

# 90DX

## 90 DAY EXTREME MAKEOVER

WITH JAMES SHERMAN

PROGRAM ALSO INCLUDES:

- ▶ KRAV MAGA
- ▶ SELF DEFENSE
- ▶ PAIN & STRESS RELIEF
- ▶ AGAINST BULLIES

FEATURED AT **JULIAN WALKER STUDIO**  
SUPERIOR PERSONAL TRAINING AND GROUP FITNESS

29 E 31ST STREET 5TH AND 6TH FLOORS  
BETWEEN MADISON AND PARK AVENUE

CONTACT JAMES SHERMAN  
917-291-7548

JAMESSHERMANKRAVMAGA.COM  
JAMES@PROTECT-USA.COM



MANHATTAN  
**ТРАИНЕРС**

# How to get started

Come in to the studio for a **workout, group class** or **semi private session** (1 hour each). The studio is located at 29 East 31st Street, between Madison and Park Avenues (take elevator to 5th floor and walk upstairs to 6th floor). Start times Monday through Friday are:

- 7 or 8 am.
- 1, 5, 6, or 7 pm (last start time Friday is 6 pm).

**FIRST TIME?** Come in to studio to register and feel free to observe a session. All semi-private sessions and classes are customized to the individual.

All programs come with access to videos. New videos are added monthly. Find videos of all exercises on YouTube and at [JamesShermanKravMaga.com](http://JamesShermanKravMaga.com).

## YOUR FIRST DAY

- Bring workout gear (sneakers, shirts, shorts, etc.). We have shower facilities, lockers and towels.
- Be ready to start 5 minutes before your session.
- Once you arrive, you will check in, get ready and look for James Sherman.
- Begin every session by warming up all major joints from the ground up: ankles, knees, hips, shoulders, elbows, wrists, fingers, and neck. Hang down from hips



## WHAT INTERESTS YOU?

■  
Krav Maga

■  
90 Day  
Extreme  
Makeover

■  
Women's Self  
Defense

■  
Against  
Bullies

■  
Pain & Stress  
Relief

## TRAINING PRINCIPLES:

- Be on time. ■ Try your best.
- Use videos to reinforce learning.

**NOTE:** Home Edition available in 2012. See Page 5 for more details.

and stretch right to left.

- Stretch down hands behind feet all the way up stretch hands behind head.

**WARMUP AND WORKOUT GOALS**  
For Krav Maga, 90DX 90

**Day Extreme Makeover, and Women's Self Defense.**

- After warmup you will be instructed on your first exercise. Try to complete the exercise for 50 seconds.
- Take a break for 10 seconds and begin your

next exercise. Whenever you need a break, try to break for only 10 seconds; if you need more time, you may take more time. Take a break whenever you want for water, bathroom, etc. Do not use your cell phone unless in an emergency.

- If you have a question, ask it within 10 seconds and keep exercising. If the instructor has not given you the next exercise, do another set of your previous exercise or any of the exercise you have learned.

# FIRST STEPS: 90 Day Extreme Makeover

## WHAT IS YOUR TOTAL CALORIE INTAKE ON GOOD DAYS AND BAD DAYS?

Google search the calorie count of everything you consume on a good day and bad day, and e-mail that list to [james@protect-usa.com](mailto:james@protect-usa.com). This should only take 15 minutes. Repeat two times every week.

**TO BURN OFF BODYFAT AND INCREASE YOUR ENERGY**, consume 800 to 1500 to 2000 calories per day and exercise 5-7 hours per week.

The cleaner and simpler your eating and drinking options are, the better. See menus at Energy Kitchen, Fuel, and Musclemaker Grill. Compare your breakfast, lunch, dinner to their menus and calorie counts.

Highly nutritious, low-calorie options include Kashi brand breakfasts and snacks, fresh fruit, fresh vegetables, lean protein, eggs, Smartwater, sweet potatoes, whole grains (wild rice, brown rice, quinoa, barley), Vermont Maple Syrup, and raw honey. The closer you get to eating your 1500 to 2000 calories with the highly nutritional food (and water), the better you will feel, the more energy you will have, the more full and satisfied you will feel.

Processed calories will make it more difficult to burn bodyfat, and will make you irritable, edgy, low energy spikes, and



**EAT QUINOA** as part of your diet for a high-protein meal that packs all eight amino acids.



make you want more processed calories.

