

[262 – How More Contractions may Increase Muscle Growth, Training with a Newborn, and MedX Medical](#)

Lawrence: Lawrence Neal here and welcome back to highintensitybusiness.com. This is episode 262. Today's guest is [Dr. Doug McGuff](#). Doug McGuff is well known as the co-author of [Body by Science: A Research Based Program for Strength Training, Body building, and Complete Fitness in 12 Minutes a Week](#) and also [The Primal Prescription: Surviving The "Sick Care" Sinkhole](#). Doug practices full-time emergency medicine with Blue Ridge Emergency Physicians and owns [Ultimate Exercise](#) where he and his instructors continue to explore the limits of exercise through their personal training of clients. Doug is one of the leading experts in high intensity strength training and provides consultancy services to help you achieve your health and body composition goals, setup a home gym, or start a high intensity training facility.

Doug, welcome back to the show.

Doug: Thanks, Lawrence. Good to be back. Got to say I've been enjoying your podcast and I've been enjoying the [HIT Business Membership](#). It's just a freaking gold mine. It's like getting go to [REC](#) every day of the week if you want. I've really enjoyed it. It's been a great, great resource for anyone that's trying to run a shop. It saves you from feeling so lonely all the time.

Lawrence: Thank you and just for everyone listening, I did not ask Doug to say that, so he said that unprompted.

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Doug: Yes. Oh yeah. So everyone knows it's not something that Lawrence gives me. I pay for it. So it's well worth the price.

Lawrence: Thank you, Doug. I really appreciate that. I really enjoyed obviously building that [business](#) and being able to just collaborate with lots of people and provide as many useful resources, help people with their business as possible. So that's really nice if you find it helpful.

Doug: I got the best education of anyone on the field because you get to talk to everyone.

Lawrence: Awesome, yeah. You know, it's been awhile since we've done a podcast together. Obviously, I got to meet you at [REC](#) which was a lot of fun. That was REC 2019, wonderful presentation. How did you find it? Did you enjoy attending REC last year?

Doug: Yeah, it's cool. I mean, you know, we're all are very niche type people and when we get spread out across the country and across the world in our perspective locations, it's pretty lonely you know. You're like the only person doing this sort of thing and you are kind of an outlier, and you're just doing the day by day. When you actually get to be in a room with all these people doing the same it's just like landing on the island for misfit toys. It's just like coming home again. It's really cool to see everyone and

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realize that people are doing this all over the world and everyone is successful at it. Everyone is, you know, they're making money and making a living, and feeding kids, and paying for educations off of this. And it's not like you're selling chicken nuggets and high fructose corn syrup to people. I mean, they're doing this, making a living and providing the best benefit health wise I believe that is out there bar none. It's just the coolest thing to see all these people doing this cool shit.

Lawrence: I remember you saying before you gave your presentation at [REC](#), your key note. I think you kind of prefaced it by saying, "I am more nervous than ever because I am delivering this presentation to some of the smartest people in strength training."

Doug: Yeah, I do. I mean, to go before an audience like that, I'm super nervous not because I think I'm going to say something stupid or get called out. But because I just have such admiration for someone that's able to this. It's just really important to me that I give something a value to all these people that are out here doing this thing that I dreamed of doing that I enjoy doing and that I think needs to spread across the world. So it's just I'm just speaking to really brilliant people doing a really important job and I just want to you know. It matters to me that comes across with.

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Lawrence: I think we all had the early morning workout obviously before that and you were talking about how you're struggling to put on your tie on due to fatigue caused by some of the manual resistance done during that workout which is so entertaining.

Doug: I literally got on my knees in front of the bed and prop my elbows up on the edge of the bed to be able to tie my tie because I couldn't keep my arms abducted long enough to get my tie tied. Because they totally gust me out those manual resistances. You know, it was lateral raises, rear delt from raise. I was so damn smoked. Whoever administered manual resistance triceps at the very end of the circuit is like they were smart to put that there because it didn't have to do much work on me at that point. I mean it's pretty easy job by the time you get down to the end of that.

Lawrence: I think that was Logan that had to pleasure of administrating.

Doug: It was like the easiest job in the world, dude.

Lawrence: That's brilliant. You know, you were saying there about obviously your own studio, you're involved in so much, Doug. I mean, you've been running [Ultimate Exercise](#) for years, you're still working in the ER, you're doing your consulting business, your YouTube videos. A long time ago, I asked you, "Doug, what's the long term goal? Are you going to transition?"

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And all these years later, you're still doing it all. What's happening? Are you quite happy to juggle them all or you're still trying to make that switch?

