



Covert Fitness

***“If I Told You My Fitness Goals,
I’d Have To Kill Ya!”***

By

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About The Author



Eddie Lomax is the Founder and President of the **Optimum Fitness Network LLC**.

His philosophy of fitness is called **OptiFitness**... *The ability to use all the physical and mental qualities making up human activity in a fluid, seamless and coordinated fashion to successfully survive, flourish and excel in your natural, unpredictable environment and meet the challenges of sport, work and life with excellence under the greatest amount of circumstances.*

His training philosophy can be seen in his fitness programs:

[Ultimate Gymless Workout](#)

[Extreme Dumbbell Fitness](#)

[Gladiator Body Workout](#)

He has been contributing to the fitness community on the Internet since 2005. Previously from Delaware, he currently lives with his wife in Viña Del Mar, Chile.

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Covert Fitness

**Join The Secret Fitness Revolution...
And Quietly Succeed While Others Fail!**

There is a **small minority** of people who consistently reach, if not exceed, their fitness, health and physique goals.

They...

- Enjoy a high level of fitness... **enabling them to do many things well.**
- Exemplify health... **and live a higher quality of life.**
- Set the standard for an attractive body... **making them the envy of others.**

... and you want to be a part of this group, or you would not be reading this.

Can anyone join this small minority? **Yep!**

Do you have to be "genetically gifted"? **Nope!**

When can you get started? **Now!**

The Covert Fitness Special Report disclose the **secret of fitness success...** and reveals a tight-lipped method to make better choices and get better results!

Is There Really A Secret World Operating Parallel To Ours?

You ever watch spy movies, or movies about military covert actions, and get the feeling there is a **whole other world out there?** While we live our normal, average lives doing normal, average things... there is a world out there we know nothing about. We think there is a **secret** world operating parallel to our own... a world "**for their eyes only!**"

And don't you yearn to be someone "**in the know**"?

Yea, So What Does This Have To Do With Fitness?

When we see people with the physical skills, vigor and beauty we wish we could have, we think...

- "They **know** something I don't know."
- "They are keeping the **best** for themselves."
- "If only they let me in on their **secret**, I could succeed too!"

Many people believe there is a **secret of fitness success**... and they are right!

I'm going to unveil the **secret of fitness success**... *allowing all your past failures to make sense and revealing the "answer" you have been looking for right before your eyes.*

I'm Going To Let You In On The Secret... **But Be Forewarned!**

Secrets are often **hidden in plain sight**... and people **don't** see them because they are so obvious, or **refuse** to see them because they want to believe something else.

The truth is, people are exposed to the "**secret**" to fitness success every day, but miss it, or purposely avoid acknowledging the truth. Then when someone "**in the know**" reveals the secret, most people say... *"I knew that, it is just common sense"*.

Unfortunately, when people say "*I knew that*", what they really mean to say is "**I should have known that**". Because, if they already knew the secret of fitness success, and were not taking advantage of it... **well, that would be just plain stupid.** *I mean, no one would knowingly AVOID getting fit, improving health and building an attractive body that lets them live life to the fullest, right?*

The goal of the **Covert Fitness Special Report** is to give you one of those mind focusing moments allowing you to see clearly what you **need** to do to succeed. By the end of the report you'll **know what it takes** to become a part of the **Covert Fitness Revolution** and join the small minority of the successful... **finally** obtaining the fitness, health and physique that allows you to **live life to the fullest.**

Do it... and you will succeed.

Ignore it... **and you will fail.**

Just that simple!

The Secret Of Fitness Success

Acknowledge this simple truth and you will increase your chances of succeeding 100%... Ignore it and you are on your own!

Those that succeed in obtaining a high level of fitness, improving health and developing an attractive physique **all** have **one** thing in common... **they consciously or unconsciously "know" the secret of fitness success.**

Some people apply it **naturally**... without any thought whatsoever. **Most** people have to apply it with conscious effort... until such time as it becomes automatic. But **no-one** becomes the best they can be without it... **no-one!**

And The Secret Of Fitness Success Is...

