

GET ON THE BEST PROGRAM NOW!

IT'S NEVER BEEN EASIER TO WIN!

THE BFS DIFFERENCE

By Dr. Greg Shepard

Every detail of our BFS strength and conditioning has been put into a state-of-the-art total program package with every facet proven over time with thousands of athletes.

It is easy to understand and use from the smallest to the biggest high school program. It has also proven to be superior at any level of college athletics.

872 of our teams made the 1992 playoffs. 120 high schools have won the State Football Championship after a BFS clinic. **CLINIC FOOTBALL RECORDS:** Schools with zero or one win seasons previously, averaged 5 wins the following year. Schools with 4 to 5 wins, won an average of 3.2 more wins after their clinic. Schools with 8 or more wins: 75% took it to at

least the next level.

You've got to know **WHAT TO DO, HOW TO DO IT** and then **IMPLEMENT IT CORRECTLY**. Less than one percent of all high schools implement their program correctly according to our standards. That's why it's so easy to win!

Coaches at clinics are always astounded at our time requirements. They always think it takes longer. We work hard, smart and efficient.

Most Important: Athletes love the BFS program. It is self-motivating. It allows every player to make personal progress, almost daily, even during the season.

We have spent over 20 years perfecting every detail. We know exactly what other people are doing and have done in every corner of the planet. If someone has a better idea,

we want it. We have very small egos regarding change because our ultimate goal has always been to bring you the best so that you can win and help your kids reach their fullest potential. The BFS program is certainly not just a theory but a thriving proven program. We have the utmost confidence in the BFS program and can easily demonstrate the advantages of each tiny part of the total BFS program. At BFS clinics, these advantages are clearly self-evident.

We know there are many programs and philosophies and to many coaches this seems confusing. There are also many coaches who feel they are already doing fine. To all, we invite a thorough examination of what we call "The BFS Difference.".....□

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KNOWING WHAT TO DO

Startling as it may seem, over 90% of all high school athletes, including football players, make serious mistakes on knowing just what to do. "I'm really confused", said one head coach from Kentucky. "How do you really know what to do? There are so many philosophies." This article is meant to reduce confusion and instill confidence in the serious coach and athlete.

THE OBJECTIVE: At clinics we

get a surprising array of answers. Very seldom will a team and coaching staff have a unified answer as to why they are engaging in a strength and conditioning program. Before you read on; answer the question yourself.

Some major reasons given include: To get bigger, faster, stronger, leaner, to build endurance, to prevent injuries, to gain greater flexibility and agility. I would also like to add the following:

To gain confidence, unity, athletic and leadership skills, to exhibit pride and to reach one's physical, mental and spiritual potential. The BFS program, when done totally, gets an A+ in every one of these categories.

Our single number one reason; however, is to WIN! This simple, yet profound reason keeps us continually on the right track. For example, many athletes spend hours per week doing many exercises

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es and sets to develop their Bench Press. "Gotta have a big bench." Yet they will neglect agility, flexibility, jumping, sprinting, sport skills, film strategy, etc. The objective is not to have a big bench, but to WIN!

What do we use as a guiding light? We use throwers in track like Stefan on our videos. To us, it is normal for a 270 pound guy to run a 4.4 forty and to jump vertically 36 inches without a step. We view things from a world-wide perspective. I found one comment from a successful football coach in Virginia to be quite amusing, "We win our league most of the time, so why change?" There are many reasons why a football team can win a football game; many of which have nothing to do with their strength program. Indeed, many teams win in spite of their program not because of it.

Throwing the shot or discus; however, is vastly different. It is totally objective as measured by the distance thrown, either in head to head competition or in distances measured around the world. Throwers test their prowess frequently throughout the year, whereas football teams compete once a year. Even if they win, they may never really know why. Thus, throwers have been able to eliminate incorrect training principles with great effectiveness. Incidentally, they have always been, in most areas, light years ahead of research.