Doug: I still I am. What happens is the emergency medicine is kind of like the mafia. They just keep pulling me back in. So part of what happened is a sub specialty interest in emergency medicine going way back to the beginning in the field. I develop an interest in emergency ultrasound. I was one of the kind of early adopters of that technology and now about... years back... we practice got bought out because the hospital system got bought out by a larger hospital system that ended up having an emergency medicine residency. In the process, I got made faculty in that residency so I'm now an assistant professor at the University of South Carolina School of Medicine in the Department of Emergency Medicine, and then they made me ultrasound director of my hospital because I was the one that have that particular skillset, and now I've been made assistant. They've started up a fellowship training program to train emergency positions and emergency ultrasound and I've been made the assistant director on that. You know, cool crap keeps popping up that keeps sucking me back into it. You think, "Damn, I'll get out of this crap and just do exercise", then other cool things pop up and you just end up keeping.

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Lawrence: Sorry, I missed that last bit. Sorry, Doug, you cut off there just for a few seconds. Just that end bit.

Doug: Yeah. They started a fellowship program and training emergency positions to sub-specialize the emergency ultrasound. I've been named assistant director on that program. So I keep getting drawn back in because of other cool things that are going on. But [facility](#) is still going strong and I still love it. It's my happy place. I still think that I'm doing more good for humanity and the 120 clients that we moved through that facility every week than anywhere else on my life. I'm still psych to be doing it all.

Lawrence: You've got your [YouTube channel](#) which if I'm not mistaken, I had a good look at your subscribers the other week. And I said, I'm going to just look at that and check that back in a couple of weeks. Your subscribers base is growing rapidly isn't it?

Doug: Yeah. I think a lot of it has to do with the recent talk I gave at IHMC down in Florida. For whatever reason, that talk was really well received and since it went up a couple of months ago, it's now like at 132,000 views and the consult business has blown up after that. Interestingly, the little blur I gave on mTor on the [YouTube channel](#). Those two things, the consult, I open up a day at consults and it booked solid. I think that lecture may have had a big effect. I'm not certain of both things might not

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be going on out there in the interwebs that I'm not aware of. But for whatever reason, it is blowing up, yeah.

Lawrence: Yeah. No, it's really cool to see as well as I'm sure many of the listeners really, really enjoyed your YouTube videos. I don't really subscribe to much that I care about via podcast, which might be funny for people to hear, or YouTube or anything, really. You're one of the few where when you're doing a new video, Doug, I'm right on there and I'm one of the first to comment. You know what, I've even done... I don't know if you've seen this but I've created, I've got one of my partners to code an automatic syndication so that whenever you do a new video on YouTube, it gets syndicated into the [membership](#) under the same category and there's a list of all your videos in there.

Doug: Oh I appreciate that. It helps the viewership a little bit for damn sure. That's really cool.

Lawrence: Yeah. I doubt it helps as much as obviously what you get on YouTube natively. But it's just I enjoy being able to obviously share that in there and link to it and comment to it and things like that.

Doug: Let's see I got an Iphone XR I think and that's what I've been recording on, and I ordered a microphone for it just to improve the sound quality and

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stuff. And it comes in and I'm like, "Damn it, if what I ordered will not plug-in to this phone so I got to find another microphone to bring the quality up a little bit." I know it's very amateur-ish

Lawrence: It's got better. It's got much better.

Doug: It's gotten better, yeah. But I tell you sometimes when the videos are really high quality; as the quality goes up, I become more suspect of the content. I'm kind of using that as my excuse to keep it crappy because the quality of the video maybe inversely proportionate to the quality of the content. So I'm just going to try to deliver a good content and let the rest fall where it may. It's all I got time, really.

Lawrence: Yeah. Fair enough. No, keep doing it because I just really enjoy the videos. I think it's just you and probably Sky Sports, Premier League Football are the ones I really actually pay attention to the latest videos. In one of your recent videos, you started talking about... You knew I was going to come on to this. You started talking about a theory around maximizing hypertrophy outcomes and I was very intrigue by that. I'm sure many others were. You were talking about I guess greater contractions leading to more coupling and non-coupling cycles in the muscle filaments. I just love to hear you elaborate on that a little bit. Maybe we can talk about that?

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Doug: Yeah. And you know theory is probably even too strong a word to use for something like this.

Lawrence: Okay.

