

“Why Hasn’t Anyone Thought Of This?”

That was my first question.

**From the desk of Geoff Neupert
The Front Range, Colorado, USA
2016.**

It might be yours too.

My second question was, *“Why didn’t I think of this before?”*

And my third question was, *“Why didn’t I think of this sooner?”*

I mean, I know the power of video. We all do.

Twenty years ago, in my early twenties, I practically learned my weightlifting technique from watching videos. Sure, I had a coach I visited every Saturday morning, but it was the video George Pjura, a veteran lifter gave me, that really made the difference.

I still have it. It’s a VHS tape and at the beginning is the 1982 Weightlifting World Cup. In the middle is the 1983 World Weightlifting Championships, and on the end is a documentary of how the Bulgarians trained, starting from youths on up.

I used to spend HOURS watching one lifter specifically, super-heavyweight world champion, Anatoli Pisarenko.

I’d put the tape on pause and then advance it frame by frame by frame, studying his positions. At the time, I had a yellow broomstick (which I later broke around my neck telling my now wife that I liked her) and I’d use it as the bar and mimic his positions.

I was already somewhat proficient in the clean so I spent a lot of time practicing the snatch and it’s components, including overhead squats - all done in my living room when my roommates weren’t around.

If you ever played sports, I’m sure you may have had similar experiences - watching your favorite running back or receiver over and over again.

Or maybe, as a musician, you’d watch your favorite musician play your favorite song over-and-over-and-over again - placing your fingers on the frets in the exact same positions he did.

In fact, we all know this -

It's Almost Intuitive - Video Is One Of The Best Ways To Learn

Even me, even though I spend a lot of time writing my email newsletters.

After all, in late 2012 I put together what became the “industry standard” user-centered, in-depth advanced double kettlebell instruction - ***Kettlebell STRONG!***

Literally thousands of people across the world from the US to Australia have bought a copy.

Which gets me back to my original question -

Why Wasn't There An “Industry Standard” User-centered, In-depth Single Kettlebell Instructional Course?

Have you ever wondered that?

The fact is, until now, if you want to learn how to perform the basic single kettlebell lifts, at least using the “HardStyle” methodology, you had to -

Use 1 Of 3 Options

Seriously - “only” one of these three.

Sure, you could use a combination of these three, but let's face it, some of us are limited by geography...

... Some of us are limited by finances...

... Some of us are limited by accessibility...

I'll explain more in a few minutes.

Let's take a look at these 3 avenues:

