

# Pat Davidson - Enter The Beast Mass 1

After working with thousands of athletes, it has become crystal clear that several problems exist:

1. Once “traditional” sports end, athletes are **left without a team and without a competitive outlet.**
2. The strength sports that do exist are **not conducive to building complete super freak strength athletes.** Sure, you may be strong or jacked, but where’s your engine? Can you jump? How about running? Do you move like a jungle cat or a boulder? Are you even athletic?
3. No training platform exists to build this **new breed of apex athlete.** An athlete that can deadlift 600 lbs, squat 500 lbs, bench 350 lbs, be jacked, smash a metcon, ruck up a mountain and jump out of the gym.

Don’t worry though. We are here to fix things.

## There’s A Better Way

TRAIN represents a major shift from the norm. We have built a team of some of the best coaches and athletes on the planet to revolutionize how you train and the results you get. See below to learn **how we can make it happen for you.**

We are not for everyone, and that’s very intentional. We have nothing against other sports, and in fact, almost all of our coaches compete in sports like powerlifting, strongman, bodybuilding, Crossfit™ etc. TRAIN, however, is about not specializing. It’s about forging a new breed of athlete based on the following methodology:

1. Get you **strong** in the big 4: squat, press, deadlift and pull
2. Get you **powerful** using jumps, throws, sprints and specific lifting methods
3. Get you **jacked** by pummeling you with metabolic stress and mechanical tension
4. Teach you to **move like a jungle cat** through superior exercise selection and cueing.
5. Build you an **engine** that has both horsepower and capacity with traditional elements like running, biking, rowing etc.
6. Challenge you to **blend strength, power and capacity** using metcons and medleys

If you give us the keys to the car, we can make these things happen for you in a big way. If you don’t, well than that’s on you. Best of luck being mediocre.

## The SQUAD

Like the A-Team but better.

Join Now

Dr. Pat Davidson

Author of MASS and MASS 2. Thinks Tom Brady is the messiah.

Kyle Dobbs

Author of CCP. Awkwardly tall but has a strong beard game.

Steve Tripp

Author of Brick Shit House and Meat Castle. He's definitely bigger than you.

Stronger than you. And drives a dope ass motorcycle.

Andrew Triana

Author of Alactic Super Star and Glycolytic Bulls. World champion of vibing.

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Ryan L'Ecuyer

Author of Certified Meat Titan. A+ lat spread game.

Lance Goyke

Author of The Pyramid Method. The smartest person you've never heard of. Too nice for his own good.

Dean Guedo

Author of Venom. Bringing the noise from Canada with an exceptional Spider Man tattoo.

Dr. Michelle Boland

Author of Divergence and The Trifecta. Contrary to popular opinion, likes to lift heavy barbells.

James Cerbie

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## The Program Library

We have multiple programs for every physical quality an Apex Athlete will need to develop. Need to run a strength cycle? We have programs for that. What about hypertrophy? Have it. Power? Yep. Movement? Absolutely. Engine building? You bet.

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## The Locker Room

Brotherhood, sisterhood and being on a team are paramount for your success as a strength athlete. People that will call your bullshit, support you and drive you to new

heights. Here at TRAIN, you will join a team that refuses to let you move anywhere but forward towards your goals.

## The Leaderboard

If you don't like leaderboards, or if you believe in participation trophies, please leave now. We have leaderboards to celebrate the top performers in our community and set the standard for everyone else to chase. It's incredible what you are capable of when you have something to hunt down.

## Monthly Competitions

We run monthly competitions to test your abilities as an apex athlete and to fill your training with a greater sense of purpose. Competitions will span strength, power, and capacity thus forcing you to be well rounded across physical disciplines.

## What To Do Next

### Step 1

## Proof Content

	MASS 1 and MASS Nutrition.pdf	 	6.7 MB
1 file			6.7 MB