Doug: It's just kind of extrapolated observational experience with my knowledge of physiology saying, "Yeah, maybe there's something to this." Because one of the first times that that thought came into my head was when Brian Johnston came out with J-Reps. One of the arguments for it was like let's say you take a barbell curl and you divide it into 3rd's doing in the middle... last is that the total work done in terms of Force x Distance is the same as if you would have done full range reps. Let's say you're doing zones of 8-8-8. Well, the zones are divided in the thirds, so in terms of Force x Distance is the same as if you would done just eight reps. So work load was the same but the number of contractions that you got was tripled. You know when I tried J-Reps I did note a hypertrophic response to that. And I've also found that the if I'm seeking a hypertrophic response, things that I do that increase the contraction volume whether it's just doing a set to failure and then doing... You interviewed Borge Fagerli or doing something of that protocol, or just doing a rest-pause where you're accumulating a certain number of repetitions so that you're getting up around to 25-32 rep range. I do find that my hypotrophy

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response when I increased the contraction volume seems to be enhanced. I'm not certain why that might be. One of my theories is that one of the signal for hypertrophy maybe just the calcium flux that occurs to the sarcoplasmic reticulum during the contraction cycle. So the coupling and uncoupling requires calcium to influx to sarcoplasmic reticulum to activate the relaxation phase. And I'm thinking something about that chemical signal maybe something that moves the hypertrophic response further up the priority line in terms of the potential adaptations. So you know at the [REC conference](#) I talked about hypotrophy being at the bottom of Pandora's box in that because it involves expensive tissue, it is the adaptive response of last resort. So I'm thinking, there has to be something in terms of a minimal amount of volume in terms of number of contractions that will prioritize hypertrophy as an adaptive response above other things. So that's kind of my theory built into that whether that's true or not, I don't know. But if I do strict Super Slow, I get a very good stimulus from that. The inroad is dramatic. The feeling of it is very dramatic but the hypertrophic response does not seem as great to me as when I'm including higher reps and I'm theorizing is it just because the volume of contraction is therefore necessarily less. It's not even a theory. It's just speculative and it's just me farting around with myself. It's not anything I'm endorsing as a protocol adaptation. But for the audience that you have and that we have putting it out there amongst my colleagues and seeing how the debate hashes out is interesting to me because

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there's people with a lot more observational experience than I have that might be able to contribute. I mean, I run my [facility](#) but I'm not doing all of the sessions. You got some guy that's trained a hundred clients a week for 15years. He may have some empirical data to impart to the rest of us that may help us to figure this thing out. So that's kind of my thought behind even putting it out there. I put it out there with some trepidation because you know how this crap can blow up in your face.

Lawrence: Yeah. So yeah, I mean I was going to come on that. Have you had some sort of adverse reactions from the Super Slow devotees?

Doug: I don't know, not really. Not directly. You can see some of the discussions if you just look at under the comment section on some of this. You can kind of get a sense that, oh, I may have really upset some people or piss some people off. I'm certain that people that are really hardcore devotees, you know people on the RenEx camp and staff may not be too happy because they feel that my presence in the field has significant influence then to speculate in this way is irresponsible or something of that effect. But, you know, I've come to the point where I realized that protocol, equipment, those sort of issues are not the rate limiting factor in all of this. So willingness to experiment for desired outcomes is just kind of what keeps me in the game and keeps me happy. And I, unlike John Little, I'm not happy to just say. "Okay, now we're just maintaining." I always want to

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get stronger. I always want to get bigger. I always want to have better body composition, look better. You know, I don't give a shit that I'm 58 years old now. I still want to push on the load for improvement. It's just kind of in my DNA and I'll do anything to tweak it. And if someone turn around and was able to demonstrate to that I needed to do high volume training 5 days a week, I will do that. I don't think that's where the answer is but I am happy to explore the periphery and see what might be at play.

Lawrence: Yeah. Now what is the rate limiting factor? Just for those who might be curious about the answer to that.

Doug: Well, I think the major rate limiting factor is one's genetics and what's your response is going to be. I mean, at the [REC conference](#) I peel that picture of a Simon Shawcross. Shawcross' website, of him and Jay Vincent sitting next to each other. And the caption for the slide was "same exact protocol". I mean their training could not be more similar but the phenotypic outcome is completely different from them because they have a different phenotypic expression of their genotype. They respond differently to the epigenetic signal, and that is the rate limiting factor. I mean it's lucky sperm and egg club, really. Also on consideration there's a lot more going on beneficial that is not aesthetically evident that may be a preferential adaptation and hypertrophy being an adaptation of last resort and of lowest priority in the vast majority of the population.

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Lawrence: Yeah, absolutely. Now one of the things you mentioned just now is how you noticed in making this change better hypertrophic response in yourself. I'm really curious how you measure that because I know that there can be something is going to be really difficult to actually identify increase hypertrophy in yourself based on your own perception of yourself or maybe if it's transient hypertrophies. How do you actually know that?

