possible that your grandparents would have recognized as food when they were children. Prioritize minimally processed, one ingredient items for your health, and make sure you eat the appropriate amount of total food for your goals!

It’s important to note food quality will affect not only your hotness, but also your health. A great starting point here is to prioritize consumption of lean proteins, vegetables, and moderate amounts of healthy fats while avoiding shitty refined/processed carbs (bagels, cereals, candy, baked goods, most breads, reality TV, crackers, cookies, juice, added sugars, etc.).

It’s not as fun to be hot when you’re also diseased as fuck!

In addition to food **quality**, food **quantity** will affect your hotness, specifically when looking to burn fat or add muscle. Your body needs a certain amount of energy (or calories) to maintain its current bodyweight. If you’re looking to lose

weight and tone up, you'll have to consume less energy than you need to maintain your current bodyweight. If you're looking to add muscle, you'll have to consume more energy than you need to maintain your current bodyweight.

While training will certainly help burn some extra calories as well as provide the stimulus for muscle maintenance and/ or muscle growth, always remember...

**...YOU CAN'T
OUT-TRAIN
YOUR DIET!**

BONUS

NOW ENJOY SOME BONUS KNOWLEDGE BOMBS!

NUTRITION MYTHS... DEBUNKED!

KEEP READING...

NUTRITION MYTHS... DEBUNKED!



#1 Eating 6 Meals A Day Will Help Me Burn More Fat. There's no extra calorie-burning benefit to consuming many small meals. Total calories in, total calories out will always win, so the determining factor for meal frequency should be personal preference.

Practically speaking, eating more meals throughout the day helps some people avoid being hungry and make better nutritional choices. Additionally, it may ensure they have the proper nutrients in their system to fuel their workouts. For most people, 3 to 4 "feedings" work best, but if truly you enjoy the structure, feel free to rock 5 or 6!

#2 Eating Before Bed or Late At Night Makes You Fat. Nope. Total calories are what matter. Your body doesn't care when it gets it in. In fact eating protein before bed, while not strictly necessary, has been a strategy employed by bodybuilders for years while they're dieting down. If you train in the evening, you should still eat a meal after your workout. Some of the most progressive nutrition strategies being employed by fitness professionals are built around consuming most of your carbs in the evening after your workout. I know, not what you expected. Welcome to crazytown!

#3 Breakfast Is The Most Important Meal Of the Day. Not really. Total calories are what matter. And if you're breakfast is a crappy carb bonanza of

bagels, cream cheese, cereal, and juice, you're totally fucking over your fitness goals.

Now, I love breakfast foods, so I love me some breakfast. But if you aren't hungry in the morning and work out in the evening, there's nothing wrong with skipping breakfast and "spending" your daily "budget" of calories on lunch, a pre-workout snack, then one or two meals after your workout.

#4 Carbs Make You Fat. BULLSHIT. Calories make you fat. Some people thrive on carbs and some people seem to do poorly with lots of carbs, so this should be somewhat tailored to your individual needs.

It is fair to say that the easiest place to cut calories without hurting your micro-nutrition needs (vitamins, minerals, love juice) is to cut grains and starches and keep your carbs limited to fruits and vegetables. But this doesn't mean you can eat 5000 calories of bacon and cheese and still lose weight; you're simply going to have a VERY hard time eating way past your caloric needs with just protein and fat since they are both very satiating.

In my experience, most people do better on lower carbs. So in practice, this is a great idea.

Furthermore, although many folks are going anti-gluten crazy, the reality is, it's probably not gonna hurt to cut out gluten containing products. Is it OK to eat natural sources of gluten (like wheat products)? Sure, if you have no digestive issues with it, you're good to go! But there is research to suggest some of you will have a hard time digesting it and there's just not much micronutritional value here that can't be found elsewhere.

So understand that “heavy” (or non-vegetable) carbs are not inherently fat inducing, but A) they’re easy to cut out to reduce your calories B) they don’t usually have much nutritional value C) they’re easy to overeat and/ or measure incorrectly, and D) you can probably make better choices for your health and hotness.

#5 Fat Makes You Fat. Again, too many calories make you fat. Fat is not a bad guy. In fact, fat is fucking AWESOME.