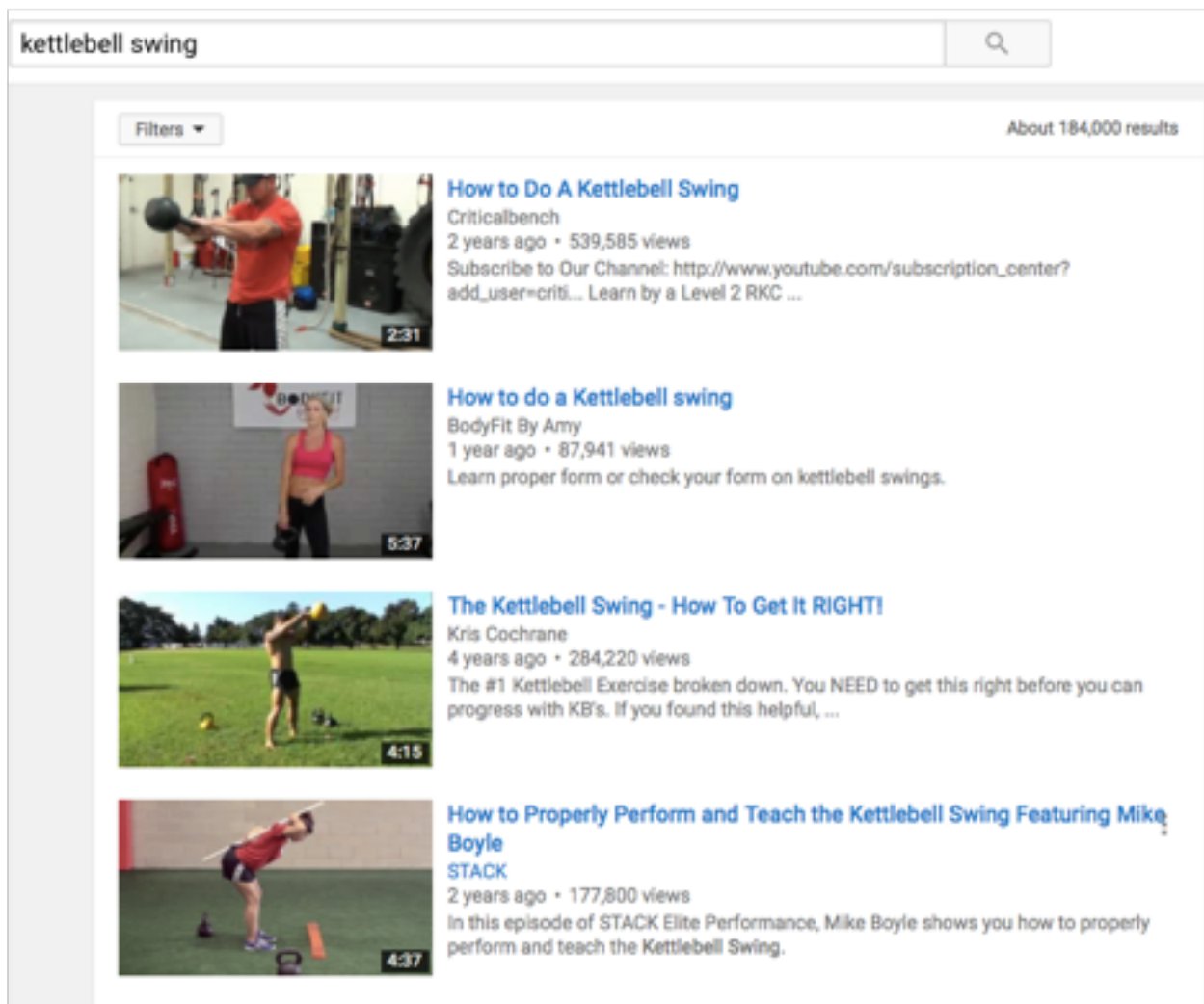
OPTION 1: YouTube University

I've done it... You've done it.

Who hasn't?

You want to see how to perform an exercise so you pull up the ol' YouTube and type in your kettlebell exercise and you pull up a list of videos.

There's something... *missing*... something *else* you need because, all 4 minutes and 11 seconds of that last video didn't seem to cut it.



The screenshot shows a YouTube search interface for the query "kettlebell swing". The search bar at the top contains the text "kettlebell swing" and a magnifying glass icon. Below the search bar, there is a "Filters" dropdown menu and a notification that says "About 184,000 results". Four video results are displayed in a list:

- How to Do A Kettlebell Swing**
Criticalbench
2 years ago • 539,585 views
Subscribe to Our Channel: http://www.youtube.com/subscription_center?add_user=criti... Learn by a Level 2 RKC ...
Duration: 2:31
- How to do a Kettlebell swing**
BodyFit By Amy
1 year ago • 87,941 views
Learn proper form or check your form on kettlebell swings.
Duration: 5:37
- The Kettlebell Swing - How To Get it RIGHT!**
Kris Cochrane
4 years ago • 284,220 views
The #1 Kettlebell Exercise broken down. You NEED to get this right before you can progress with KB's. If you found this helpful, ...
Duration: 4:15
- How to Properly Perform and Teach the Kettlebell Swing Featuring Mike Boyle**
STACK
2 years ago • 177,800 views
In this episode of STACK Elite Performance, Mike Boyle shows you how to properly perform and teach the Kettlebell Swing.
Duration: 4:37

By the time it's all said and done, you've spent hours looking for quality instruction and you don't seem to be any closer to performing your kettlebell whatever any better.