Doug: I don't. That's the honest answer. I don't have a DEXA Scan. I don't have a Bod Pod. I don't track shit. I'm not a tracker. I am like the antithesis of Peter Attia. You are never going to find me wearing a continuous glucose monitor. I don't ask questions to things I don't want the answer to. But regarding your question like yeah, it's just looking at myself, looking at the mirror, photos and probably one of the most sensitive thing is like you throw up a YouTube video and people go, "Damn, Doc, looking good. What are you doing?" Blah blah blah. You know, like, yeah I'm barking at the right tree here, you know. And I can see it in photo. I can see it's like, "Yeah, looking a little spindly there." And then other times like, "Yup, now I'm going to the right direction." Usually, Lawrence, the right direction is just to be following a protocol for a certain period time and then it starts to Peter out and then tweaking or altering the protocols so that it represents the change from baseline. You know John Little said something to me just I was pacing around on the driveway talking to him one day, and he goes,

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“You know, Doug, everything works but it doesn’t work forever.” The thing is you pick something that works and you do it until it starts to have diminishing returns and then you switch it up. And then all a sudden, boom, there’s a positive adaptation again. And you do that for a period of time and then you have a diminishing returns and then you change it again. And it doesn’t have to be drastic changes. As a matter of fact, minimal change is sometimes interpreted by the body as something that’s more adaptable than a massive protocol change. So little tweaks here and there just keep the ball rolling.

Lawrence: Interesting. Have you been experimenting with this at all with any of your clients at [UE](#)?

Doug: Yeah. Not me personally but I show what I’m doing to my instructors and my instructors bring it to some of the clients and to themselves. So yeah, to some extent. Not usually. Most of my clients is you’ll find when you open your shop really aren’t interested in that sort of thing or following that sort of thing. But it doesn’t mean you can’t experiment on and kind of make your own observations. So to some extent, yeah. But it’s not like a formal experiment or anything of that nature.

Lawrence: You put out a [video](#) talking about is which I’ll link to which was your... I think you said it was your 6-way split but I only counted five workouts.

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Maybe I got that wrong. But it was a split that you have been using during a really busy time in the ER, really breaking your workouts down to focus on various body parts and within that doing this new approach for you in terms of getting more contractions in your workouts. I think you said aiming for 25 repetitions on some exercises. Now I've been, and I'll link the [video](#) when we get the full reference. As you know I've just had a baby boy and he's just over 6 weeks old.

Doug: Congratulations.

Lawrence: Thank you. And that's amazing and it's like a whole new challenge because you know coming to the new year, I really want to focus on new business goals. For the online business as well as the studio we're opening and I also want to obviously make time for being there with Arthur and helping Ash, and all of these things. Yeah, you make plans and God laughs, right.

Doug: Arthur. I love it. That's awesome.

Lawrence: Oh you're laughing at the name?

Doug: Yes.

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Lawrence: Well, here's the funny thing. So I don't even think of that. He wasn't named after Arthur Jones or anything like that. Ash came up with the name. She love the name and I said, "Oh yeah, that name is fine." And then I announced it on Facebook and lots of people was saying, "Oh after Arthur Jones." And I was like, "I didn't even think of that."

Doug: Yeah.

Lawrence: Anyways, I thought, well you know Doug's going through with the shifts and he's trying these workouts. I'll give it a go because maybe it will work quite nicely in the way things are for me currently. Maybe it is just because at the moment even though Ash has been amazing like helping, making sure that I get more sleep than she does. I've really find it difficult to summon the energy even to train like very abbreviated every couple of days. I think I'm almost going have just to as Skyler would say, "Keep the table set." I probably just going to return to a once a week or twice a week kind of A, B routine.

Doug: So your baby is six weeks old currently.

Lawrence: That's right, yeah, just over.

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Doug: Yeah. Lawrence, taking any sort of optimist time frame is just like pointless. I mean, shit, you probably got a testosterone level lower than my daughter right now.

Lawrence: That was true before this.

Doug: No, no. In terms of stress, sleep disruption. I mean, standing over a crib watching your baby breathe to make sure he doesn't just like stop breathing, all of that, god dam. It is one of the most stressful sleep deprive, anxiety provoking times at life. To try to see if you can optimize your training during this period of time is just you know, that's going to fall flat. I wouldn't worry about it at all. I can tell you this, by the time your baby reaches 12 weeks old, you're going to feel like you're in a cruise. Also, and that kid doesn't look like you're holding a rat in your hand or sleeps through the night and you feel a little bit more settled. But mostly when it starts sleeping through the night and things get, it literally feels like you got out of a prison camp and unto a cruise ship. Somewhere around 12 to 15 weeks is like, "Wow, this is awesome." And between 12 months and 1-year-old is just like heaven. It is like the most memorable fun time you're ever going to have. And then all of a sudden, they are going to stand up and walk and then you're off to the races again.

Lawrence: That's so awesome to hear.

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Doug: I was just going to survival mode and not worry about optimizing for anything. This is not the time for that.

Lawrence: Good advice. Yeah, totally. It's been interesting because obviously I'm a... person but ever since Arthur has come along it's like the sleep deprivation just drives all the wrong behaviors, right, the energy deficit. And then also just the cravings for any sugary food.

