

EAT LIKE A MAN,  
TRAIN LIKE A BEAST,  
OPERATE LIKE A GENTLEMAN,  
AND BECOME A LEGEND

A black silhouette of a man in a suit and tie, standing with his hands on his hips, set against a solid red background. The silhouette is centered and occupies most of the frame.

UNLEASH YOUR  
**ALPHA**

MIKE CAMPBELL

FOREWORD BY PETE EVANS

# UNLEASH YOUR ALPHA

## ABOUT MIKE CAMPBELL

Mike is a trainer, coach, author and the ultimate food and training geek.

When he started as a personal trainer nearly 10 years ago, he didn't envisage coming across the same issues day in and day out, however, he did, and constantly has. Now he focuses on solving these problems for men, and also what led to him writing this book.

Mike is incredibly passionate about helping guys become the best man they can be. Mike is the mastermind and creator of the 'Unleash Your Alpha Program' - a proven system for helping men unleash the power and awesomeness that lies within them.

Plus he loves to cook, eat and talk to his food. He loves stone fruit, cold beer, red wine and to think of himself as a low level Batman. He likes to lift heavy things, eat a large variety of meat and write short bios.

You'll find his advice to be uncomplicated and immediately actionable. Mike believes strongly in making things easy to follow and implement and cutting out the confusing noise and misinformation in the health and fitness industry.

**UNLEASH YOUR  
ALPHA**

**MIKE CAMPBELL**

# CONTENTS

---

## FOREWORD

*by Pete Evans* .....ix

## INTRODUCTION

*What's this all about?* .....3

## WHAT IT MEANS TO BE A MAN

*Redefining alpha* .....13

## THE PROBLEMS

*What's gone so wrong?* .....23

*Where the problems lie.* .....29

*A bit of the science done simply.* .....37

## THE SOLUTIONS

*How to unleash your alpha.* .....53

*Use your head man!* .....59

*How to eat like a man* .....75

*Train like a beast.* .....97

THE PROGRAMS .....109

PHASE 1: GETTING SHREDDED .....113

PHASE 2: GETTING MASSIVE .....121

PHASE 3: GETTING ATHLETIC .....131

*Just relax.* .....139

SLEEP .....141

STRESS AND ENJOYING LIFE .....149

*Man skills.* .....159

PERSONAL BRAND AND THE FINER POINTS

OF BEING A MAN .....161

DEVELOPING STRONG BONDS AND RELATIONSHIPS .....171

YOUR INNER 007 .....191

## CASE STUDIES

*Unleash Your Alpha Case Studies* .....201

## GO FORTH AND LEAD, MAN

*The inner alpha wrap up* .....213

## APPENDIX

*The shredded alpha* .....225

*The muscular alpha* .....235

*The alpha superfoods* .....243

*Supplementation* .....247

*References* .....251

*Where to from here?* .....257

*Acknowledgements* .....259



# FOREWORD

Mike Campbell eats, sleeps, breathes and truly lives his philosophy. He is without a doubt a proud, walking, talking, living Alpha male. The content of this inspiring book is a reflection of his truly wise ideology and it is indeed the ultimate hand book to provide you with the tools to discover your own unsurpassed physical, mental and spiritual ALPHA potential!

When I read the pages that follow I couldn't help but feel like Mike was a modern day William Wallace (from the movie *Braveheart*), urging men to join him and bellowing, "Are you with me in this battle against mediocrity?!". And at the end of the day, that's what this book opens your eyes to, the fact that life is to be lived and why not do the best darn job you can and have the best darn time while you're doing it.

*Unleash Your Alpha* couldn't be more punctual because let's face it, the time has definitely arrived to discard the weak, gimmicky, diet, self help and exercise books of old and return to our roots as authentic, primal ALPHA MALES! It's true, there's no denying that men over the years have unfortunately lost touch with their innate selves and taken on misguided

## UNLEASH YOUR ALPHA

stereotypical alpha male attributes such as arrogant, closed minded, controlling, macho and aggressive behaviours (you know the ones I'm talking about), but in truth none of those traits have any connection with the true essence that is Alpha. What Mike has managed to cleverly articulate in this book is a well rounded, informative template containing the nourishing components to guide us back to our empowered, ancestral roots!