## THE BEST DRINK TO START YOUR DAY!

From GNC or The Vitamin Shoppe, get a shaker “glass”, blue-green algae or spirulina powder, MHP Probiotic-SR protein, tart cherry concentrate. In shaker glass, pour 16oz cold Smartwa-

ter, 1 teaspoon blue green algae powder or spirulina, 1 scoop MHP Probiotic-SR protein powder, and 4-5 tablespoons tart cherry concentrate. Shake and drink.

## TO BURN BODY FAT AND FEEL BETTER

with more natural energy, chew on 2 FRS fruit energy chews 30 minutes before activity or desire for energy AND stop the 2nd and 3rd coffees per day—drink water instead of coffee for more energy, to feel better, and to burn body fat fast!



# TRAINING RULES

- **Avoid fights.** Understand your opponent, watch face, see pain, sense aggression, identify strength and power and kinds of strikes, and react. We want to win regardless of attacker or attackers and their strength or weapons in a life-threatening situation. React to win, don't humiliate your attacker, honor your opponent, win with respect.
- **Be safe.** Don't get hurt and don't hurt your training partner. Look for dangers before they happen. Krav Maga emphasizes **retzev**,

combine all parts into one. If someone attacks you, your family or loved ones with intent to kill, there are no rules; do all that you can. Take into consideration your attacker might be professional. If you strike first, you will be wrong in court of law.

- **Don't offend someone.** You will increase their strength through emotions.
- **Instructors must know emergency numbers.**
- **If you or training partner taps, the move must be released at once.**
- **Gear:** No watches or jew-

elry. Short fingernails. Have groin, shin, and eye protection and a mouth guard. Be properly hydrated, energized and rested.

- **Instructor will know what will happen on mat before it does** and avoid escalation and fighting.
- **No overtraining.**
- **No punching or striking students.** Respect students, and respect your instructor. There is no such thing as a bad or weak student.
- **Lesson plans will demonstrate a technique at full speed, then slower, then break down into stages.**

Technique training will last 15-20 minutes per technique. Train with continuous motion; no stopping between techniques. Pay attention to how you finish. Hands lead first, then body.

- **Warmup for 15-20 minutes.** Start slow with easy running in place, jumping jacks, standing or stretching.
- **On punches and kicks, don't extend 100%, only 98% to avoid injury and hyperextending joints.**
- **Keep muscles strong through motion** and flex strongly at time of impact.

# OUR STORY

## 2001

In 2001, James Sherman, an investment banker, moved to Manhattan. He joined an uber exclusive private training studio in which Mr. America trained Pierce Brosnan, Naomi Campbell and many other VIPs.

Sherman's background as a college football linebacker and former competitive bodybuilder inspired his banking clients to join him. James

was recruited to become a private trainer.

Since then Sherman has trained thousands of people in Manhattan, including John Mayer, Pras of The Fugees, Kelis, David Blaine, Rosie Huntington-Whitely of Victoria's Secret and the *Transformers* films, Ken Lerer of *The Huffington Post*, and Herb Scannell, CEO of BBC America.

## 2005

In 2005, Sherman founded Manhattan Trainers, a health, wellness and fitness company.

Sherman started learning Israeli Krav Maga from David Kahn, who introduced Sherman to Grandmaster and Chairman of the Israeli Krav Maga Association, Haim Gidon.

Gidon recruited Sherman to train with him for five instructor's training adventures to Israel, which included more than 500

hours of close quarters combat training in Israel.

During these trips Haim Gidon made Sherman the Israeli Krav Maga instructor for NYC. As Tank Commander for the IDF, Gidon was the #1 instructor for Imi Lichtenfeld, the founder of the close quarters combat system of the IDF and Special Forces. Haim was the documented #1 instructor for many years.

## 2005-PRESENT

- All-Time Extreme Celebrity Makeover list includes John Mayer, Katie Holmes, Lady Gaga, Courteney Cox. James Sherman noted as trainer.
- In 2010, Sherman trained Hayden Lynch, Senior Editor of Thrillist (see Pages 6-7). Hayden's transformation made him a six-pack poster model.
- In January 2011, Sherman launched his 90DX programs: 90 Day Extreme Makeover, Krav Maga, and

Women's Self Defense.