You, and only you, are responsible for your fitness success!

- Genetics are **not** responsible...
- Secret exercises are **not** responsible...
- Gym memberships are **not** responsible...
- Magic diets are **not** responsible...
- The latest machines are **not** responsible...
- Personal trainers are **not** responsible...

You, and only you, are responsible for your fitness success!

You have the **power** to successfully increase your fitness level, improve health and create your best body... ***right now, this very second!***

All you have to do is **access** that power by...

- **wanting** fitness success...
- **learning** how to obtain it...
- **applying** what you learn...

... and **not stopping** the wanting, learning and applying process until you succeed!

Every successful person before you has followed this pattern... and if you follow it, **you will be successful too!**

"I Knew That... It Is Just Common Sense"

I warned you were going to say that!

How can I claim something "common sense" is a **secret**?

Because this "**secret**" was hidden in such plain sight you probably never thought about it properly or applied it effectively... therefore, it was still a "secret" to **you**.

Do not discount the secret of fitness success because you feel you already knew it... take the time now to fully **understand** it and it will **change your life!**

Understand And Succeed... Refuse And Fail!

Right now there is a portion of you who are feeling the **power** of this "secret", maybe for the first time. You'll finish reading the **Covert Fitness Special Report**, learn from it and apply what you learn. This is exactly what you **MUST** do in order to succeed!

But, there is another portion of you, **maybe a larger portion**, who **can't believe** the above really is the **secret of fitness success**. They are probably furious with me right now, cursing my name! And I know why.

Because the above "secret" implies an investment of time and energy.

These **unbelievers** will stubbornly hold on to the theory there **really** is a simple way to get fit, healthy and attractive without an investment of time and energy... and that I am holding out on them. They will continue their search for the "**get-fit-quick-and-easy-miracle**"... bouncing from one **failure** to another until they finally give up. They will spend untold sums of money on gimmicks and gizmos, only to be left unhappy with the results... **AND POORER!**

On the other hand, the **believers** are about to start a journey with one common destination... **fitness, health and the attractive body they deserve!**

The Proof Most People Refuse This "Secret"

The desire to be fit, healthy and attractive is a **primal urge**... it is an itch that simply **must** be scratched. It is largely responsible for our survival for thousands of years. So I think it is **safe** to say we **all** would rather be fit, healthy and attractive... than unfit, unhealthy and unattractive.

And if you...

- have a **burning desire** to become the best you can be...
- **learn** from the programs that get results...
- **apply** what you learn by putting in the time and effort...
- and **never** stop wanting, learning and applying until you improve...

... you **will** succeed in improving your fitness, health and physique!

It's that simple!

So if we **all** want fitness, health and an attractive physique... why do so **few** people have these characteristics?

Simple, **most** people refuse to believe the secret of fitness success... **and are holding out for something better**. They deny **responsibility** for their fitness success... and spend their time and energy making **excuses** and **blaming** everything-under-the-sun for their failure. They will accept **nothing** less than a quick, easy, magical route to fitness, health and physique success.

They make no notable, long-lasting progress while the **few** accepting responsibility, wanting, learning and applying... **are succeeding all around them!**

The Difference Between Hope And Belief

Hope and belief **cannot** co-exist.

You cannot hope something will happen and believe something will happen at the same time... **it is either one or the other.**

The people who **don't accept** the secret of fitness success, the **unbelievers**, go from one worthless "get-fit-quick" gimmick to another... **hoping** this one will be the "magic-bullet" they were searching for.

By **hoping**, the responsibility falls on the product... and when they ultimately fail to get the results they seek they say, "*That product didn't work!*"

The people who **accept** the secret of fitness success, the **believers**, apply themselves with the help of well chosen products... **believing** the product will work ONLY when they put in the time and effort.

By **believing**, the responsibility falls on them... and when they ultimately succeed they say, "*I succeeded using this product!*"

So if you are a believer... **YOU are responsible for your success and one step closer to reaching your goals!**

Become A Covert Fitness Secret Conspirator

Fuel your burning desire to become fit, health and attractive by secretly conspiring within yourself to be successful.