When a lineman graduates from college weighing 275 and only runs a 4.8 with a 28 inch vertical jump, we would question if he really reached his potential. Our objective is to win and to keep what many throwers have attained world-wide as our standard of excellence.

BODYBUILDING: Well over 50% of football, basketball and baseball players bodybuild. They do it thinking they are training for their sport. These are people we love to schedule. It's practically a slam dunk win. We are inundated with bodybuilders on cable and magazines. Bodybuilding isn't bad but we must understand that it is different than what athletes in main stream sports must do to win.

Bodybuilders don't stretch for speed and power. They don't sprint, jump, score goals, come into physical contact with their opponents or do agility drills. I mean we're talkin' way different here.

If a thrower used split routines by doing upper body one day and lower body the next with a six-day-a-week program, he'd find out in a hurry that it would be totally wrong. There is no debate on this point. The term split routine is strictly for bodybuilding. Some major college strength programs are now using a four-day split routine for auxiliaries. This is more tolerable, but still a thrower wouldn't do it.

I also find it humorous what some noted strength coaches put on the cover of their books. Recently, two books used a one-arm dumbbell curl. These are strength training books for athletes. Honest. I'll guarantee you that you will never ever never see a guy doing a curl on one of my covers.

You can't make wins happen by doing bodybuilding routines. They spend much more time in the weightroom than do throwers. Their objective is to win the bodybuilding contest - not to win a football game. Any thrower would fail miserably doing a bodybuilding routine and you can take that to the bank. It's etched in granite.

POWERLIFTING: Again, remember there is nothing wrong with Powerlifting, but you should realize that it is vastly different than training to be an athlete in a main stream team sport. The only thing a Powerlifter is concerned about is a huge Squat, Bench and Dead Lift. To be sure, a thrower strives for a big Squat and Bench, but stresses lifts like the Power Clean or Snatch before a Dead Lift.

Powerlifters don't sprint, jump, stretch for speed and power, do agilities, develop sport skills, etc. They live or die on the success of their three lifts. If a thrower were to train exactly like a Powerlifter, he would most certainly fail. Speed and jumping power could never be reached at the optimum level. This is absolute fact. No research is required on this point.

CORE LIFTS: I introduced a

Core Lift Concept in a 1969 feature article in the old "Strength and Health" magazine. Now, over twenty years later, most strength coaches use Core Lifts. What does this mean?

Coaches select several exercises which they feel are most important. They are usually multi-joint exercises. Three of the most popular are the Parallel Squat, Power Clean and the Bench Press. Other Core Lifts used are as follows: Incline, Front Squat, Hip Sled, Dead Lift, Trap Bar and Power Snatch.

Programs which use 10 to 15 different exercises using the same sets and reps for each exercise, like 3 sets of 10 reps, are way out there in Pluto land. No thrower could come anywhere near his potential using such a program. When all is said and done, if you can't Parallel Squat and Power Clean big, you can't throw big. It doesn't matter what you bench, or what you curl, or what you can do on a Pec-Dec.

SETS AND REPS: The vital fact to know here is that you must vary your sets and reps. If you do 3 X 10, 5 X 5, or one set of 8-12 reps week after week, or month after month, you will NEVER reach your potential. No thrower could even imagine not varying his program in a variety of ways. Variation is especially important at the high school level. The BFS Program is different every workout for four straight weeks. There are 75 separate records recorded in the BFS system. Our athletes routinely break at least 8 of these records every week all year long. WOW! Talk about motivation!

WHAT TO DO IN A NUTSHELL: You must do a total and balanced conditioning program of strength, sprint, jump, flexibility, agility, stamina and sports skill training. Concentrate especially on the Parallel Squat and a quick lift like the Power Clean, because these lifts develop primarily the hips and legs. Variation with Sets and Reps prevents plateaus and leads to much greater developmental progress. Every coaching and training minute should be entirely focused on winning in your chosen sport.....□