Why not?

Many reasons.

If you're a rank beginner, you're not in a position to determine what quality instruction is because, hey, let's be real, you wouldn't know it if it came up and bit you on the backside.

You simply don't know what you don't know.

(That's how "Celebrity Trainers" like Jillian Michaels and Bob Harper can get away with selling their crap. After all, they're on TV... They *must* know what they're doing...)

So you roll the dice and take your chances.

At best you learn some decent technique, but you still have some glaring holes.

At worst, you end up getting injured.

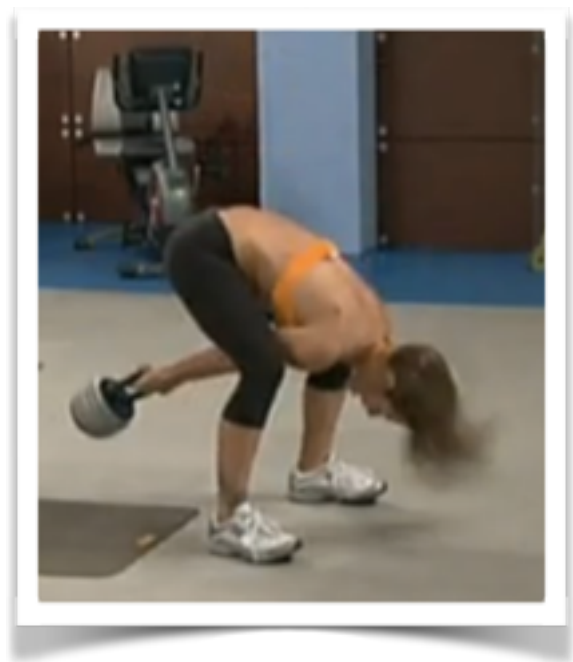
And if you're an intermediate kettlebell user, you may have the basic technique down, but you still have some inconsistencies or some "issues" - maybe a bum shoulder or something like that, and the current changes you've made to your technique aren't cutting it.

So, because most videos are "how to" videos, they don't "diagnose" whatever it is you're doing wrong - there's no troubleshooting.

And if you're advanced? Well that's usually where you end up going to the next option...

OPTION 2: A Kettlebell Workshop

I love kettlebell workshops. I teach them several times a year. (I just taught a *Kettlebell STRONG!* workshop in Portland this past February and have one lined up for September in Italy.)



"Not only, "No," but H#ll No!, Jillian!"

They are a great way to learn from a qualified instructor the basics of kettlebell training. And, because you're in a group environment, it helps you relax because you know that others are there to do the same thing you're doing. You're not alone.

The downside of course is that you're one of ten to twenty to thirty individuals. So depending on the the duration of the course, the material taught, your comfort level in asking questions in a group of strangers, and the coaching eye and teaching ability of the instructor all are variables as to whether or not you'll get everything out of the course that you need to get.

Workshops are definitely a great learning environment, but unfortunately, they have their limitations.

As good as they are for hands on instruction and coaching, they are one-time events. So unless you took really good notes, have a detailed manual, (or both), and/or the structure of the workshop perfected then engrained your technique, there's a good chance that you may forget some, if not much of what you learned.

That may sound like me "poo-pooing" workshops for some ulterior motive - It's not.

True story:

At the Alexandria, VA, RKC (Russian Kettlebell Challenge Certification) in April of 2012, I was Deputy Chief. That meant I was effectively running the show. Back then, at each RKC, the assistants, who are tasked to help the Team Leader, were instructed to show up in the afternoon to help with set up and have their techniques and Snatch Tests tested.