Doug: Yeah, the cortisol spike just drives you, man. You would be freaking pound down a birthday cake if someone put it in front of you.

Lawrence: Oh yeah, absolutely. I have been not eating as well as I usually would. It's tough. But like you say it's just surrendering to the reality and the current situation, isn't it, and being okay with that.

Doug: Yeah. I remember when my daughter was born I spent overnight with my wife... I had to basically deliver my own daughter and things got settled in the morning and stuff and who's filing where I could head back to the house and go watch after my son who's with a sitter and everything. And as on the way back and I was going by the [facility](#) I thought, I'm going to get in and I'll workout. On the day my daughter was born, you know. I remember at the end of that workout laying on the floor in my [facility](#) just thinking, "What in the... What was I thinking?" This is the dumbest shit

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ever, man. I don't know. I get off the carpet and drive down to take care of my 2-year old, you know. I was like, "Holy cow! This is the dumbest shit I ever did."

Lawrence: That's so funny. Well, you've obviously been through it and be curious... I made a note here, "Training with newborn", and that's what I wrote just to really remind myself to ask you - Have you got any kind of advice or tips for training/diet trying to keep things as good as I can during this time? I mean, you've already said some but anything else that comes to mind? Any advice for me?

Doug: Just try to be as good as you can on the diet and avoid the refined carbohydrate cortisol trap. But the best thing during this phase of time is do not underestimate the power of a nap. If that kid goes down for a nap and you don't have something else pressing going on particularly in the way that you're able to operate your business and your lifestyle, if you get an opportunity to take a nap that is gold. That will do more for your recovery and process than anything else that you could do during this stage.

Lawrence: Yeah, great advice. I'm a terrible napper though, Doug. You know, like, I lay down and I just...

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Doug: You just haven't been tired enough but you will be.

Lawrence: I challenge you on that. No, I mean look, during the first few weeks... I mean, to be honest, Ash has been great with making sure I get more sleep which I'm really grateful for, but obviously that changes tonight. He might be impossible during the early hours and I certainly give her time to rest if she needs it. But during the first few weeks I was up most evenings sort of 1:00-3:00 or 4:00 in the morning. Yeah, sort of 2-3 hours stints giving her a break. You know what's amazing during this process is just how grateful you become for the simple stuff in life. Because obviously before this, I mean, Ash and I, it was just me and her. We had this pretty cushy lifestyle, complete flexibility. You know, not much in the way of responsibilities really and so sleep was never really something that was valued as much as it is now. So now it's like when you get it you're like, wow. It's just making you so grateful for these very basics in life.

Doug: Right. Yeah. I mean, all the sort of things that really are the basics is kind of like water to a fish. But when you get in a position to really appreciate it it's a silver lining into the hardness of it all really is cool.

Lawrence: Good stuff. Sorry, go on, yeah.

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Doug: In terms of your training and your results it's probably one of the most powerful things we can do.

Lawrence: In terms of procreating you mean?

Doug: No. Good sleep hygiene.

Lawrence: Oh. I'm so sorry.

Doug: In terms of being appreciative of a sleep, you know, it will give you an appreciation for truly the impact it has on your recovery and results is greater than just about anything you can do.

Lawrence: Right, absolutely. Yeah. No, I agree. I had another thought there but it's totally gone from my head so when it comes back I'll bring it up. One of the things I also wanted to ask you about is you have recently acquired a couple of [MedX medical machines](#), the [medical lumbar](#) and the [cervical neck](#). I'd love to hear how that's been, since you acquired those, how have you been using them for yourself and of clients and things?

Doug: Yeah, so number one, they are just cool as hell for an equipment lover. It is just so neat to see that Arthur Jones was willing to build something of such complexity and of such mass to get after in important muscle groups

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that's so damn tiny. It's really impressive. And when you get in the thing, and you get crank into that thing and you're really locked in, and you're doing that lumbar extension and you get three or four reps in and you're like, "Mother of pearl! I've never felt this before in my life. This is crazy." It truly is impressive. I'm doing the medical lumbar about once every 14 days. You know, you come off that thing and it's like, "Wow!" And in the days after when, you know, like my back feels really good. It feels really secure. And [cervical extension](#), I mean, I have a 4-way neck, but it really taps deep in a way that the regular exercise only neck did not. So they are very impressive. They are in terms of getting a subject in the machine and getting them all cranked in and everything set up, it is complicated and it take some time. So in terms of how we are carving it out for the [facility](#) and training clients, we are doing it one of two ways. If they want to include [medical lumbar](#) or [medical cervical](#) within the body of their workout then they have to book two workouts and pay for two workouts. Because the amount of time it takes to get appropriately set up extends the length of the session long enough to where they're into another session and we got to pay for two. Or they can do a standalone spinal session that they pay at a single workout rate but it is just those [two machines](#) as a separate outside their workout, so they can do their regular workout for the full-body on one session and then a few days later in a week come back for a second session that is spinal only. Or if they want

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to incorporate it into the body of their full workout then they pay for two workouts. That's how we dealt with it on a business client basis.

