



# EXPLODE

X FITNESS TRAINING SYSTEM

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OWNER, X FITNESS



# FORWARD

I am addicted to working out.

One of the worst workout addictions in the history of wo/mankind. A seven-day iron-sweat-and-pain addict. I can't take one day off without heavy withdrawal symptoms. Every morsel of food I eat has one purpose – the next workout. Every song on my iPod has one purpose – how it affects my next set. When I go out of town, the first priority is Googling “gyms.” Where is the nearest 24-hour gym? Does it have enough free weights? Does it have heavy bags and speed bags? And where can I run? How can I eat enough protein? Packing priorities – workout clothes, iPod and charger, cans of tuna.

My addiction led to starting a business – a 24-hour gym. X Fitness Welland Inc.

I am addicted to being different... thinking so far outside the box that the box disappears. I am deeply committed to not doing things by the book – while writing my own book ... books.

I am addicted to coffee. The intravenous kind. Because it helps fuel my life-long addiction – working out, addicted to the rush.

My greatest fear in life is being bored straight to death and boring others straight to death. It's not an ordinary fear, it's hell. It's connected to an intense aversion to ordinary, routine, mundane, IQ-dropping mind-numbingness. “*Hey, did you hear the one about?*” scares the shit out of me worse than, “*How 'bout that cold?*” The fear of boredom is worse than my other dread – the intense fear of wasting my life, the only life that's been given to me. The fear of spending eternity regretting the trashing of the potential I've been blessed with. The

intense fear of replacing destiny with mediocrity. Being asked, “*You work out after midnight?*” is scarier than seeing a ghost but nowhere near as horrifying as THE living-dead question, “*How long ‘til you can retire?*”

But my worst addiction, the one I’m most proud of, is wanting to put up ladders for every soul who asks for help. I remain addicted to enjoying the success of anyone willing to take full advantage of opportunities to grow.

I wrote *eXplode* to explain my perspective about working out – that it’s connected to life performance – how to change what you don’t like about yourself. Every human was created for one purpose – to reach full potential. I believe that we have a built-in need to grow. To change. Not simply to re-invent ourselves but to keep adding-on. I believe that we have a natural need to keep building.

*eXplode* is also a cautionary tale – it’s easy to get sidetracked – ignoring our need to change leads to misery. This book is about how to get on track and stay on track. How to exercise free-will. We are blessed with decision-making – the freedom to make the call. Total control in choosing how to respond to everything that happens so that we can make more good things happen.

I know I am not the only addict. I also know that I don’t want rehab. I don’t need an intervention. I intend to workout hard for the rest of my life. I’ll be lifting heavy at 102. Supersets. Dropsets. Megasets.

# EXPLODE

*“No citizen has a right to be an amateur in the matter of physical training...what a disgrace it is for a man to grow old without ever seeing the beauty and strength of which his body is capable.”*

- Socrates (469 - 399 BC)



We have been wrongly led to believe that there are only two guarantees in life – death and taxes. Not true. We are guaranteed **opportunity**. Every day, every hour, every minute. Opportunities to improve ourselves and put up ladders for others. Infinite opportunities to do something constructive...as often as we want. And if we don't make it happen, we have no one to blame but ourselves. We can point fingers, complain and make any number of excuses. But trashing opportunity makes us both the perpetrator and the victim of the crime.

Look around at this very minute. With your heart and soul wide open, your mind will follow. You will see what you previously couldn't see...what you refused to see. Life-altering events are patiently waiting for you, sustained by the magic of REPS – opportunity after opportunity to explore your potential, mentally and physically.

There are no limits to opportunities.

I have been blessed beyond all measure to have coached football teams for 40 seasons, thousands of athletes who have joined forces on the field and in the gym to work some magic. Not professional athletes. Students. Not the gifted, talented elite student-athletes... the untalented, ungifted ones looking for a chance – first chance, second-chance, third chance... or more. Grassroots training – training from scratch. Developing strength physically and mentally in student-athletes who haven't found a place – yet. Young people who

have a dream and won't let go of it. I've coached them on the football field and in the weight room, starting in the basement of my house – the original X Fitness where I worked out with each athlete. I never stood by and just watched. I have been eyewitness to miraculous development – young football players who developed into remarkable athletes...beasts. Some went on to the next competitive level on the field but each one without exception went to the next competitive level where it counts most – inside. I'm blessed to have helped them build their inner beast. *It's truly amazing how a unified team can lift – themselves, each other and any heavy weight that gets in their way.* I thank God Almighty every day for the opportunity to coach.