Now, I'm a chef and I love a good recipe, so to me it's paramount that Mike's enthusiastic curiosity on how to live an extraordinary life on all levels, has led him to seek out the best ingredients to make a man.

He has studied and learned from experts across the board like exercise physiologists, anthropologists, physicians, psychiatrists, nutritionists, food scientists, fellow trainers and evolutionary biologists in order to write his well researched formula for genuine alpha living, so rest assured his advice is bang on!!!

By the time you finish this book you will have a much clearer understanding of the big picture, so get excited, grab your destiny with your own two hands and turn the page to UNLEASH YOUR ALPHA!

Pete Evans

Chef, author, father, surfer and Alpha...

Cook with Love & Laughter!

# **INTRODUCTION**





# WHAT'S THIS ALL ABOUT?

*"Men are born to succeed, not to fail"*

- HENRY DAVID THOREAU

Modern society has seen a shift in what it means to be male, and it's not for the better.

Look around any public space and assess the males you see. Notice any real men? The men we all want to be – strong, confident, healthy, and masculine?

Sadly, what you'll see is scores of de-conditioned and overweight men that lack energy and confidence. As a result, the rest of their life suffers – home, work, and their social lives.

Deep down we know we can be better, but pride and ego often prevent us from doing anything about it. Progress is stunted all the more by an overwhelming amount of conflicting and confusing information about how and what it takes to be a man.

Man, provider, leader – there are many terms to define the masculine half of our species, but one of the most popular is the very misconstrued idiom, *Alpha Male*.

Alpha Male used to simply mean "one who led" – it has become synonymous with arrogant, macho "blokey blokes."

So instead of a man with compassion and integrity, one who knows who he is and carries himself accordingly, we see an

## UNLEASH YOUR ALPHA

inwardly insecure man who feels the need for one-upmanship and dick-swinging bravado.

It's easy to see the difference between these two contrasting pictures of man.

We'll delve deeper into the new and true description of the modern Alpha, the Alpha I'm determined to see flourish, but for now I challenge you to ponder this: what man do you want to be?

Or, if you're reading this for the man in your life, what man sounds like the one to spend time with, to work for, to provide for your family, to role model for your children? The macho dickhead? The overweight and spineless mouse with low self esteem?

If either of these aren't who you want to be, then this book is for you.

In other words, if you want to be the original "Alpha male" – radiating true masculine energy, in-shape, full of subtle confidence, happy and healthy and comfortable in his skin, then this book is for you, or the men in your life.

So who am I to make these judgments about the male species? My name is Michael Campbell, and I'm a man, have been all my life. Well, once I grew out of the awkward slightly gangly and fluctuating voice teenage phase.

Not only am I a man, I'm a personal trainer and nutrition coach. I've worked closely with hundreds of men in the health and fitness industry for close to a decade.

I'm also a complete training and nutrition geek. I love researching, reading, and finding solutions to everyday problems that my clients face. I like to think of myself as a logical, perceptive guy who has gathered insight and great understanding of the troubles us modern men face.

My experience, research, and observations have led me to an inescapable conclusion: *we men can no longer work out how to be men.*

What changes do we need to make to reclaim our male identity? Who to role model? What foods to eat? How to exercise? How to make positive changes in our attitude? What to say so we don't put our foot in it? Even how to manage our time so we're not constantly so busy? We're confused about how to live life!

Do any of these issues ring true?

There's a drastic decline in the number of men even remotely resembling the original Alpha. Where are the role models for our developing male population? Where are the strong and desirable lovers, partners, and providers?

