



**VISUAL IMPACT**  
**—MUSCLE BUILDING—**

**Muscle Building Special Report #10**

# **“The 15 Second Set Method”**

I have no problem introducing you to methodologies that are different from my own, if I feel they will help you reach your goals. The following is an innovative technique which I have yet to see anyone else in the gym use.

A perfect approach to add in for 2-3 months, alternating with one of the other Visual Impact Muscle Building phases.

### **So what the heck is the “15 second set” method?**

It is a lifting technique where you limit your sets to 10-15 seconds. The idea is that your biggest and strongest muscle fibers only come into play when close to maximum force is applied for 10-15 seconds.



### **So what happens after 10-15 seconds?**

The large muscle fibers (fast twitch) shut down and all that is left are the smaller muscle fibers (slow twitch). The smaller fibers are weaker, but with better endurance. The bar or dumbbell slows down, since the stronger fibers aren't contributing to the lift anymore.

## **Going past the 15 second mark with light weights.**

If someone is lifting a relatively light weight at regular speed, they won't show any signs of fatigue after 10-15 seconds. This is because they aren't even recruiting their larger fast twitch fibers in the first place.

**Important:** This 10-15 second rule only applies to your biggest fast twitch fibers. The only way to access these is with maximum force...either by lifting heavy weights or somewhat heavy weights at higher speeds.



Sprinters access these muscle fibers by fast contractions. These fibers only fire hard for 10-15 seconds and then the sprinter slows down as these fibers shut down and they are only left with the smaller slow twitch fibers.

## **An example of this with someone who can bench 185 pounds 10 times.**

Let's say someone can bench press 185 pounds 10 times before they hit failure. The first 3-5 reps are about the same pace. At about the 5-6 rep mark, the pace of the bar slows down.

The reason why this happens is that the large fast twitch fibers have shut down. At that point that person is lifting that weight with only the smaller slow twitch fibers (I realize I'm repeating this point over and over, it will make sense in a sec, promise).

Those final 4 reps get progressively slower as the person barely completes that final 10<sup>th</sup> rep.

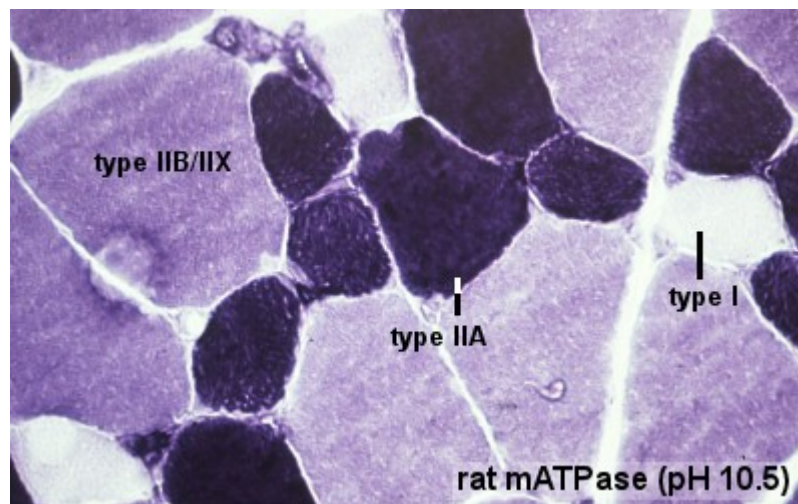
## A simplified explanation of the “Size Principle”?

According to the *Size Principle* smaller muscle fibers are activated first, followed by the largest fast twitch fibers. Here's a quick definition:

A principle of neurobiology which states that, during the reflex activation, motor neurones with the smallest cell bodies have the lowest threshold, and motor neurones with the largest cell bodies have the highest threshold. Thus, motor units are recruited according to their size as a voluntary contraction increases from zero force to a maximal voluntary force level (100% maximum contraction).

The main thing to remember is that smaller fibers get activated first and the larger fibers only kick in when higher force is needed.

As you reach failure, your larger fibers drop out and you begin fatiguing your smaller slow twitch fibers...since they are doing all the work now.



Type IIA and IIB are fast twitch, Type I is slow twitch. Notice size difference?

**Note:** You can't selectively work just the larger fast twitch fibers. You must activate the slow twitch fibers first, before moving on to the larger ones. The small twitch fibers are always along for the ride.

## **What would be the advantage of stopping the set early?**

Why would you want to stop the set and not work every possible muscle fiber? Training close to failure builds muscle, but it limits your ability to access the larger fast twitch fibers in the sets that follow.

Remember...you have to activate the smaller fibers before the larger ones will fire. If you fatigue the smaller fibers too much, you will be unable to work the larger fibers in the following set.

If you fatigue the smaller muscle fibers too much, you are essentially creating a road block for your larger muscle fibers.