Yes, fat has more calories per gram (9 cal per gram) than protein or carbs (4 cal per gram), so it’s easy to go overboard. However, as mentioned earlier, fat plays a CRUCIAL role in many bodily processes, so I don’t recommend a low fat diet, and I STRONGLY advise against an almost no fat diet.

Trying to eat a super low fat diet is reflective of a distinctly 1980’s “Snackwells”/ “Sour Patch Kids... A No Fat Food!” mentality. I know it’s counterintuitive, but again, you must focus on the whole picture. Eating an appropriate amount of healthy fats for your goals and caloric needs will actually make you hotter and healthier.

#6 What Will Serve Your Physique Will NOT Necessarily Serve Your Health And Vice Versa. Another common misconception is that if you eat high quality foods you can’t get fat no matter what you do. Sadly not true. If you eat 5000 calories of blueberries, fish oil, broccoli, and chicken breast, you will still put on weight.

Although this over-eating scenario is unlikely, I have seen many a new Ninja realize to their dismay that their organic salad is clocking in at 1500 calories and not serving their hotness. This is to say nothing of foods perceived as healthy that are really just junk food (organic granola comes to mind).

Likewise, you can lose weight on a diet of 600 calories consisting of sour patch kids, protein shakes, and crystal meth abuse. I'm not going to recommend that though. You're not as hot without teeth.

For more info, check out [this article](#) about the nebulous fitness industry concept of "clean eating."

#7 Foods With a Low Glycemic Index Are Superior For Fat Loss. The Glycemic Index is all but meaningless in the real world. For those unfamiliar with the glycemic index, it's a measurement of how quickly food is turned into sugar in the body. Very starchy carbs (think corn) have high glycemic indexes and are easily turned into sugar by the body. Slow digesting "complex" carbs (think oatmeal) have lower glycemic indexes.

The theory behind the glycemic index is that if you eat mostly lower glycemic index food, you'll be less likely to gain fat because your body won't have to deal with an onslaught of sugar with nowhere to go; it'll get a steady stream of sugar to provide energy. And while this may be something to be mindful of if you plan on eating a pound of corn by itself first thing upon waking... you probably aren't going to be eating a pound of corn by itself first thing upon waking.

Now honestly corn isn't my favorite nutritional choice (corn is a grain, not a vegetable, and it has limited nutritional value), and certainly starchy, sugary,

and/or processed carbs are not going to be your friends. That said, the glycemic index isn't going to have much real world effect provided you're eating your carbs with protein (which you should already be doing).

Furthermore, your total caloric intake at the end of the day will trump everything. (Are you noticing a theme here?)

#8 The Dairy Controversy. Few things are as controversial in the nutrition world as dairy. My take is this: if you like dairy and your body handles it well, go to town. But if you find dairy makes you feel like crap, you may be one of the LARGE percentage of the population that has some type of undiagnosed milk allergy. Dairy is like gluten in that many folks seem to have digestive problems with it.

If you want to try eliminating it while on a fat loss diet, you're welcome to give it a whirl and see if you feel better. But at the end of the day, total calories will matter more, so if you love dairy and don't seem to have an issue with it, have at it!

And as a side note, dairy has historically been a keystone for many a mass building diet. So those who seem to digest it well and are looking to pack on some beef would be served to consider consuming dairy products on a regular basis.

HABIT #3: ATTEND TO YOUR SOFT TISSUE

The term soft tissue in this context refers to the tissue quality of your muscles (and to some extent other sexy stuff like fascia, tendons, ligaments, etc). Taking care of your soft tissue isn't an indulgence; it's actually an **important part** of one's long-term health and hotness regime.

By insuring that your muscles stay pliable and supple (SEXY), you'll help reduce the chance of injury, improve your mobility and movement quality, and help ensure adequate **recovery** between workouts.

While nothing beats the work of a skilled bodyworker, self massage techniques with a foam roller and a lacrosse ball will go a long way to fill in the blanks when regular massage or bodywork isn't an option.

Based on your current soft tissue needs, we love for everyone to always start and end their workouts with soft tissue work. For folks who spend a lot of time at the desk and need more love, every day is often warranted.

While soft tissue work can often be a bit uncomfortable at first, remember 2 things!

- 1) If it's reeeeeally painful, you're going too hard. If you find you're cringing in your face and/or holding your breath, you're not gonna get the desired response anyway. Chill out homey! Uncomfortable doesn't mean profoundly painful. And as a side note, the more tender your soft tissue is, the more important it is to prioritize it!
- 2) Soft tissue work is like brushing your teeth. It may not be as sexy or as fun as other elements of the health and hotness lifestyle, but it will go very far to improving the quality of your workouts and helping you recover more effectively!