Look around - can you see the expanding waistlines and the declining health of the male population? This may very well be *you*. There's many aspects to being a man and in today's frantically paced world, with others constantly stepping into our space and pushing their wishes upon us, it's hard to get any clarity as to what kind of man you are.

I don't say this to offend or point the finger - this is more an assessment of men worldwide. For some this will come as a shock because there's little or no mainstream recognition that a problem even exists.

That's why I hold the mirror up through these pages and why I bring not only the simple solutions, but also the problem to light. We need to know, we need to admit it, and we need to address it, or we face a rapid decline into a world of weak, unhappy, fat, slow, and uninspiring men.

\*\*\*

During my years of experience as a physical trainer, nutrition coach and man, I've seen the same problems forming repeatedly when

## UNLEASH YOUR ALPHA

it comes to men wanting to be a better version of themselves.

But all's not lost. I've developed a structure that's helped many men to change their lives and completely turn their worlds around. That's exactly what this book is about.

This system uses the latest research, proven best practices, and endless self-experimentation (plus experimentation on actual humans, *my clients*) and simplified them, establishing an easy to follow blueprint for success.

Whether it's:

- Losing fat and the “spare tyre”.
- Consistently having great energy, confidence, and virility.
- Simply being able to *and wanting to*, have regular sex and sleep better at night.

This simple step by step plan will guide your way to balancing your hormones, getting in banging shape, and turning you into a *true* Alpha male – a man with heart *and* backbone. This will help you unleash your own *Alpha* and nail down your A-game as *the best man you can be*.

So what prevents us from finding our A-game, getting lean and muscular, and leading a life full of awesome moments? From my experience and research there are many common problems, however, the following often lead to failure or no attempt at all. These include:

- A lack of direction and desire to commit to a better lifestyle.
- Confusion over what we should eat, including when and how much.
- Confusion over how often we should train and what exactly we should do.

- Lack of knowledge and awareness around other key lifestyle factors such as sleep and stress and how crucial they are to our end goals.
- Lack of work-life balance.
- Pride and ego preventing admission of a problem to begin with and subsequent suffering in silence while problems exacerbate.
- Finally, and perhaps most importantly, a hormonal profile that a female pink flamingo would be ashamed of! This is usually a combination of all the above and at the same time a *cause* of the above. A vicious cycle of low sex drive, moobs (man boobs), body fat, and shitty self worth.

Any of these sound familiar?

So how do we overcome this long list of sticking points and turn you into a bona fide athlete with the game of 007?

In this book you'll cover *5 key areas* that when followed consistently will ensure you get in the best shape of your life and Unleash Your Alpha.

You're going to learn to eat like a man should eat, train like an athletic beast, and operate like a true gentleman and become a dead-set legend.

**To get the most out of this book, perform the tasks and implement the key take-homes. However, you may wish to read it in its entirety first and come back to each section at a later point.**

The 5 key areas include:

1. **Thinking - how thought, desire, and having a mission can unleash your Inner Alpha**

The way you approach life and each individual day from

## UNLEASH YOUR ALPHA

within yourself will not only make you a better man, but make life's moments grander and help you tune your A-game. For this to work you must first **choose** to become a better man and lay out the steps to what your life will be and sort your priorities.

### 2. **Nutrition - you are what you eat: nutrition is king**

Whether it's fat loss, muscle building, or simply living every day full of energy, what you eat is what your body becomes. You'll discover a framework that breaks nutrition down to a simple guide that saves you time each week.

### 3. **Training - chiselling the man inside and out**

Training can be a daunting concept. The programs and framework break this down and make it easy to implement so the man you start seeing in the mirror is that of an eye-catching masculine athlete.

### 4. **Sleep, stress and enjoyment - the lifestyle of a balanced man**

How much sleep you get, the quality of it and the amount of unnecessary stress you have play a huge role not only in how you feel during the day, but the state of your body, both inside and out. You'll undertake a process that breaks this down and ensures a fresh man greets each day and makes the most of it.