- 1,200 NEW CLIENTS have started: Wall Street and Madison Ave executives; 55-65-70 year olds that have discovered Sherman's fountain of youth; 16-year-old basketball players; fitness and lingerie models. Google search James Sherman fitness; krav maga; or 90DX for videos, images, testimonials and answers to FAQs.
- In 2012, Sherman is launching 90DX Home

Edition: ON VIDEO, which includes 6 hours of instruction in Krav Maga, 90 Day Extreme Makeover, Self Defense for Women, Against Bullies, and Pain & Stress Relief.

- Sherman has completed hundreds of hours of Israeli Krav Maga training at Grand Master Haim Gidon's headquarters in Netanya. It is a dangerous world. What you do to avoid attackers, to keep distance by using trained body

language and voice are the most important things you can do to avoid violence.

- Sherman was recruited by Itay Gil, CEO of Israel's top security solutions team, Protect. [www.protect-usa.com](http://www.protect-usa.com)
- Israeli Krav Maga is the official training system of the Israeli Defense Forces. This is the training to provide you confidence and peace of mind. Training to defend against an attacker of any size or skill level.



# HAYDEN LYNCH

SENIOR EDITOR, [THRILLIST.COM](http://THRILLIST.COM)

**LET'S START WITH A SIMPLE FACT:** The 90 Day Extreme Makeover will get you in the best shape of your life without forcing you to drastically change the way you live it.

As with most things that sound too good to be true, you'd be forgiven for being skeptical about that claim, but I've done it myself and the results don't lie.

We're so inundated today with advertisements boasting miracle weight loss solutions and body transformations that we seem to have lost track of the one immutable principle of losing weight: burn more calories than you consume, and it'll happen.

Unfortunately, a steady, measured, proven approach to building muscle and dropping fat doesn't have the same "wow" factor as a wonder pill or a workout that takes only 8 minutes a day to shred your abs. Everyone continues to search for a quick fix when, with just a little effort, they could accomplish more than they dreamed of in three short months.

The 90 Day Extreme Makeover uses a two-pronged approach that's ruthlessly effective and, perhaps more importantly, easily sustainable on a daily basis long after you're done – no more gaining back the weight right after you stop. The



Hayden Lynch:  
Before.

first half of the battle is to create a clear mental picture of your daily caloric intake, a seemingly impossible task for some, but one that's easily remedied by the use of free online food journal.

Given my estimated burn rate of 3,100 calories per day, my daily consumption target was 2,500 calories. When maintained over the course of a week, that amounts to a 4,200 calorie deficit, or more than one pound of body weight. Add on the additional calories burned during training, and the numbers more than double.

With 8,000 calories to play with, I didn't have to drastically alter my lifestyle: I drank at work events during the week

and ate hamburgers while watching football, and still I was getting in the best shape I'd ever been.

While there's no 15-minute secret training regimen, carving an hour out of your weekdays in the morning is all you need to make The 90 Day Extreme Makeover a total success.

I had grown bored with my old workout routine, which focused on the same traditional weightlifting exercises I had been doing for over a decade.

With this program, weight training takes on a more isolated, endurance-building orientation. Sets of 20 or more using light weights and motions that hit focused muscle groups create greater definition while reducing stress.

Strength training also incorporates balance exercises, utilizing a variety of positions to engage and quickly develop the core, both enhancing torso physique and building up functional muscles to improve general athleticism.

Perhaps the most unique aspect of The 90 Day Extreme Makeover is the inclusion of a variety of martial arts disciplines.

While professionally certified as a Krav Maga instructor, James Sherman has trained with world champion fighters in disciplines ranging from jiu-jitsu, to bare-knuckles kickboxing, to Olympic wrestling, and he pulls elements from each one to create an entirely unique approach to aerobically-challenging martial arts training.

Ultimately, the results speak for themselves. I shed 12 pounds of body weight while simultaneously increasing my muscle density, which represented a seismic shift in my body type. My core was the strongest it's ever been, my vascularity skyrocketed, and I had more energy than ever.

Best of all, getting there was a blast, and with even a little bit of dedication, The 90 Day Extreme Makeover will take your body places you never believed it could go, too.