I tested two RKC's. (Remember, these are people who have already passed their certs, and have been invited back to assist - which 9 times out of 10 is by invitation only, to the best candidates at the RKC's.) The first, was looking at the floor on her snatches, which resulted in her arms not being perpendicular to the floor, which is the standard to be met for the lift. It's also the safest way to perform the snatch as the body supports the kettlebell instead of the stress being born by the front of shoulder, which can, and does, in many cases, lead to injury. It also meant, in her case, that she was losing the curve in her lower back on the backswing.

That was a simple fix. I simply had the girl look at the horizon. Voila! Arms perpendicular to floor and lumbar curve restored.

The second was not so good. In fact, she was downright awful. Even though she had gotten her RKC, it was as if she got it, immediately went home, and discarded everything she'd ever learned. She looked liked she'd been watching Jillian Michaels or some other flaky TV trainer. Her technique on everything was *that* bad.

I told her in no uncertain terms that she would not pass her re-cert and that her technique was not RKC technique. In fact, she decided not to show up for the rest of the cert.

Which brings me to the next option...

OPTION 3: Private Instruction From A Kettlebell Instructor

Arguably, this is the best way to learn.

Virtually nothing beats a one-on-one environment, and as a coach, it is one of my favorite ways to teach.

However, there are two problems that arise with private instruction:

1. They can be cost prohibitive.

Not everyone can afford the \$50+ an hour that the average kettlebell instructor charges.

... At least not on a routine, ongoing basis.

Enough said.

2. Not all kettlebell instructors are equal.

This just stands to reason doesn't it?

Just because a kettlebell instructor passed a 5-minute Snatch Test, and some basic technique standards, doesn't mean he or she is fully competent to teach you.

Just see my example above about the RKC assistant that excused herself from the cert.

There's usually an inverse relationship between the quality of the instructor and his or her ability to convey the necessary instruction and corrections to you.

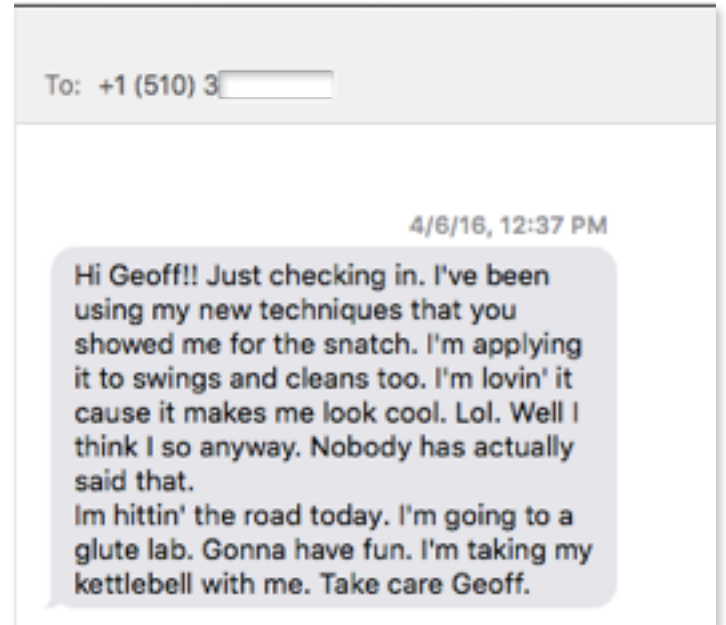
This is not a knock on kettlebell instructors - **it is fact**, as witnessed by the instructor designations in the two major kettlebell organizations: Level 1 < Level 2 < Team Leader < Senior Instructor < Master Instructor.

It stands to reason that the Master Instructor is going to be a better instructor than someone who just got his or her level 1 certification three months ago.

Case in point: About 2 weeks ago, I did a FaceTime call with one of my private clients, a lovely woman and an SFG. She wanted me to help her fix her Snatch technique. She felt like she was yanking it and it was bothering her hands.