### 5. **Man skills - the finer points of being a man**

For a man to be a true Alpha male, one that knows who he is and lives a life of true masculinity there are certain things that you should "just know." These crucial tips, such as your personal brand, cooking skills, how to act on a date, how

to read your partner, and even how to back a trailer, are the finer points that make a man, and make you an Alpha with an A-game and real control of your life.

This book is exactly that – the perfect step-by-step guide for any man to find their Inner Alpha and become the picture of masculinity.

The above mistakes will look slightly different for everyone, but in the end the common themes ring true. So ask yourself:

*Are you making any of the same mistakes?*

*Is your life going exactly how you'd ~~like~~ it, LOVE it to go?*

\*\*\*

Before we kick off, think of your definition of what a man is and what a man should be. Now think of your own characteristics, what people describe you as. How would you describe yourself? Do these match our man, our Alpha?

Now think about what's missing in your life. Are you overweight? Struggle to get laid? Never get the promotion or work you *really* want, constantly living for the weekend and some relative peace until Monday rolls around again? Are you in any way unhappy with your life?

Now close your eyes and imagine that in one year from now none of that's improved – in fact it's worse because of your inaction. Soon you'll be in a hole too big to get out of – stuck in the same job, dealing with the same arseholes every day, but with an even bigger gut.

Now, imagine you look like a ripped athlete with visible abs, you have a life that not only brings home the bacon but makes you *want* to get out of bed in the morning, you have the confidence and game that allowed you to get the partner



## UNLEASH YOUR ALPHA

and relationship of your dreams, or you finally have the drive to actually have sex on a regular basis with your current partner.

Imagine that you have real control in your life, you command respect in any situation and you can get all the sex you want.

And that's one of the keys here - you *want* sex.

Whatever your holes are, imagine them filled and you're now killing it in every aspect of your life. How good would that be?

# **WHAT IT MEANS TO BE A MAN**



# REDEFINING ALPHA

*“Being male is a matter of birth. Being a man is a matter of age. Being a gentleman is a matter of choice.”*

- EDWIN LOUIS COLE

Depending on whom you ask, you'll get varying answers on what a man is. The obvious parts are the anatomical and physiological traits, the meat and potatoes. However, what it means to be a man, and what the standard character traits of manhood are is highly contentious. Some that come to mind are *leader, provider, masculine, virile, strong*, yet many would argue that those labels are archaic or obsolete.

In the simplest definition, man is an adult human male. For the most part as our ancestors evolved into early humans, man was the leader, warrior, provider, and father for future generations.

Nowadays, we men have lost our identity. With such variation in what a modern man's roles are, there's considerable confusion. Men are working in every kind of role you can imagine - from traditional roles such as farmers and business leaders to more modern roles like stay-at-home dads.

Whether these differences have caused the trends we're currently seeing or are simply a result of complex changes to society is irrelevant. What's important is that the idea of man,

## UNLEASH YOUR ALPHA

what it means to be a man, and what traits men possess are changing, making us men something we haven't been before – and it's not for the better.

Traditionally a man could easily be summed up by the term *Alpha male*- the *one who led*. However, as we've evolved this term in particular has become lost and misconstrued. It largely carries the negative connotations of a macho arrogant dick. Some good traits used in bad ways.

Let's take a closer look at the term *Alpha Male*.

The Oxford and Collins' dictionary defines *Alpha male* as *the dominant male in a group*. However, these days Alpha is often seen as domineering, macho, arrogant, overzealous, aggressive, and close minded. Of course all these traits can be perfect in certain situations. However, when not balanced with the compassion, integrity, kindness, and caring that our time-honoured Alpha possessed, we often get disaster.

In the corporate world this is very common – men who dominate situations by manipulating others, alienating colleagues, creating fear, expecting the impossible, leaving people feeling demoralised, neglected, unsupported, and bullied.

Studies and surveys in Australia and the US have shown over 33% of employees have suffered some form of bullying, with upwards of 62% of bullies being male.

