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Visual Impact Muscle Building Review - Theory

Show me a man that doesn't want a better looking body and I'll show you 100 that do.

I am one of them, and I would be surprised if you weren't one also.

[Visual Impact Muscle Building](#) by Rusty Moore.

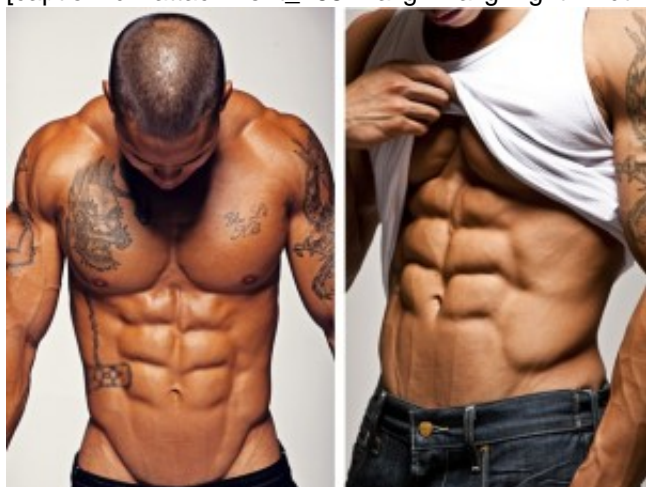
What Rusty Moore (from [fitnessblackbook](#)) has given us is a product that aims to deliver a body that men want, that women find desirable, and one that we can all create without resorting to obsession.

[caption id="attachment_1686" align="alignleft" width="200" caption="Typical Bodybuilder look"]



[/caption]

[caption id="attachment_1687" align="alignright" width="300" caption="The 'Hollywood Lean' look"]



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In fact, Rusty's notes about obsessiveness are refreshing, to say the least.

Even the fact that he mentions it is unusual.

Finding the balance between dedication and obsession is hard, even for those with many years experience (and in fact, they can be some of the worst).

I have found that to get results you need to put the time and effort in to learn the absolute minimum, but until you get there, you've no real idea of just how much that is.

What Muscle Building programs like this do is both shorten the learning time, and decrease the potential for error. Having said that, there are a lot of crap programs out there that only increase the learning time, and increase the amount of error made. How do you know which Muscle Building Programs are good, and which to avoid?

Well, you could go on forums and ask for opinions (but bear in mind that forums are rife with 'bro science' and frequently light on a real understanding of what it takes to create an impressive athletic physique). You could trust to the testimonials that all products must have on the internet to sell anything. Or you could trust to the advice and thoughts of a highly experienced Personal Trainer, Kinesiologist, Massage Therapist and NLP Master Practitioner.

So what do you get in Visual Impact Muscle Building?

You get three products;

1: The Visual Impact Muscle Building Manual

2: A library of exercise demonstrations

3: A workout template that you can print out.

The one I am mainly writing about is the manual, as this is where the juicy details are.

And some of them are juicy indeed.

The Visual Impact Muscle Building Manual

When I downloaded this manual I was expecting a pretty large book, but it only runs out to just over 60 pages. I wondered at the beginning if this was going to be long enough to give me everything I needed, or indeed anyone would need, to get started and make progress. I need not have worried. Rusty delivers all you need to know to make your training a success, and does it in a writing style that is nicely balanced between technical and conversational.

He starts off by exploding a couple of modern bodybuilding/physique training myths and getting you thinking in the right direction. I think that the most useful aspect of any program is to get your beliefs on board about the 'how and why' of a program, and in this program Rusty had me pretty much convinced. At least convinced enough to have a try!

For someone without my background in training and nutrition the information presented is perfect, like I said, somewhere between technical and conversational.

One aspect of this manual that I believe sets it apart from any other that I've read is how Rusty shows you to personalise your program, using methods that I've used intuitively with clients, but never seen written down before. I think this part alone makes the program a worthwhile buy.

Summing up this introductory review (see my website for updates - send me an email or post in the comments and I'll post you my personal results of this program), I think that if you are a time starved man wanting a

no-nonsense muscle building program that doesn't bog you down with details this will be perfect for you. If you are a lover of the technical side of training and diet theory for muscle building, you should look elsewhere.

Want a copy of Visual Impact Muscle Building? [Click here now.](#)



Postscript:

I am in the process of putting together a video series demonstrating each and every exercise (and any others requested by my readers) listed and recommended in Visual Impact Muscle Building. When this goes live it will only be offered to a limited amount of people, make sure you get in that list right now by putting your details in the box below (I'll never sell or give away your email address and you can unsubscribe at any time).

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