## TESTIMONIALS: TRAINING WITH JAMES SHERMAN

## CUSTOM PROGRAMS

## Todd Susman

ACTOR/WRITER

After a successful career in banking, American James Sherman made a radical segue, graduating from Israeli Special Forces training as a close combat expert. He's the only person I've met in sixty-four years with that pedigree.

Based on our five-week acquaintance, I cannot otherwise conclude that people trained to kill are of good cheer; kind, generous, sincere, skillful and full of grace. Ironically, they train others to live. After five weeks of training, I have lost sixteen pounds and pacified my chronically hostile lower back. My muscle tone has returned; my spirit is revived; I feel healthier, happier and less afraid of the vicissitudes of life.

Although Sherman sprinkles my training with fundamental aspects of his martial art, the majority of it is sculpted to my physical needs and experience. When I train in tan-

“ I thank my lucky stars I'm supervised by James Sherman.”

dem with another person, Sherman administers to each of us individually. As I watch the excruciating contortions others demand of their clients, I thank my lucky stars I'm supervised by James Sherman; though varied, creative and effective, his style is straightforward, tailor made and safe.

Sherman brings a warrior's commitment to his compelling desire to nurture in that he is dedicated beyond question. My “Ninety Day Extreme Makeover” will run its course, but the regimen Sherman teaches will abide for the rest of my life.

I recommend Sherman and his 90 Day Extreme Makeover enthusiastically and without reservation.

## Bart Nikiciuk

HEAD PHYSICAL THERAPIST, COMPLETE BODY PHYSICAL THERAPY

After focusing on my physical therapy career and starting my own family, I wanted to get back into great shape.

For many years, I had been having back pain due to decreased flexibility and core muscle weakness. In February 2011, my back condition got worse and I knew that I had to do something and fast.

One day at work I saw James Sherman in action and decided to give it a try. We started talking and he explained his 90-day program.

I liked the idea of grueling body conditioning

combined with the agility of a Krav Maga fighter. His workouts are intense yet customized to fit any goal and along with some dietary changes that you have to make. . . . It works!

Within eight weeks of working out with Sherman, I felt better and my waist line had dropped from 36 to 34. I lost 15 pounds of body fat and gained some lean muscle.

My back pain is gone and my flexibility and core strength are improving. And all this in two months only.

“ Within eight weeks of working with Sherman, I felt better, my waist line dropped from 36 to 34 (and) I lost 15 pounds of body fat.

# John Patrick Campbell

## ARTIST

At 35, I came to New York to follow my career as an artist and serendipitously met James Sherman through the Jewish Community Center.

I was interested in acquiring self defense skills and improving my confidence, so Sherman graciously offered to instruct me in the Israeli martial art of Krav Maga.

Out of the blue, I was offered a model shoot, and being unprepared, I was asked to drop a few pounds. So I approached Sherman, who rallied to invent a training plan to fit my new challenge.

Immediately, he implemented an effective program in which we met 5-6 times a week for 3 months. During this short period, I quickly and safely shed 20 pounds of body fat by building a base of lean muscle through light weight training and conditioning. His demonstrations on proper technique were instrumental in developing specific muscle groups and key to avoiding injury.

He further offered counsel on eating efficiently for energy instead of pleasure



or stress. I was informed about which foods were beneficial to my recovery and still enjoyable to eat. Employing a healthy diet was paramount to my energy and to my mental attitude.

Unbelievably, I was not required to give up everything that I liked. By eating effectively I can still enjoy the occasional cheese burger and wine.

I was also able to achieve

my physique without the expensive and sometimes detrimental use of weight training supplements.

When we began, I weighed 198 pounds. I am now 175 pounds with clear muscular definition, increased flexibility, and I have more energy than I did before.

Although it has only been three months, I consider my new diet and exercise program to be a sustainable

“ I consider my new program to be a sustainable lifestyle that I plan on religiously maintaining for the rest of my life.”