At home this can and does lead to sexual, physical, and emotional abuse, both spousal and child. The Australian Crime Commission estimates that one in four girls are sexually abused and between one in seven to one in twelve boys experience sexual abuse!

This also affects our social circles and we quite often see an environment of blokey one-up-manship, where men will constantly get into a “my dick is bigger than yours” duel, which

leads to the degradation of one man by a more dominant one. All fun and games, until someone gets seriously depressed, doesn't do anything about it for way too long and spirals into an introverted metaphorical man cave, which is deep, dark, and hard to get out of.

It's safe to say that today's description of an Alpha male is far removed from the true Alpha. John Broadbent, author of *Man Unplugged*, and Steve Biddolph, the author of *Raising Boys* and *The New Manhood*, define as:

*“Those that know who they are, have ‘done the work’ on their inner realm and faced their demons, understand that fear is real but not paralyzing, and not afraid to challenge the status quo, are in touch with their emotions but not ruled by them, and understand that we have two ears and one mouth and should perhaps use them in that percentage!”*

When a man - knows who he is, is confident in his own body, knows how to deal with his emotions, face his fears, can stand resolute when needed, hold his own in conversation, doing so with compassion and integrity - he is showing the true traits of a real Alpha male.

\*\*\*

Let's call this true modern day Alpha, *Our Alpha*.

We know this guy has backbone, heart, and compassion. He knows when to speak up and he knows when to listen and show empathy and understanding. However, there's much more to being a man than just being a great guy.

What good is a great guy if he's unhealthy? If every man had

## UNLEASH YOUR ALPHA

these Alpha qualities without having real A-game we wouldn't be much further from where we currently are.

So what is A-game? It's that quality a true Alpha has that radiates from him when he enters a room. It's a combination of his appearance, charisma, humility, confidence, and charm. Another crucial part of this is the absence of unnecessary ego. Ego that's obvious and omnipresent is usually making up for some sort of lack in confidence or self-assuredness. Having to prove ego or shove it in the face of others is showing your insecurities and your complete lack of A-game and true Alpha qualities.

According to Elliot D. Cohen PhD, one of the most prevalent fears among men is having a lack of feeling wanted, respected, important and in control. A man with game has these in spades. However, that doesn't *just come* - it's part of a process and combination of qualities that must be honed and worked on.

Ask any man what he *really, truly* wants and most will eventually answer that they want **respect and sex**. It may sound blunt and crass, but it's very true.

### **Let's look at some characteristics of the Anti-Alpha versus Our Alpha:**

#### ***Typical Qualities of The Anti-Alpha***

- Is a sheep - follows the crowd, or bullies and manipulates others to get his way.
- Doesn't stand up for what he believes in.
- Is happy with being average and mediocre, or is prone to detrimental obsessive behaviours.
- Does what's expected of him and no more.
- Is an awesome time-waster and procrastinator.
- Doesn't know how to stand up for himself or others,

or goes over the top and tries to be “the man,” seeking attention.

- Doesn't have goals and desires for the future, or has single-minded and selfish desire without real life perspective.
- Dwells on the past and fears the future.
- Has misplaced priorities and struggles for life perspective.
- Doesn't have too many really strong close relationships.
- Isn't proud of his body, or is arrogant and conceited about his body.
- Has deep-seated confidence issues and low self worth.
- Has a scarcity mindset – thinks others will take his ideas and opportunities.

***Typical Qualities of Our Alpha***

- Lives his own life.
- Has a set of maxims or rules that he lives by, be they conscious or not.
- Takes pride in his appearance and works on his health, fitness, and body but isn't arrogant.
- Has a subtle confidence and constantly exudes this, without being smug.
- Commands respect and has a strong personal brand that consistently represents him in a great light.
- Knows what drives him and actively seeks it every day, without being fanatical.
- Prioritises the important things in his life and has a balance that allows this.
- Has a positive attitude and outlook on life.
- He has a sense of humour and can laugh at himself.