I watched 3 reps, noticed her weight distribution, and had her change it. After about 5 minutes of technique prep, she had explosive and easy snatches. (See the image on the right. I've withheld her name and phone number for privacy reasons.)

Please understand my heart on this - I'm not using the above example to knock this woman down to build myself up. She sought me out because of my experience. And her decision was validated by the results of our FaceTime session.



This brings up a rather disturbing idea -

The 10,000 Hour / Rep Myth

You may have heard that it takes 10,000 hours or 10,000 reps to become good at something. In fact, I think there was even a book written on the subject within the last 10 or so years.

But have you ever stopped to ask yourself this question:

*“What if you’re practicing the **wrong** things?”*

What if you do 10,000 reps of the wrong technique?

Or worse, spend 10,000 hours studying the wrong material?

Will you ever achieve “greatness?”

No one ever really stops to ask that question, do they?

I know I didn't.

I bought it hook, line, and sinker.

Ten years ago I got involved in a “performance system.” And the guru teaching it brought up that “10,000 hour / rep rule” to validate his system.

So I diligently practiced his “exercises” and 4 years later after arguably way more than 10,000 reps (and tens of thousands of dollars spent on his program) I was no better off. None of my “issues” were fixed. And my performance wasn’t any better than it was previously. In fact, I almost ended up with a major lower back injury.

Think about it - it stands to reason that if you practice the wrong thing for 10,000 hours, or do the wrong movement 10,000 times, it’s going to be harder to undo all those wasted reps, right?

Trust me - it is.

I then spent the next 5 years re-patterning the right things.

That of course begs the question,

“Why not get it right the first time?”...

That’s Why I Filmed “The Big 6” - Just For You.

You may be tired of trying to “distill” kettlebell instructions from various YouTube videos.

You may not be able to travel to attend a day long kettlebell workshop.

And you may not be able to routinely afford to visit a kettlebell instructor nor may you have access to one locally.

However, you still want to learn more about kettlebell technique so you can make faster progress with your kettlebell workouts.

You still deserve to have the opportunity to refine your technique and make it more efficient so you can get leaner, or stronger or whatever your goal is... *Faster.*

Don’t you?

I most certainly think so.

And the hands down easiest way to do that is to be able to review the highest quality kettlebell exercise video instructions from the comfort of your own home, when it fits best into your schedule, don’t you think?

“The Big 6” is a 5 hour and 41 minute “workshop style” video series covering the basic six kettlebell exercises as taught in the the two “HardStyle” kettlebell systems - StrongFirst and the RKC.

Those six exercises are: The Swing (and its variations), the Get Up, the Goblet Squat, the Clean, the Press, and the Snatch.

And the biggest benefit you receive from owning “The Big 6” is -

**You Can Watch Each Video
Over And Over And Over Again
At Your Convenience!**

Re-visting the “basics” is how you excel at anything you do.

It’s been said that the way the “elite” become “elite” is by routinely revisiting the basics.

Now your goal may not to become “elite,” but I’m sure you’d agree, knowing how to do each of the major single kettlebell exercises more efficiently will only speed up your results and decrease your chances of getting injured.

And the best part is, the more you watch the videos, the more you cement in what you already know, and the more you learn subtle nuances that can accelerate your efficiency, and therefore your results.

For example, I mentioned Anatoli Pisarenko earlier. He was actually one of the inspirations for my double kettlebell training methodology - the perfect example of “head up and chest out.” (See pic on the right.)

You too can find your own nuances and your own “technique” from simply watching these videos over and over again.

They will serve you for years to come.



**How To Get Your Copy
Of “The Big 6” Videos**

If you're even remotely serious about your kettlebell training, then you owe it to yourself to get your copy of "**The Big 6.**"

I'll be releasing more details over the days to come about these videos, including how to get your copy at a steep discount.

So keep your eyes on your inbox.

If you miss this, you'll kick yourself.

I guarantee it.

Stay Strong.

Geoff