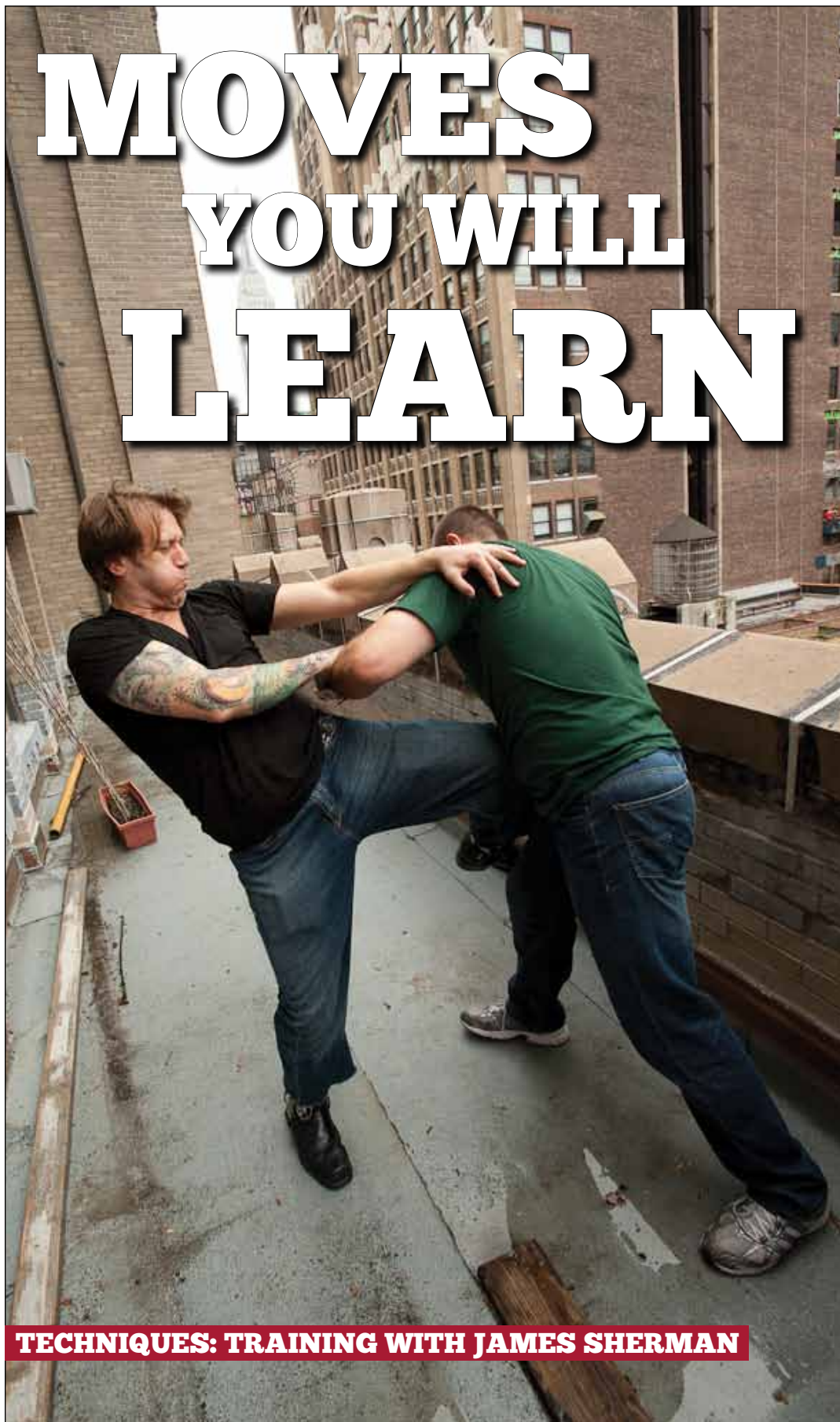
lifestyle that I appreciate and plan on religiously maintaining for the rest of my life.

I am amazed by the rapid results and I embrace the positive recognition that I receive from friends and family.

For years, I had yearned and struggled unsuccessfully to build a leaner body in the gym on my own. I began to doubt that it was possible. My recent achievement testifies that it makes all the difference to seek a talented and diligent trainer like Sherman.

As long as I have known him he has exhibited a flawless understanding of the human body's capabilities and a consistent positive attitude. His skills have culminated in my success and I wholeheartedly recommend his talents to anyone who aspires to improve themselves.