In 1920, **Alois P. Swoboda** published a small book called ***The Subtle Principle Of Success***, and its message is as pertinent today as it was the day it was written.

In the book, **Swoboda** states...

"The Subtle Principle of Success is destined to revolutionize the human race and lift it through individuals from adversity to prosperity, from mediocrity and inferiority to superiority - the Subtle Principle of Success will lift the human race from pauperism to supremacy."

Successful people in all walks of life consciously or unconsciously use this **life improving** principle...

"THE SUBTLE PRINCIPLE OF SUCCESS can be stated in a few words, namely - secrecy - personal conspiracy and intense desire, used as an evolutionary influence."

In other words, if you...

- develop an **intense desire** for something...
- **conspire within yourself** to obtain this desire...
- and maintain this desire a **secret** in order to cultivate its power...

... this desire becomes such a **profound part** of yourself that all **conscious and unconscious** thoughts and actions are made for the **attainment** of this desire.

Swoboda states...

"Make up your mind to strive for success and to seek success, and to plan for success and to work for success, and thus, to drive your personality constantly in the direction of success. Moreover, make up your mind to give your attention to some specific concrete object of success."

For the purpose of this report, the **intense desire** you must develop, and secretly conspire to achieve... is the desire to be **fit, healthy and attractive**.

Why So Intense?

Your desire to...

- become the **best** you can be
- finally **achieve** your fitness, health and physique goals
- start **living** a better quality of life
- and **live** life to the fullest like you deserve

... must be a **burning desire**.

If you can take it or leave it... **you will eventually leave it.** (*And you won't EVER reach your fitness, fat loss or physique building goals!*)

Fitness, health and an attractive physique must be **priorities** in your life for you

to do what it takes to attain them. If they are not... **you will fail!**

Ok... But What's All The Secrecy About?

Secrets hold **power**.

If you've ever tried to keep one you know what I mean. Secrets seem to take on a life of their own... building up inside you until you feel as if you'll **explode** unless you tell someone. **This is the power you need to harness in order to succeed.**

Fuel your desire to become fit, health and attractive by **not telling anyone**... let it fester inside you and drive you to achieve your goals. If the only way to relieve the pressure of the secret is to attain your goals... you will **not stop** until your goals are attained. **Do not tell anyone of your goals and plans to achieve them!**

The mere act of putting your goals and plans into words **relieves** the pressure... weakening your desire. Only conspire within yourself... adding fuel to this secret desire. You gotta want it until it hurts!

Make Your Goals Personal... Another Reason To Keep Them A Secret

The more **personal** your goals, the more emotion attached to them... the more you will strive to achieve them. Make your goals as personal and **charged** with emotion as possible... and keep them a closely guarded secret to fuel the fire of desire. Get to the "REAL" reason you want to be fit, healthy and attractive!

Goals like...

"I want to get fit" ...
"I want to be healthy" ...
and "I want to look good" ...

... are **not** personal.

Goals like...

"I want to get fit and finally beat my classmate, co-worker or teammate at X"...
"I want to be healthy and use my money for me instead of medicine"...
"I want to look better than all my friends and be envied by all"...

... **are** personal.

These personal goals may seem egotistical... but they are exactly the **type** of goals needed to fuel your burning desire. These goals should be so personal they would be **embarrassing** to reveal to another person... reinforcing why you should keep your goals and plans to achieve them a secret. Hey, since you're going to keep this a secret, make your goals as selfish as you want!

You are **not** a bad person for wanting to be the best you can be and advancing yourself **above all others...** *but don't expect other people to understand.*

They will **not** understand... and what is more they will do everything they can to sabotage your efforts.

Become A Covert Fitness Secret Conspirator!

You must become a **Covert Fitness Secret Conspirator**... trusting **no-one** with your secret and revealing **nothing**. Build your **secret** desire on **personal** goals, and conspire within yourself to achieve these goals and satisfy this desire... and you will have **no choice** but to act. Your secret planning to satisfy your burning desire to be fit, healthy and attractive **will force you into action!**

Choose Your Fitness Programs Wisely!