Lawrence: Have you had a large amount of interest in people using those machines and having the two workouts?

Doug: Moderate. I would probably say of the total client load maybe 20-25% are availing themselves of the [equipment](#). That doesn't sound like a whole lot. Maybe I could do better and maybe it's going to grow over time. But when you think about with nothing more than just the inclusion of that equipment you've increased your workout line by 25%. That's pretty impactful especially when you are already doing enough workouts were you covered all your expenses and everything else is just pure profit. Raising the number of workouts you're doing in a week by 25% without increasing your client base has an impressive financial impact upon the business.

Lawrence: I'm just curious. You got the space? Did you have to make space for them or did you already have cushioned space to squeeze this into your [facility](#) there?

Doug: When they call me with this opportunity I thought, I can't do this because I don't have anywhere to put it. Then I just started looking around and

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thought, I could cram this stuff together, and I moved machines. On one side of the wall I got one line, and on the other side of the wall I got another line that kind of duplicates each other and they go on opposite directions. So I got leg press for one line on one end of the facility and for the other line on the opposite wall on the other end of the facility, and they're like crisscrossed. I just needed to make some space between machines on both sides of the room. So basically I took every machine I have on each line and move them 4-5 inches, and when that all added up it was enough room to get them both barely in there. I did not even know if it was going to work until the machines arrived.

Lawrence: I'm sure Wendy would have been okay if you've just put parking one in the living room for a short amount of time.

Doug: Yeah, that's going to be great. Now, teenagers each having and I was like, "There's nowhere to put shit." Yeah, I was kind of like, "What I'm going to do? Put this into storage if this doesn't work out?" But it did so I'm happy.

Lawrence: Just on the layout that you were talking then. The reason you have them back to front or going in opposite directions of two lines, is that because if you got two clients going at the same time you don't want them both kind of being parallel to each other at failure or something?

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Doug: Right now the line of the place is still such that we're still does training in complete private. But what I've got is everything set up on one wall and then opposite wall so that if you wanted to do a full workout with two clients going simultaneously you could. And if I wanted to maintain complete privacy I would just have to drop a sliding partition between the two lines and I would still have the complete privacy if that's what I wanted to do. Or if I just wanted to have multiple clients back at the time it would be spaced out so that as you moved through the line you might cross each other in the middle. But for the most part you're going to be on opposite ends in the room.

Lawrence: What's the future got in store for you? Are you kind of maintaining things as they are with that business or do you have any other interesting plans on the horizon?

Doug: Kind of but I got to see how the next year evolves. So I took on this assistant directorship at this ultrasound fellowship which is in a larger city about 45 minutes to one hour from me. It's Greenville, South Carolina which is booming. It is a booming town in the same way that Austin, Texas is currently booming. Because I've taken on this role the amount of clinical shifts that I have to work in the ER has gone down a bit. I got to see how the time demands of it all hashed out. But I will be over in that realm where it's like if I want to pop open a second facility that's

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something that may develop in the next year. It may not. I may decide, “Ah, this is good enough.” You know, I’m making good income from the one facility, layering in book royalties, and consultation, everything like that. I mean, I’m going gangbusters. And of all the things that I do in the exercise realm in terms of profit margin opening a facility is probably has the least profit relative to overhead of the things that I do. It might be much more profitable for me to use the extra days to expand the consultation business.

Lawrence: And now that you’re getting so many more consults you might be tempted to raise your prices.

Doug: Right. But it’s possible that I might say, “Let’s just pop up another shop over here in Greenville and start doing that too.” And really the dual line at [Ultimate Exercise](#) currently is really kind of superfluous. It’s just duplicate. So if I want to open a second shop I could peel off the duplicate line out of [Ultimate Exercise](#) and just open a second shop somewhere.

Lawrence: Yeah. Doug, final question for you before we start wrapping up. I noticed that your son, Eric, has been weight training and has been now on Instagram but he doesn’t seem to subscribe to high intensity strength

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training. What's the story there? Is he not a fan? Have you not tried to teach him the one true way?

Doug: Look, I mean, he has watched me train since his earliest memory. I took them down there as babies and shut them Pack 'n Play and they watch me work out. I mean, they were like captive audience until they were old enough and not have to go down there with me, so they've seen it. They know what it is and I put him through proper workouts. He is duly impressed but he freaking hates it. He just hates it and he's just like, "This is torture", and this is memory. You know, when you're 17, 18 years old and you're suffering from testosterone poisoning and you can see results hanging out with your bros in gym with something that you just go on for the pump and having fun with your friends and looking at your gym and whatnot. I think that's a much greater pull for him than doing it my way. And also, I think he is appropriately for a kid that age wanting to individuate from me and show that he can do things his way on his own and I encouraged that. My feelings aren't hurt or anything like that. And I even go with him. You know, if he didn't have a friend to go with him and spotting and do his thing and stuff, I go with him, I spot him on the bench and squat, and watch him deadlift and do the things he likes to do. But he does the typical Bro Split and kind of three to five set thing. It's all good.

