

THE POSTER COACH™

KNOW YOUR BODY TYPE

WHAT IS YOUR GOAL? WHO ARE YOU?

Achieving results in fitness must be viewed as a journey. Before you can travel your first mile you must know your starting point and destination. How you eat, what supplements you take, and how much cardio and weight training you do are your driving directions.

#1 WHAT IS YOUR GOAL?

There are only four goals in fitness – **FAT LOSS, MUSCLE GAIN, PERFORMANCE & HEALTH** (maintenance). So pick a goal! You can only travel to one destination at a time to make any real progress. For example, would you get in your car to go on a trip without knowing whether you wanted to drive to Florida, Texas, Nebraska, or California? It may sound like a silly question but that's exactly what people do when they say "I want to get into shape" without clearly defining what "getting into shape" means.

#2 WHO ARE YOU?

You can initially categorize *who you are* by one of three genetic types – **ECTOMORPH, ENDOMORPH & MESOMORPH**. Your genetics are your starting point and will dictate what path you must take to reach your destination. Obviously, if you decided to drive to Florida you wouldn't get directions from someone who drove there from New York knowing you live in Arizona. Unfortunately, that is exactly what happens when people follow trend diets and unprofessional fitness advice that may have worked for others but will not work for everybody.

The Power Blendz **POSTER COACH** charts are designed to give anyone great directions. All you have to do is know who you are and what your goal is! Keep in mind you will need to monitor your progress and make minor adjustments as your genetic type and lifestyle may not be identical to the average profile.



The Ectomorph

Ectomorphs are naturally lean and thin. They seem to eat all sorts of unhealthy foods and yet stay slim. However ectomorphs are also low in muscular strength and find it difficult to gain muscle. Here are the common characteristics of an ectomorph:

- Fast metabolism
- Naturally thin or wiry
- Find it hard to gain weight
- Naturally lower in strength levels
- Often high energy levels and tend to be overactive

But what about fat loss for the ectomorph?

Virtually every definition of an ectomorph talks about a skinny person. Yet it is quite possible for an ectomorph to gain fat – particularly after adolescence. However the primary problem will always be gaining muscle. This becomes tricky under calorie restrictions for fat loss as the ectomorph tends to burn more muscle than fat.

So how does the ectomorph burn fat?

While appropriate calorie control is important for all fat loss regimes, the ectomorph has to be particularly careful – calorie intake set too low will burn muscle (probably much easier than in other body types).

For the ectomorph, calorie restriction should be no more than 20% of daily calorie burn and cardio may be the only means to burn fat alongside muscle glycogen.



The Endomorph

This body type stores fat very easily and finds it hard to lose the fat. An endomorph often has a sluggish metabolism and must be particularly careful with their diet. Here are the common characteristics of an endomorph body type:

- Tend to be naturally overweight
- Gain fat easily
- Find it difficult to lose fat
- Larger around the waist
- Possibly sensitive to carbohydrates (particularly processed and refined carbs)
- Slow metabolism
- Body shape is more rounded or pear shaped
- Often has reasonable strength levels

If you are predominately endomorphic – you will probably find that diet alone (i.e. diet without exercise) will not be enough to bring down your weight levels. Because you have a slow metabolic rate, it must be boosted with aerobic exercise and weight training. You will probably need to be careful with carbohydrate consumption as higher insulin levels tend to contribute more to fat storage than muscle gain. A balanced lower carb diet such as the Zone diet or South Beach diet may be best as long as it is cycled with a normal carb profile diet once every two days (1-2 days low/1 day normal).



The Mesomorph

The mesomorph is the person we all love to hate – and are secretly jealous of. They have the following characteristics:

- Naturally muscular
- Naturally lean
- Broad shoulders
- Lose fat easily
- Gain muscle and strength easily
- Efficient and fast burning metabolism

These people are generally gifted bodybuilders and athletes. A low carb diet is not recommended for the mesomorph as it may lead to decreased energy and muscle loss. Higher insulin levels in mesomorphs tend to contribute more to muscle gain than fat storage.



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Primary Poster Coach Reference: National Academy of Sports Medicine (NASM)

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