Picking the right tool for the job is half the battle... ensuring you get the RESULTS you want without wasting time, money and energy.

Now that you have created a **burning desire** to be fit, healthy and attractive, and have begun **secretly conspiring** to satisfy your desires, the obvious question becomes...

How?

There are **so many** different types of fitness programs to choose from... all

claiming to be your perfect fitness, health and physique solution.

- So many recommendations...
- So many famous personalities...
- So many advertisements...

But which fitness program is going to work best for you?

Here are some **characteristics** to look for when choosing a fitness program.

The more of these characteristics the program has... the better the chance you will **succeed** in achieving your fitness, health and physique goals.

Your Physical Fitness Program Must Be... Effective

While this characteristic seems like a **no-brainer**... you would be surprised at just how many people are actively using a fitness product that will **never** give them the results they seek.

Many people say they want improve their **level of fitness**... and get a bodybuilding product. Big muscles are **not necessarily** indicative of a high level of fitness. Improved performance over a wide range of physical abilities is.

Many people say they want to **lose fat**... and follow an aerobic endurance program. But aerobic training is only a **part** of the fat loss equation, and will **not** produce the lean, muscular, athletic body most people want... **regardless** of all the hard work. What's the point of losing fat if you don't REVEAL an athletically attractive body underneath?

The point is, make sure the fitness product you choose is designed to get the results you want... **or you are doomed to failure before you begin.**

If you want to increase fitness, improve health and develop an attractive physique... look for a fitness program **designed to produce these results!**

Your Physical Fitness Program Must Be... Interesting

Let's face it, if you are not **interested** in the fitness program you choose... you

will **not** use it long enough to see results. I don't care if the program was proven to work by thousands of scientific studies... it will have **no positive effect** on your fitness, health or physique **if you don't do it.**

And you won't do it... if it does not hold your attention and peak your interest.

No matter how many times you say...

"This time I'm not giving up until I get the results I want."

... you will eventually give up if the program is **not** interesting to you.

Don't force yourself to **struggle** with a fitness program you hate... look for interesting workouts that fit into your lifestyle and match your personality. **You should look forward to physical training... not dread it!**

Your Physical Fitness Program Must Be... Modifiable

There is **not** one fitness program in existence that can be all things to all people... regardless of what all the **slick-tongued** advertisements say. Workout programs must be modifiable to your goals, needs, abilities and limitations... you must be given a degree of freedom **to make the physical fitness program uniquely your own.**

You have **different** wants and needs.

You have **different** strengths and weaknesses needing specific attention.

You must be able to take an **active role** in the use of the program... modifying it into your perfect fitness program. Cookie-cutter programs claiming long-term results **do not work.** **After all, YOU are responsible for your success, so YOU should have input into how the workout is performed!**

Your Physical Fitness Program Must Be... Sustainable

The more the program is **dependent** on machines, devices and other complexities... **the easier it is to destroy.**

What happens when the machine is not available, the device breaks or the complexity you have based your entire fitness program on is lacking?

Your physical training comes to a grinding halt!

I am **not** saying you should stay away from workout program that use machines, special equipment, etc... only don't LIMIT yourself by choosing a program that makes you **dependent** upon them. Remember, **you** are responsible for your fitness success... **not** the availability of a piece of equipment, or access to a machine.

Look for workout programs that help you **sustain** physical training in your lifestyle **no matter what the circumstances.**

Your Physical Fitness Program Must Be... Progressive

There are many workouts out there presented as a **fixed workout.**

"Do this over and over again and you will get the results you want."

And the workout may be effective in the beginning... **for some people and for a limited amount of time.** Unfortunately, any workout program **not** part of a **progressive over-all plan** is doomed to failure. Any improvements you see in the beginning will **quickly** disappear, leaving you asking, *"What do I do now?"*

Then it is off to look for **another** workout to try.