## **What if you only did sets that targeted your strongest muscle fibers?**

The way to accomplish this would be keep your sets down to 10-15 seconds, applying maximum force for those 10-15 seconds.

This is simply a different take on Myofibrillar training that I use in Phase 2 and Phase 3 of Visual Impact Muscle Building.

An amazing way to get ultra strong with very little fatigue.



Again...to reach your highest size potential you would want to fatigue the smaller muscle fibers as well. This is simply a great variation of phase 3 type of lifting. Here's a better more detailed approach, using speed instead of time.

**Another way to use these same principles...the “bar speed” method.**

Instead of timing your set, simply stop your set as soon as the bar moves noticeably slower than the first rep. As soon as the bar slows down, it means your larger fibers are no longer engaged.



**If you are using the “bar speed” method, don't worry about sets.**

Just do as many sets as it takes to hit your target reps on an exercise. In VIMB Phase 3, you are hitting roughly 15 total reps per exercise. Here's what you would do here.

- Pick a weight you could lift to failure for 5-6 reps.
- Use this weight for each set.
- Stop each set once the bar slows down (typically 3-4 reps)
- Rest 60-90 seconds between sets.
- Stop once you hit 15 total reps.

Unlike VIMB Phase 3, you are aiming for speed here. This is a different type of approach to develop the myofibrillar hypertrophy (which is why I think it will be a great change of pace for those of you who have already gone through my program).

Only do this type of lifting for 2-3 months, before changing things up. You will gain strength like crazy, but are risking injury if you make this a long term way of lifting.

**I need to give credit to Chad Waterbury for this method.**

I used this about 5 years ago after I read some of Chad's work. I completely forgot about it until recently when going through some of my old workout journals. It's great to use this for variety in your training.

**Chad has mastered another method that I know will interest most of you.**

He began working on this method in 2001 after seeing a Las Vegas show.

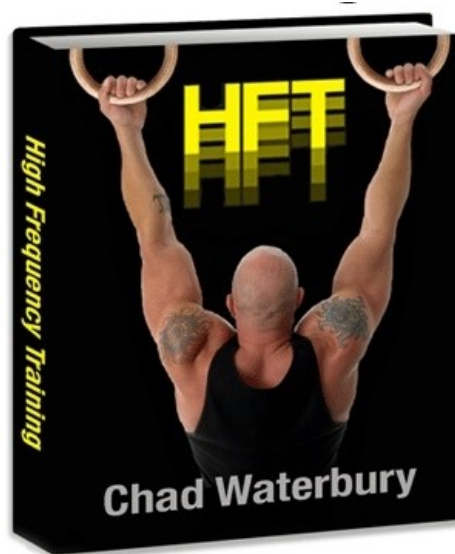


He saw the Alexis Brothers who are Cirque du Soleil performers with crazy strength and muscle definition...but who train the same muscles every day!

**He got thinking and researching why this was the case...**

"After that show, I started experimenting with more frequent training protocols to build up my client's lagging muscle groups. This was back in 2001. Right away, **I could see that more frequent training was the solution to slow muscle growth**, but I made many mistakes along the way as I tried to figure out an ideal set of parameters for each major muscle group."

**Chad mastered this method and after 10 years has released a course:**



## High Frequency Training

- The entire body is trained 4 times per week.
- Each workout only lasts 45 minutes.
- Frequent training improves the testosterone-to-cortisol ratio for more muscle growth.
- Frequent training improves insulin sensitivity, so increased fat burning.
- Minimal equipment, so can be done at home (in most cases).

**If you like your routine but want to do HFT on a stubborn body part?**

I'm doing my [Minimalist Workout](#), but I'm using his HFT methods for my calves and abs. He made this program as either a 12 week total workout, or to use as a supplement to build up lagging body parts.



**Warning:** Don't judge a book by its cover. His [sales page](#) is as bland as it gets, but it really is a breakthrough course.

Everyone else is pushing body part splits & 48-72 hours of recovery.  
Chad is teaching people to train the same muscles every day!

If it is in your budget, I highly recommend [this course](#). It is one of the few unique gems in the fitness industry.

-Rusty

**PS:** Keep an eye on your inbox. Another Visual Impact “tweak” coming soon!

Special Report Links so Far (in case you missed them)

**Special Report 1:** [Same Workout, More Fat Free Muscle](#)

**Special Report 2:** [When to Go “Nutty” With Workout Volume](#)

**Special Report 3:** [Deep Six Pack Abs Report](#)

**Special Report 4:** [Olympic Style Lifting for Muscle Density](#)

**Special Report 5:** [Fat Torching Cardio](#)

**Special Report 6:** [The Supplement “Short List”](#)

**Special Report 7:** [Style Tips](#)

**Special Report 8:** [Develop the Body Language of An Alpha Male](#)

**Special Report 9:** [How to Lose Water Weight for a Special Event](#)