HABIT #4: UNICORN DRAWINGS AND POEMS

Draw Pictures and Compose Poems About Unicorns! Everyone knows if there's one absolute non-negotiable for maximal health and hotness... it's unicorns! Unicorns are the perfect combination of sensual vulnerability and mythical power.

If unicorns aren't your thing, that's cool. But having fun IS an important part of making fitness a part of your lifestyle. If you're miserable and bored, it's unlikely you'll stick with it. Look for modalities and training environments that speak to your personal preferences.



You know. Just a couple of unicorns. Hanging at Stonehenge, like they do. No big deal.

Unicorns are fucking ridiculous.

Seriously, if you fucking hate working out, you're not gonna do it. If you've found the perfect training modality for your fitness goals, but you don't like it, DO SOMETHING ELSE.

The same goes for your food. Don't try to force-feed yourself bland food you don't like. If you want this to be a long haul lifestyle, you're gonna need to spend the time finding and learning to prepare food you enjoy. This may mean

spending some effort upfront learning how to cook, or finding new foods to eat that will serve your goals. It's worth it!

You're never going to be able to stick with doing things you don't like. Find a way to make your fitness endeavors as fun as possible! We recommend adding Unicorn Magic, but you do YOU!

And if we're gonna get real... this whole "have fun and don't do shit you hate" concept applies to your whole life. If your job makes you miserable, or you're in a toxic relationship, or you're stressed about money all the time... this will definitely affect your recovery, and consequently your health and hotness results. There's no way to be your hottest, healthiest self if there's too much stress in your life.

Life is definitely more fun when you look great in a glittery thong. But it's easier to get in glittery-thong-shape when you're having fun in your life!

HABIT #5: STAY EDUCATED

Since the fitness industry is always evolving as new research is published and new strategies are tested, it's important to stay on top of the most progressive strategies. Not only will staying educated help you avoid outdated practices that may be harmful, but it will ensure you're getting after your goals in the most time efficient manner possible.

One of the bizarre quirks of modern day living is that humans now need to spend some time keeping up-to-date on how to best take care of their bodies. Again, we're all about big rocks here. You needn't spend hours every day researching this stuff, but you will need to take the time to learn the basics of health and hotness. Additionally, you'll want to keep your ears peeled about new discoveries in the field.

By paying attention to resources like the MFF newsletter and [blog](#), you'll be able to stay abreast of the best ways to achieve your health and hotness dreams. And needless to say, it's always a great idea to work with coaches who can [personally guide](#) you to the best course of action for your particular goals, needs, and lifestyle preferences!

HABIT #6: WORKOUT!

While this one probably won't shatter your world with shock, it's still important. For health and hotness maintenance, we like at least 2 and preferably 3 times per week. For dramatic physique transformation, we like 5 or even 6 workouts per week.

As far as the ideal modality, research and real world experimentation suggests that resistance training leads to the best hotness results. Whether it be more traditional weight training (heavier weight training with longer rest periods) or metabolic resistance training (lower loads and incomplete



Running isn't the best for fat loss. But it can definitely serve a purpose at times...

rest periods; essentially cardio with weights), the key thing is using those muscles through a full range of motion. Challenge yourself enough to get that heart a-pumpin' while moving some weight. Not only does this lead to the most calories burned in the least amount of time, it helps maintain muscle mass so as to avoid the "saggy potato sack on bones" look.

In a perfect world, we love 2-3 traditional weight training sessions, and 2-3 metabolic resistance training sessions.

Weight Training, Bitches!!

While everyone will need to season this to taste based on individual backgrounds and current fitness levels, for the weight training sessions, we like somewhere around 8 to 20 total work sets (excluding your foam rolling, full body warm-up, and specific warm-up sets for each exercise). To challenge the body in a variety of ways, we like to hit different rep ranges throughout the workout.

As you're getting the party started, lead off with heavy full body movements like squats, deadlifts, pull-ups, or bench presses. While we don't want to go to actual failure and be unable to lift the weight or see our technique fall apart, we DO want a challenge. For these first exercises, choose a weight that is super challenging for up to 6 and as low as 3 reps. Just make sure you keep your technique spot on and keep a rep in the tank!