Lawrence: Fair fight to him and I really love that. Yeah, go on, sorry.

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Doug: He's now embark upon a life that is going to become busy and he knows that if he wants to really maintain, have peak fitness within the constraints of a real life he is going to know how to do it. And he knows what to do in terms of the exercise and the diet. And he is good on the dietary side and he's ripped to shred, man. Physique wise I would trade places with him in a heartbeat now... hormonal environment right now.

Lawrence: Yeah, you must be very envious. I think that's great though that you go with him when it makes sense and help him out and do it his way. I think that's really great.

Doug: You know, if this was happening... If I had him at this age and it was 1998 or the year 2000 I would have been this rabid kit acolyte that was just like trying to disallow any other, I would have been that guy. It would have been not good. Over the years of training clients doing this over the long term and seeing the health benefit, really what I want is, I want the populous large and I want people... I want them to lift weights. As long as you're not using some ridiculous protocol that's going to get you hurt I really don't care what it's like, lift weights, man. It is the most powerful thing that you can do for your life and your body that's out there. And the specific protocol, I have my favorites, I know what I like. But as long as you're lifting weights and you're not doing it stupid so that you're going to

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hurt yourself, I'm on board with that and that's what I support. The other thing is when it comes to not hurting yourself and not doing stupid things, one thing that Crossfit has proven to us and that just training in gyms in general has proven to us is that despite the whole HIT, Super Slow orientation that guarding against injury, and treating people like they are made of China, humans are a lot more resilient to injury than we give them credit for. And there is a lot more latitude for people being able to train and not hurt themselves than we think there is. Having said that there are weight training protocols that are just stupid. And then, unfortunately, some of that stupidity is spent on some of the most gifted athletes in the world such that these hugely gifted athletes are suffering a higher injury rate in the training room than they are on the playing field. But that's completely different story. I'm just really, really supportive as like, damn go lift weights, go do free hand exercises, as long as it's resistance exercise and you're emptying glycogen storage, and you're creating fatigue and providing a stimulus it's all good with me.

Lawrence: Yeah, absolutely. I like your new tagline by the way. I've heard you repeat it a couple of times. How does it go, "Movement is life." and "Movement with resistance is life elevated."?

Doug: Yeah. Well, that's kind of the closing of my [REC](#) speech. But really is, I mean, movement defines as us a biological entity. The kingdom that falls

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under animals or Animalia the defining characteristic of that kingdom of living things is movement. And without movement you can't get food, you can't keep from becoming food so everything beneficial in our biology is tied to and anchored to that basic function. So movement for us is life, and movement against resistance is life elevated. That is my philosophy. If I was going to create my traction based mission statement about what we're doing that would be it. If anyone wants to steal it be my guest. I would like to spread that word as far and as wide as possible.

Lawrence: Yeah, I love that I guess your approach and philosophy of things. Are you going to be attending [REC](#) this year at all?

Doug: No, I am not.

Lawrence: That's a shame.

Doug: Won't able to this year so I'm going to miss it. Not really hate that because it's a cool venue to get everyone together in the same place and just watch all the bonding and cross pollination happen. I mean, the thing is like the people that are there in by line are just legends. They really are. Everyone that shows up to that thing is just legendary in their own right in terms of running facilities, and running shops, and it has happened all over the country. You just see what this does for clients and the thing that

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all these people spread all over the world doing this and then the multiplication of all their clients benefiting from this is just impressive. And no one that there people that have carved a living out of doing this is just I have the most massive admiration over that. Because running my own shop I really have an appreciation for... People think having a business and making money has to be this huge complicated thing is like, man, you do something of value it cost some money for you to provide that, you charge some money for the value of it, and you subtract one from the other and that number is your profit and that's what you live off of. It's a pretty damn simple thing. But when you're providing something of value it is awesome. It's not like nuggets fried in vegetable oil and high-fructose corn syrup to people and making a living. No. We are doing something really moral and good. And making a living for it, that's amazing. That's the coolest thing being at [REC](#) is seeing all these people that are making really good living is doing something that's very powerful and impactful.