I have been blessed beyond all measure to have taught thousands of college law enforcement students in the classroom, to have worked out with those who wanted to separate themselves from the rest, and to have mentored them through an unforgiving hiring process that screens and spits out about 90% of the applicants. I have been eyewitness to miraculous transformation – young students who maximized their opportunities – got into the gym, got hired and developed into currently-serving police officers. I'm truly blessed. I thank God Almighty every day for the opportunity to teach.

I have been blessed beyond all measure to be a gym owner. I started X Fitness from scratch – in my basement. X Fitness is more than a gym. X is a symbol of changed lives... my athletes' and mine. X Fitness reminds me that iron is life-altering. It connects the Big Four – physical, intellectual, emotional and spiritual – a connection I explain in my new book *Soul of a Lifter*. X Fitness has let me be eyewitness to miraculous development...people who've uncovered their hidden potential to reach next levels and became athletes by the X Fitness definition: anyone who works. Anyone who competes against self, against iron, is an athlete. I'm truly blessed to still be an athlete. I thank God Almighty every day for the opportunity to be a part of X Fitness.

I will never lead my football players or student wannabe cops to get busted up. That's my personal mission statement – to protect them. It's my number one motivation for coaching how I coach and what I coach – on the field and in the classroom. And I can prove it. I have tested every minute detail in *eXplode*, the X Fitness system and all of it – 100% – has worked to achieve my mandate – to not get people busted up. They don't get pushed around, steamrolled, beaten to the ground, punched out or otherwise get the shit beat out of them. My system builds beasts. Tireless, smart, driven souls with the work ethic of a farm animal. Blue-collar work ethic.

I protect them by teaching them how to outwork their competition. Hard work is feared. Especially the kind of back-breaking work needed to finish a job when fatigue is trying to weaken every mind and muscle fiber. Because those who fear work, especially while under pressure, won't win. Can't win. The Laws of Performance Darwinism won't allow it. How one responds to the pressure of fatigue is the difference between winning and losing – the difference between getting crushed and surviving.

It doesn't matter if I'm preparing athletes to compete in a football game or students to compete in a law enforcement occupation, it's all the same. I seek out the strongest opponent possible then make my team strongest. That's my basic philosophy – call out Goliath then meet him head-on with my inner beast. Merciless, relentless warp-speed attack. Waves of pressure that tire him out then knock him out. Until every Goliath cracks. For over a quarter-century, my track record shows I take the path of **MOST RESISTANCE**...on the field, off the field, in the classroom and in the gym.

My greatest coaching fear is that my football team will quit in the fourth quarter. Not only would it be embarrassing, it would be dangerous. Players could get killed, end up paralyzed, hospitalized or traumatized. Laying down in the fourth quarter is inexcusable. There is no justification for perfectly healthy young athletes to give up when things get tough in the fourth quarter. Left unchecked,

quitting before the game is over becomes habitual; it leads to chronic losing, which is carried over to real life and manifests itself in a continued display of unwillingness or incapacity to finish a job. Wannabe cops I've taught know that becoming a quitter can lead to death or serious injury on the job. Letting up in any way in a high-risk sport or job is a sure-fire way to invite disaster. I refuse to contribute to this social mess. Every workout I design is intended to be a *binding contractual agreement to spill your guts for your teammates. Each workout is a personal investment that binds each member to the team.* That's why all instruction, on or off the field, starts with lifting heavy – as intense as possible – building an iron-will mindset. The objective of my system is to survive high-risk activities.

But the real measure of the success of a training system is the impact it makes. And to use “impact” as evidence, it must be quantified in terms of “winning.” Whether we like it or not, we are judged by our winning record. Winning is the only thing people care about. Winning is not a four-letter word. Winning is not evil. Winning has a broad range of definitions that I discuss throughout this book but the most important part of the definition is this – **survival**... not getting the shit beat out of you on the field, on the streets, or by life in general from the toughest opponent known to wo/mankind... self. *eXplode* makes an impact by building armour – mental and physical armour.

