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#### WHO THIS EBOOK IS FOR?

Spoiler: Not You If You're a Spoon-fed Snowflake

This isn't for the TikTok tap-dancers, pump-chasers, or the "chest on Mondays, arms on Tuesdays, excuses every other day" brigade.

If you think your pecs will grow because you did a few pec deck squeezes while filming yourself lip-syncing — close this eBook, delete your gym membership, and go do Pilates with your mum.





#### THIS IS FOR THE ONES WHO ARE:

Sick of walking around with nipples closer together than.
your pecs.

You want pecs that cast a f\*cking shadow, not ones that disappear when you raise your arms.

 Done wasting time on Instagram gurus who haven't built a chest since puberty.

You don't need 47 variations of cable crossovers. You need direction, structure, and pain that pays rent in your upper torso.

• Tired of 'pumps' that deflate faster than your ego when the lighting's off.

You want striations, upper chest mass, separation, and the kind of density that makes people wonder if you've got armor under your skin.

 Ready to stop faffing about and start tracking, progressing, and growing.

This isn't about feel-good reps. This is about calculated violence and results you can log and flex.



#### Whether you're:

- A newbie who's realised "bro-splits" aren't working and wants to train smart from day one
- Or a seasoned lifter stuck in a rut, watching your chest gains flatline harder than your ex's personality...

This is your fix. This is your no-BS, results-only roadmap to slabs, striations, and growth you can feel in your f\*cking sleep.

#### But let me be clear: If you want:

- Fancy filter-friendly workouts
- A smiley coach telling you to "just feel the burn"
- Or a feel-good plan that's all pump, no purpose...

Then kindly piss off to your favourite influencer doing kneeling cable crossovers on a Bosu ball while sipping a pink amino drink. This book isn't for you, princess.



#### ZKK BRUTAL TRUTHS

No Fluff. No Mercy. Just Facts That Hurt More Than DOMS.







#### "Can I swap incline press for push-ups?"

ZKK: You can also swap steak for lettuce — doesn't mean it'll build slabs. This ain't P.E. class. Stop being soft and start lifting like you mean it.



#### "Do I have to train to failure?"

ZKK: No. Only if you enjoy wasting time, oxygen, and the gym membership your mum probably pays for. You're not there to tick boxes — you're there to break your limits.



#### "How many reps should I do?"

ZKK: Enough to make the set feel like a religious experience. If you're stopping because the number's up and not because your pecs are screaming in Latin — you're wasting reps, and nobody's clapping.



#### "Can I grow my chest without pressing?"

ZKK: Sure. And you can grow abs while sitting on the couch too — just Photoshop them. Real lifters press heavy, press often, and press till the bar's got a restraining order.



#### WELCOME TO THE FAMILY

Movements That Earn Their Place in the Slab-Building Brotherhood