Make sure the workout program you choose is **progressive** in nature... and not just "add more weight" either.

Progression on many different levels is probably the most important aspect of any successful fitness program.

Your Physical Fitness Program Must Be... Measurable

The pursuit of fitness, health and physique is a **journey**... and like any **worthwhile** journey, it should be documented. The ability to **measure your progress** keeps you on the track of success... enabling you to see where you've

been and where you're going. Make sure the training program you choose comes with a **workbook with workout journal sheets**, or that one can be easily made... Don't underestimate the importance of a workout journal.

Your workout journal helps you...

- **judge** if your physical training efforts are getting you closer to your goals...
- **decide** if you need to modify your fitness program...
- and **determine** if it is time to switch to something completely different...

... ultimately guiding and documenting your fitness success.

Look for workout programs that make it easy to measure their effectiveness... **how else are you really going to know if it is working for you or not?**

Use Your Common Sense

If the training program...

- attracts you...
- speaks to you...
- excites you...
- and ultimately **makes sense to you...**

... is probably the right program for you.

After all, only a physical fitness program **you actually do**, and that becomes a part of your lifestyle, will give you the **long-term** fitness, health and physique benefits you seek. There are so many different ways to get fit, lose fat and build an attractive physique you shouldn't feel you have to do something you hate to get the results you want.

Now that you have a burning desire to be fit, healthy and attractive, have secretly conspired within yourself to achieve your goals and know what to look for in a fitness program, there is only one thing left to do... **act!**

Time For Action!

Only through action will your fitness, health and physique desires become reality... and your burning desire be satisfied.

Only through **action** will you achieve your fitness, health and physique goals.

- Just thinking about it **won't** work.
- Just wanting it **won't** work.
- Just learning about it **won't** work.

Only doing it works.

Up until this point you have cultivated a **burning desire** and learned how to make **informed decisions** about fitness programs... **it is now time to put your plan into action!**

WARNING: Do **not** become...

A Workout Collector

I know people who collect workouts. They scour the web printing off every free workout they can get their hands on, they buy product after product because the marketing was enticing and they have an impressive library of workout books. **Unfortunately, collecting workouts has zero positive effect in bringing you closer to your goals.**

Only the physical training you **do** as a result of the fitness program RESULTS in bring you closer to your goals.

You **must** become...

A Physical Training Practitioner

If you have done everything correctly so far, you have a burning, secret desire that can only be satisfied by success as well as the knowledge to make an informed decision about the fitness program right for you... **so pick one and get started.**

Formulate your secret plan and put it into action.

You will improve and succeed as a result of the **time and effort** spent actually doing what the workout says. And remember... you are putting in the time and effort **now** for results you'll see **later**. **Be patient.** (*Remember, there are no shortcuts!*)

You Never Fail... You Only Learn

Your physical training is a **learning experience...** so be prepared to make changes. If the physical training program you choose does **not** get the results you want... **you did not fail.** You learned what does not work for you! (*Just make sure you put in sufficient time and effort before claiming the workouts don't work for you!*) Use this knowledge when choosing **another** fitness program... one with a different approach.

If the workout program you choose only takes you so far... **you did not fail.** You learned about a certain type of physical training and the reaction your body has to it! Use this knowledge when choosing **another** workout to perform... one with a similar approach.

If you got everything you want from the workout program but feel like you need a change... **you did not fail.** You learned what works for you! Use this knowledge when choosing **another** workout... now you know what to look for.

Never Give Up!

Once you start... **don't stop.** Keep at it **consistently** enough to be able to make an **honest** assessment of the workout program you are using. If you decide it is not working for you... **don't just give up!**

Figure out **why** it was not working for you and look for a program to help you move forward. **Assessment, modification and change are forms of action.** Never just throw your hands in the air and say, "*I'm never going to be fit, healthy and attractive.*"

You **will**, you just have to find the **workout program right for you...** and the more experience you have the easier the search becomes.

Keep wanting, learning and applying until you get what you want!