I have been blessed beyond all measure to have worked out for 42 years, no steroids, no interruptions – 100% natural, never taken more than one week off. Four decades of continuous lifting. I'm 54 years old and working out harder, more intense today than ever. My motivation has gone through five stages. First, I needed to end childhood obesity. Second, I needed to excel at high school football. Third, I needed to survive in frontline policing – patrol, SWAT and detective. Fourth, I needed to train my football players and college wannabe cops. Fifth, I needed to not cave in to age. Need it, demand it... the motivational secret that drives all long-term performance and builds the strength to compete on the reality stage, the real-life stage.

But 42 years of working out didn't just happen. Working out is not and never has been a hobby for me, it's a career – one I started in long before becoming an adult. I have been blessed beyond all measure to have had a job in a flour mill throughout my high school days. To have competed in the back-breaking world of manual labour – survival of the fittest – lifting and carrying 140-lb. bags for eight hours every day. Manual labour builds incredible strength and brands you with a blue-collar iron-will tattoo that stays visible for life. The working class teaches you to make it happen through drive, super-commitment and no excuses – just shut up and lift. I thank God Almighty every day for giving me the chance to experience the work behind working out – something I love more than any other part of working out – more than the results and more than talking about it. It helped build an iron-will mindset – the need for the rush. The need for feeling the inner reward of emptying the tank to achieve what I thought couldn't be achieved.

*eXplode*, the X Fitness system has been a work-in-progress for 42 years. Four decades of winning. Four decades of eXploring, eXamining... eXploding. *A reality show in writing*. A limitless system consisting of concepts, language and a **Set-Calling**© decision-making model that has been used to design unlimited programs. Limitless ladders to the next levels.

*eXplode* teaches **functional strength – the practical strength** needed to get a job done – on the streets, on the field, in the factory... any place where you have to make it happen. The X Fitness system strengthens the inseparable connection between mind and body – the one that breaks the barriers that lock up potential.

*eXplode* is guaranteed to achieve results. Guaranteed to not fail. Guaranteed to succeed...if it's followed precisely.

**The secret to life-long workouts is mind-set. Nothing else is more important.** Psychology and philosophy are just as important as physiology. Building the mind is just as important as building the body – they’re connected. They lift each other. It’s impossible to build physical strength (an athletic physique) with a weak mind. Weak mind, weak body.

The leading cause of fitness failure is underestimating the power of the human mind. Not giving the mind enough credit to break past its limits, is limiting. The only reason why fitness goals are not achieved is weak mindset. A soft mind leads to every bad workout habit – poor form, not enough sets, not enough reps, not enough intensity...not enough work. And not enough will power. Left unchecked, a weak mind will stop you from unleashing your full potential... from releasing every ounce of strength and energy you’ve got locked up deep down in your guts. A weak mind will bury all your gifts and talents. A weak mind doesn’t just block your potential... it stops it dead in its track. The mind will quit long before the body does. And it will keep quitting at the earliest sign of discomfort, if you let it. If you tolerate a weak mind, it won’t change. It will stay weak. Born weak, stay weak.

How do you change a weak mind? Don’t underestimate the mind. Push it. Stretch it. Break limits – smash them... one rep at a time. My job as a coach is to teach hardcore, old-school winning habits that push the weak mind and build mental and physical armour. I start with teaching iron will and beast-of-burden work ethic using the “Big 3” – the primary cornerstones: bench press, squats and wind sprints. I have hardcore beliefs about these Sacred Exercises. I use them religiously, personally and to coach my players. My Sacred Exercises are old-school – basics. I don’t debate the merits of military press, bicep curls or anything else I use. There are many secondary Sacred Exercise components that increase balls size while teaching strength, speed, stamina and smarts. But the Big 3 have lifted countless students and athletes to places they had never imagined going.

Here's the controversy – all 3 represent and require extremely hard work. Brutally hard work. **Heavy Extreme Laborious Lifting – HELL**. It's hard to sell any kind of hell. So the hell critics try to challenge the credibility of the Big 3 or invent the Next Big Thing – some replacement for hell, an easier formula for fat loss, bigger muscles and superstar sports performance. Finding the Next Big Thing is a noble effort but the inescapable truth is this: the Big 3 builds armour, builds big balls, and makes an impact. It has transformed horrific losing cultures into winning cultures. My teams' winning record is not stated in terms of championships, of who scored more points in games more often than the competition... our winning record includes a column about life-altering character-building radical mindset transformations that have translated into incredible performances in the gym, on the field, in the classroom and on the streets – functional strength. Practical strength. Strength and conditioning for real-life survival.



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This Free Preview!**