

Kettlebell Secrets Insider Coaching **Case Study: Aaron O'Dell**

Former Division 1 Strength Coach, Record-Holding Powerlifter, And Devoted Family Man Loses Lovehandles, Gets Flat Stomach, And Has To Have New Suits Made To Fit His More Muscular Back And Shoulders.

I am a devoted husband, blessed with a 3 year old son and another girl on the way. I work your typical 8-5 job managing a sales team.

I had worked out since I was a sophomore in high school, with no real knowledge of what I was doing. Once I got to college I really began to learn about and practice strength training. After college, I got a job as a D1 strength coach and along with that began competing in powerlifting in the 220 weight class. Luckily I was successful enough in it to set some small state records and even qualify for the world championships in Vegas. But really, I hated powerlifting and had been brainwashed into thinking that if you weren't good at the big 3, or a weightlifter, then you weren't really strong. I even struggled with that mind set one month during KSIC.

After I left S&C coaching, I just tinkered around with some weights/kettlebells, but did not follow a program consistently for about 2 years. During that 2 years I could see I was starting to get a little to big around the middle and love handle areas. I also did not really feel strong and in shape at all anymore.

Before KSIC I weighed 200lbs (keep in mind I had just lost 12lbs from the PWS while doing *Kettlebell STRONG!* and then "The Wolf"). I looked doughy around the middle and had some creeping love handles. Also pecs looked too soft. No real shoulder definition.

Here were my measurements:

- 37 inch waist
- 14 1/2in arms
- 32kg get up for 2-3 reps
- 32kg double squat for 12ish
- 32 kg double clean for maybe 10-12ish
- 32 kg press for 7-8

I decided to join KSIC because I needed someone that I could trust to write a time efficient program that would deliver above average strength and conditioning levels for me and allow me to get my physique back without following a miserable diet. I loved the s&c I got from your previous programs and just wanted to learn as much as possible and be a part of this group for the accountability. Plus I had fallen in love with KB's after my coaching career and wanted to learn about their programming and experience more of their benefits.

These have been the results I have had with the KSIC:

- Love handles are gone, stomach is flat.
- 32-33 in waist
- 15 1/2 in arms, well the left is 15 3/4 (oh yeah!)
- 40kg get up for 3 reps
- 32kg double squat for 20 reps
- 32 kg double clean for 23 reps
- 32 kg press for 12 reps
- Oh and all of those numbers are with NO warm up other than the mobility warm up.
- Shoulders and back grew 3 inches! and yes I am having to get a new suit...thanks haha
- All in all, I feel strong and extremely conditioned.

These are / this is the things(s) I like best about the KSIC:

- Seeing the success of others to keep me motivated and accountable.
- The ease of following a program and diet that I know I can trust because they work month to month.
- Quick responses to questions I have from Geoff.
- The above results!

Oh, I forgot to mention, I dropped all the way down from 200 to 190 by month 4. By the time it was all said and done I had come back up to a much leaner and more muscular 200.

During Month 6...



During Month 7...



During Month 7 Cont...



Month 8...