## UNLEASH YOUR ALPHA

- Does great things for other people and acts unselfishly often, however, looks after number one when needed.
- Has strong opinions on matters that require it yet still has an open mind.
- Knows that there is more to life than money and material things such as real relationships, which he cherishes and builds.
- Puts in the work to make his life better and the lives of those close to him.
- Isn't afraid to fail and uses failures as learning experiences to grow and improve.
- Doesn't sweat the small stuff and has great perspective in life.
- Goes out of his way to empower and help others and isn't afraid to give his best for free.
- Has an abundance mindset – sees opportunity everywhere.

The A-game we're talking about is a guy who not only has the confidence of an Alpha with his shit sorted, but is in great physical condition. He's the picture of health and masculinity: strong, muscular, lean, and sorted. And his sex drive mirrors that.

**A true Alpha with real A-game not only can get laid but he wants to. <=== Tweet that shit! #UnleashYourAlpha @mcampbell2012**

This may seem like a backwards point but trust me, when a man has no game it's not just a mental and psychological thing – his body is fighting against him. Hormones are one of the most crucial parts of this puzzle, and one of the most common issues creating the anti-Alpha.

We'll get into the hormones in the next chapter but suffice it to say when your sex drive is lacking, so is your overall game and

health. Your hormones can be your best mate or your greatest enemy. Because of the massive effect they have on your body and its reactions, this is going to be an area of focus. We'll outline the issues and give some actionable steps to correct and manage them.

When it comes to painting this picture of our Alpha, talking to those who seek out men and are attracted to men – namely women and gay men – provides enlightening opinion. The overwhelming reaction when asked about the state of men is usually like an emphatic, “Hell yes, where are all the *real* men?”

One such example is someone I interviewed for this book, Andrew Creagh, the editor and founder of Australia's biggest gay men's magazine and a gay man himself. He has an amazing insight being both as a man and someone attracted to men.

He brought up a brilliant present day example: Russian president Vladimir Putin draws on what we would call very old-fashioned ideas of masculinity to bolster his popularity. He goes bareback horse riding, scuba diving and brings up lost treasure, practises judo, flies a hang glider that leads a flock of lost geese home. There's even an action comic book starring Putin that's sold to kids.

It's all carefully micromanaged by his PR team but it obviously resonates with Russians. He's painting himself as Alpha, however, he's clearly falling into the macho anti-Alpha – do real men have PR teams to take care of their actions? No, because if there's one thing a real man should be it's authentic! That kind of behaviour is definitely not authentic.

Andrew also points out a comparison: look at Henry Fonda's role in the movie *12 Angry Men*. He plays the smart, philosopher type whose intellect finally wins out against the loud, physically aggressive bully. He's the only juror who believes an accused murderer should be acquitted because of reasonable doubt. His

## UNLEASH YOUR ALPHA

masculinity is standing by his beliefs in the face of adversity or overwhelming opposition. He's showing the traits of a true Alpha.

Celebrity chef Pete Evans, has a brilliant description that I think suits as we leave this chapter:

*"To be an alpha is just to be you. Don't copy someone else. Take inspiration, but you know what's right for you. You know when you're being fake, it shows as a weakness because it's insecurity. I think the most powerful people in the world are the ones that are very confident in themselves.*

*Being a man is a package.*

*Everyone loves to do something, but people have so many excuses why they can't do it- success is waking up with a smile on your face."*

The Alpha we aspire to be is a strong, confident, healthy man. Has control in his life, knows who he is and what he wants. He looks great and feels even better. He's a man who others simply want to be around.

*"The ancient Greeks understood this positive male energy, calling it 'Zeus Energy' - which encompasses intelligence, robust health, compassionate decisiveness, good will, generous leadership. Zeus energy is male authority accepted for the sake of the community."*

ROBERT BLY IN *IRON JOHN*