Lawrence: A hundred percent. You know, I completely agree. We were obviously talking before we went live on the podcast about this kind of thing and you made a really, really good point there, and obviously expanded on that before we went live just in terms of people who have one studio or some kind of small business in high intensity training and they were able to provide for themselves and for their family is an enormous success. And we should be celebrating that and I should do a better job of

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celebrating that. As I know quite often on the podcast I have someone like Luke Carlson on, and I know a lot of people really admire Luke and want to achieve a similar level of success, but I kind of perhaps made a mistake. I don't want to continue to make a mistake of almost looking like I'm just suggesting that you are only successful if you get to that level which is complete bullshit. I mean, it's completely down to personal preference and everyone's goals of their own. I just wanted to make that very clear. I don't want to sound like I'm...

Doug: I wouldn't beat yourself up about that concept at all. I think it's just important. I mean, because what you're offering is a [business membership](#). It is how to grow and how to scale, and how to be bigger and better. But sometimes that reality of where you are geographically or the market you're in, you may try that and may fail at scaling to the degree that someone else does. But it is not a reason to feel bad about yourself necessarily. I think almost any geographic... I mean, I'm in the worst geographic location for being busy or growing or having a financially successful studio but it's booming. Whether you own a single shop, two shops, three shops, whatever, I think the important thing is that running a successful and profitable business is a difficult and rare thing in general. You do that just once in my mind you are a massive success. If you are able to replicate and scale it all the better. If you try that and it fails and you fall back to one facility, oh well, you're still a massive success in my

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mind. This is such a valuable thing that at any level that you're able to do it I think it just kicks ass.

Lawrence: Yeah, I agree. Obviously, there are businesses that fail too just across the board, just not in HIT. But I mean that all businesses. Yeah, you are a success if you are able to turn a profit on one studio for sure.

Doug: A 6-figure lemonade stand. There are no reason it can't be that. It can scale upward from there, that's fine. But a six figure lemonade stand is big time successful. I mean, you can buy into a Chick-fil-A franchise and run a big successful, high-stress, high-volume, work your ass off Chick-fil-A; and at the end of the year your take home money as an owner of a Chick-fil-A may not be as good as your take home money from being a single site HIT facility owner. That's freaking amazing. And you don't have to upfront that kind of money and experience that kind of stress, and that sort of employee turnover, and all that non-sense, and you can lay your head on the pillow at night knowing that you're not feeding people industrial seed oil and high-fructose corn syrup to make that money. That's freaking amazing. It's an awesome thing.

Lawrence: Yeah. Well, you know, thank you for putting that in perspective for everyone and myself. I know that in a lot of the copy or maybe the website and things I said on the podcast, the hook is often, "If you want to grow

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your business then join [HIT Business Membership](#).” But I often have conversation with people where they might say to you, “You know what, Lawrence, I’m not necessarily interested in scaling but I want to spend less time in there. Maybe I want to learn how to set up certain systems and processes or fill in the blank.” And so I would say that to anyone who listens to this who’s not just intend on growing but maybe they want to take a step back, or automate something, or just learn how they can run their business a little bit better”, however you define better, then obviously the [membership](#) could be useful to you.

Doug: Yeah. One of the main things that listening to your podcast... I mean, I listen to every single one of them, and everyone running a shop and doing this kind of stuff is just like they are just awesome, and there is something to learn from every one of them. But the one thing I can tell you since being in the [membership](#) and listening to it; the biggest value I’ve gotten out of it by listening to these other people and their other experiences, and their willingness to share their experience, what I’ve been able to build is the ability to run my business rather than my business run me. Because a business can take on a lot of its own worth. It runs you. But to listen to saying you kind of come across like, “Oh man, he’s got attitude, a mindset.” And you pick these stuff up and you start... and run your business without your business running you. And that’s one of the biggest

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things that I've got now at the [membership](#). I think that a lot of people will recognize that when I say it.

Lawrence: Thank you, Doug. Obviously, I'm grateful for the endorsement. And if people listening to this are interested in joining please go to highintensitybusiness.com/membership. But we have, as Doug got sort of alluded to, a very high grade community, resources and blueprints, as well as monthly Q&As with people like Doug. So check that out if you want to learn more and join.

Doug, what's the best way for listeners to find out more about you these days and find out more about your consultation, things like that?

Doug: I would say always going through the website which is drmcguff.com. That will hook you up to the consultation services. There is a link on the page that will link you to the YouTube channel. The YouTube channel is [Dr. Doug McGuff](#). Instagram is [@ultimate_exercise](#). But the website itself drmcguff.com website has links to all those resources. You can just go there and hook up to anything else that you are interested in.

Lawrence: Awesome. Well, Doug, look, thank you so much for joining me today. It's always an honor to get you on the show. I just love us just catching up like this.



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Doug: Yeah, it's a pleasure.

Lawrence: Absolutely. And for everyone listening, to find the blog post for this episode and download the PDF resource please go to highintensitybusiness.com, search for Episode 262, and until next time. Thank you very much for listening.

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