For these heavier sets, you can take as long as 2-3 minutes in between each set. Remember Habit #2; you can't out-train your diet! We're looking to build a base of strength and encourage the body to hold on to its muscle mass so you're burning fat and not muscle, OR build muscle if your goal is packing on some beef.

As the workout progresses, we want to diversify the portfolio and hit some higher rep ranges. Based on the exercise selection and total number of work sets, we're looking at the 8 to 15 rep range here. While you can move a bit faster

with these higher rep sets, remember the goal of the weight training sessions is NOT to move so fast you get totally gassed!

Metabolic Resistance Training, Sluts!!

If you have more time to devote beyond the 2-3 hours a week of strength training, we can definitely add in some more fitness fun. When fat loss is the primary goal, these workouts can serve to get that heart pumpin' and increase your fat loss.

Once again, we'll want to start with foam rolling and a good full-body dynamic workout. After that, we're looking to keep the heart rate elevated for anywhere from 15 to 45 minutes.

We recommend doing MRT sets with a time goal rather than a reps goal; 20 to 60 second sets will treat you right! Relatively speaking, you should use lighter weights than your weight training workouts. Rest periods should be quick, and your goal is to keep moving. Kettlebells and bodyweight exercises are great choices for this style of training. Make sure you prioritize spot-on technique and once again emphasize compound movements that use a lot of joints and take the body through a full range of motion.



These are a lot of joints, but not what we're talking about.

There's nothing wrong with doing bicep curls, but they won't burn NEARLY as many calories as a squat, kettlebell swing or a push-up.

While traditional cardio isn't "wrong," it's not very effective as a fat loss tool if you keep it a consistent medium level of intensity. If you do decide to add some cardio to your training regime, stick to high intensity interval training. By alternating between short bursts of sticking-it-in-deep high intensity and longer periods of just-the-tip-recovery, you'll see some good fat loss results for your time invested!

Finally, we never want to make **the perfect the enemy of the good**. While weight training tends to lead to the best results and is far superior to "cardio," you can and should make allowances to include modalities you love! And remember; if maximal health and hotness is your goal... you can't out-train your fucking diet!

HABIT #7: DRINK WATER

Water intake is another important habit on the journey to health and hotness. While it may lack the sex appeal of some of the other habits, it's absolutely key. Even mild levels of dehydration can affect strength levels, meaning your workouts will be much less effective regardless of your goals.

We recommend 96 oz. of water per day. This will probably be a fuck ton more than you're used to drinking. While peeing all the time will be annoying at first, it will all be worth it when your skin is looking great, your abs are looking chiseled, and your co-workers/ exes are seething with jealousy/ lust.

While your body doesn't discriminate between its sources of water, we'd love for you to get 96 oz. of actual WATER. So while there's water in protein shakes, coffee, jager bombs, and even in food, do your best to get actual agua.

A great trick here is to get a water bottle and do the math to figure out how many you need to get through in a day. If you have a 24 oz bottle, you have to drink four. WAMMO!!

Also, be mindful of cutting off water in the evening early enough that it doesn't affect your sleep. Everyone is different here, but we don't want you pounding 48 oz. before bed and then getting up every hour to pee!



This doesn't have anything to do with fitness. I just thought you might like to see a picture of a kitten.

BONUS HABIT #8: SOCIAL SUPPORT

No one gets by in this world alone! One of the most unequivocal findings in both the research and in the real world is that lifestyle changes require social support.

Whether you're getting some buy in from loved ones to support your journey, or finding a **community** of like-minded fitness Ninjas, social support is key. For those who live in NYC and like a serving of unicorn magic and f-bombs with their fitness, we hope you'll check us out at Mark Fisher Fitness! For those who



don't really do unicorns or can't make it to the Enchanted Ninja Clubhouse of Glory and Dreams, consider looking into online communities like www.fitocracy.com to help keep you accountable.



There you have it! The 7 (err... 8) Habits of Highly Sexy Mother Fuckers! For more hints and tricks on the most effective strategies in health and hotness, keep your eyes peeled to the Mark Fisher Fitness Newsletter, and don't be shy about coming and visiting us at the **MFF Ninja Clubhouse** for in-person fitness love!

GET SOCIAL



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THANK YOU

CYBER HUGS! FROM MARK & THE MFF TEAM