After all... you **cannot fail** when failure ceases to be an option.

Success comes from doing... **so be a doer!**

There is **no** excuse that cannot be overcome if the desire is great enough. And

since that "secret" desire is burning inside, you'll have no trouble staying on track. Right?

Your Mission... If You Choose To Accept It!

Join the Covert Fitness Revolution by following three simple steps... and start quietly succeeding while others continue to fail!

There are three steps you can take to ensure your success on your very own fitness, health and physique journey. Following these three simple steps will solidify your status as a **Covert Fitness Secret Conspirator**.

Step 1... Cultivate Your Secret, Burning Desire

Swear yourself to secrecy

Don't tell anyone... not your co-workers, classmates, friends. **No-one!** This secret desire to become fit, healthy and attractive must be yours and yours alone. The only way to alleviate the pressure of the secret is to succeed!

Write down your goals

Make your goals as personal and charged with emotion as possible. Remember, you are not going to share these with anyone, so make them as selfish as you want. Find a place to hide them, but that you can access easily. *(If you do this right, you definitely don't want anyone finding this paper!)*

Read your goals twice a day for 21 days

It takes about 21 days to create a new habit... or break a bad one. By reading your goals twice a day you will fuel your secret desire and keep it in the forefront of your mind. After 21 days, make an assessment of your progress, make changes or additions and repeat.

Step 2... Choose Your Fitness Program

Make an informed decision

Put some thought into it... don't just get all starry eyed by the fancy marketing. Ask yourself, *"Will this fitness product help me get closer to my goals?"* Keep in mind that most mainstream fitness programs don't work! *(You've probably tried some before and failed... so avoid what hasn't worked in the past).* Don't be afraid to try something different.

Buy the product

Don't be so afraid of making a mistake you do nothing. Make an informed decision and buy the product with belief. Say to yourself, *"This product is going to help me achieve my goals because I am responsible for making it work."* After all, the worst that can happen is you find out what doesn't work for you and make better choices in the future.

Read the product

If you chose correctly, your fitness product will have some type of plan. Understand the plan... don't just jump to the workouts. Learn so you can put the plan into effect correctly.

Step 3... ACT!

Get started

Do not go through steps 1&2 and then stop. Get started making your physical training, diet and lifestyle changes. Don't be obvious about it (remember it is a secret), but do something every day that brings you closer to your goals. *Success comes through consistent action.*

Track your progress

You are on a journey towards the fitness, health and attractiveness of your dreams... **document it.** Keep a workout journal (hidden of course), so you can determine if your current course of action is moving you toward your goals, doing nothing or making things worse. Remember, there is no such thing as failure... only knowledge.

Make changes, adjustments and modifications

Regularly assess your progress to see if you are going in the right direction. If not, figure out what's going wrong and make changes, adjustments or modifications. Find out your biggest problem and attack it. Is it your physical training, diet or lifestyle? **Keep moving forward.** Whatever you do, don't take a temporary setback as failure. If you have to go back to step 1 and start all over again... do it! Don't stop wanting, learning and applying until you succeed.

Realizing your fitness, health and physique goals will take considerable time and effort... **if they didn't, they wouldn't be worth pursuing.**

However, following the three steps above is what it takes to succeed.



Improving your physical training, diet and lifestyle will become a part of your life... and teach you about yourself.

Taking **responsibility** for your fitness, health and physique teaches you an important life lesson... **nothing is out of reach if you have a secret burning desire, the right tool to learn from and apply what you learn through constant action.**

**To Your Success,
Coach Eddie Lomax
Founder & President
Optimum Fitness Network LLC
<http://www.bestathomeworkouts.com>**



P.S. If you are looking for some proven workout programs you can perform at home... **just look on the next page!** *I've put together some low cost, highly effective workout programs together that can take you from ordinary to extraordinary in the comfort of your own home.* That is of course, if you have the burning desire to get fit, burn fat and build an athletically attractive body!



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Workout Method:
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Extreme Dumbbell Fitness

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Dumbbell Exercises ONLY

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