# MOVES YOU WILL LEARN



**TECHNIQUES: TRAINING WITH JAMES SHERMAN**

- **Body motion fighting stance.** Left foot forward, move left to right to back to regular to down to regular to right to left to regular to down to regular to back.
- **Body motion with left and right straight punches.**
- **Left roundhouse kick** left straight punch right straight punch right roundhouse kick.
- **High right rear kick** and high left rear kick.
- **2 kicks each leg** advancing forward.
- **3 defensive left punches** while moving backward.
- **Left straight punch** (or finger strike) and right straight punch.
- **Left and right hook.**
- **Left and right uppercut.**
- **side step into right side kick; side step into left side kick.**
- **Left and right straight punch.**
- **Hook to body.**
- **Hook to head.**
- **Left and right defensive knee.**
- **Rechamber.**
- **On ground side kick left; on ground side kick right.**
- **Left straight punch + right straight punch.** Defended by right hand block deflect explosive right strike to throat left forearm block to elbow strike to neck.
- **Left straight punch + right straight punch.** Defended by right hand/elbow aim elbow at left hook fist.

- **Left roundhouse kick + left straight punch + right straight punch right + roundhouse kick.** Defended by right knee up and out aimed between groin and knee. Block straight left punch with right hand deflection/elbow or hand strike to neck. Block straight right punch with left elbow. Defend right roundhouse with left knee aimed between groin and knee.

- **Side choke.** Defended by eye strike and block.

- **Inside punch.** Defended by forearm groin strike + neck strike.

- **Side choke.** Defended by closest hand reaches all around attackers. Head wrenches neck away. Simultaneous eye strike.

- **Mount position 2 hands push face down against ground.** Grabs arm tight moves fast and strong across face/neck. Cross lock ankles on arm, shoulder or face arches back and hips up. Defend attempts head lock.

- **Attacker takes back seated (ground) with both hooks (legs) "in" tightly around thighs and attempts chokes.** Defends by controlling hands of attacker, grab one finger or thumb strongly and twist/turn. Don't let attacker choke you. Keep chin down, tucked away, traps up, shoulders up. Strike with side elbows.



- **Attacker throws roundhouse kick.** Defended by stepping with motion of kick tightly grab ankle between bicep/forearm, lats and chest, take attacker to ground, take back while maintaining leg lock tight.

- **Attacker throws left punch, right punch, left cross, right cross, left roundhouse kick, right roundhouse kick, right cross elbow, left cross elbow, right uppercut elbow, left uppercut elbow** defender back against wall all blocks and body motion.

- **Attacker front choke defender left strike.** Side choke defender defensive left/right kick. Back choke defensive kick.

- **Attacker tackle/takedown.** Defender sprawl, sidestep left retzev, sidestep right retzev, knee to head, kick to head.

- **Attacker chokes forearm and collar, front, sides and back.** Defender plucks, tucks chin away retzev.

- **Bear hug** from front with arms free. Preemptive defense by long range kick or knee to attacker's groin, midsection, neck or face or strike with punch.

### OTHER LESSON PLANS:

- Gun takeaway from behind.
- Oriental knife attack.
- Slash knife attack.
- Straight punch block.
- Hook punch block.
- Headlock from side.
- Knife attack throat.
- Side kick catch.
- Guillotine defense.
- Overhead stick attack.
- 360 degree hand defense.
- Gun front takeaway.
- Throat choke with shrug.
- Kick/punch defense.
- Shirt choke.
- Side kick.
- Shadow box with body movement.
- Spinning kick.
- Front kick.
- Front bear hug with arms trapped.
- Nelson escape.
- 360 degree leg defense.

## RATES

**\$99: HOME EDITION ON VIDEO. INCLUDES 6 HOURS OF INSTRUCTION.**

- 90 Day Extreme Makeover
- Krav Maga
- Women's Self Defense
- Against Bullies
- Pain and Stress Relief

### CLASS RATES UP TO 10 PEOPLE:

- \$35 for 1 hour class.
- \$300 for 10 classes.
- \$900 for 90-day program. Includes personal instruction within a class of up to 10 clients, up to 5 hourly sessions per week.

### SEMI-PRIVATE TRAINING UP TO 5 PEOPLE:

- \$75 for 1 hour training with up to 5 clients.
- \$690 for 10 hourly sessions (semi-private with up to 5 clients).
- \$3000 for 90 day program. Includes up to 5 hourly sessions per week.



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