

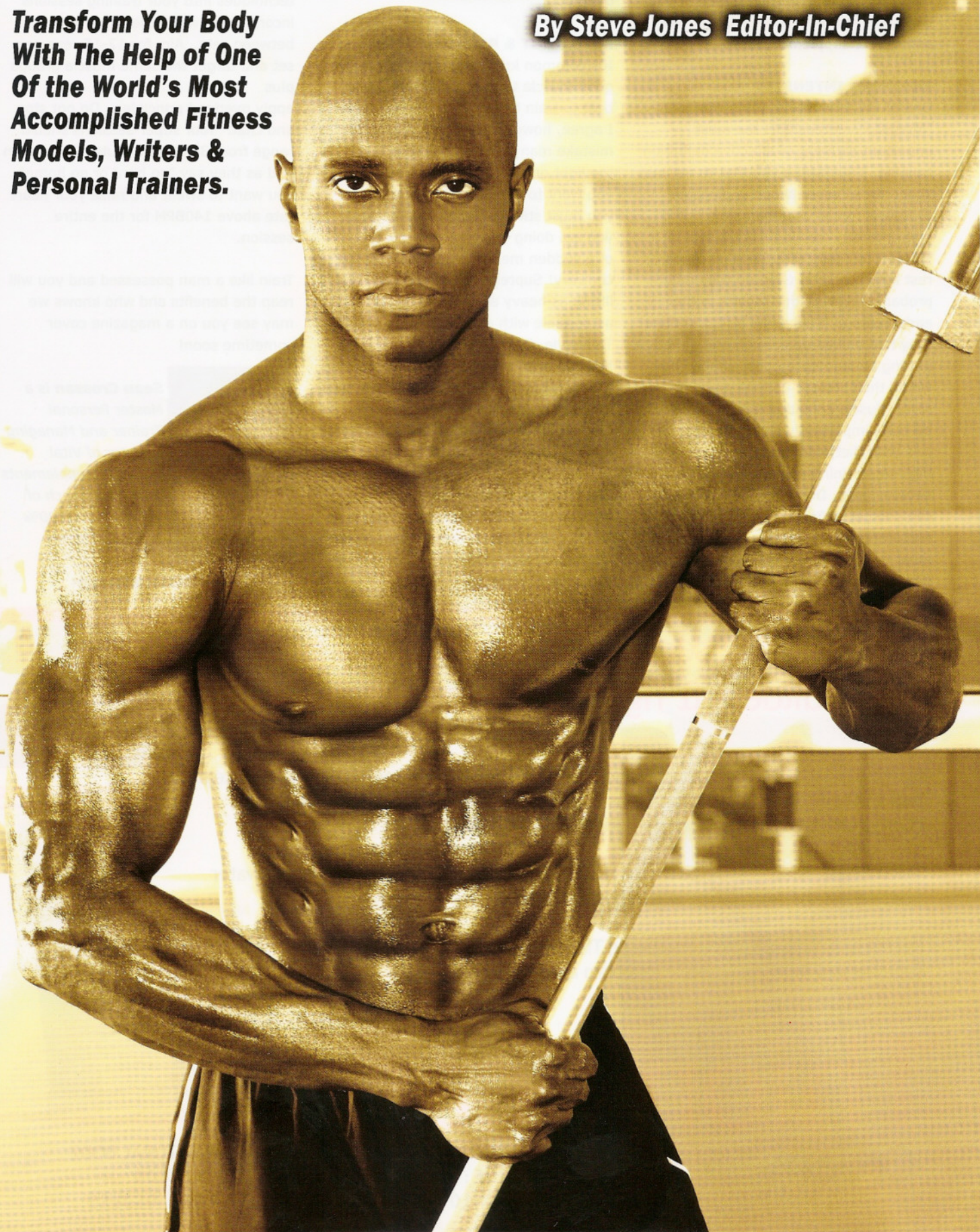
RE-DEFINING

THE HUMAN FORM

**Exclusive Interview with
Fitness Superstar Obi Obadike**

By Steve Jones Editor-In-Chief

**Transform Your Body
With The Help of One
Of the World's Most
Accomplished Fitness
Models, Writers &
Personal Trainers.**



The art of sculpting the human form has certainly evolved over the last 20 years with the advancements in exercise programs, techniques and a huge array of high tech equipment. Sport supplementation is now a science with a myriad of products available that present real benefits to the athlete. Gone are the days of a simple weight gain powder and creatine monohydrate.

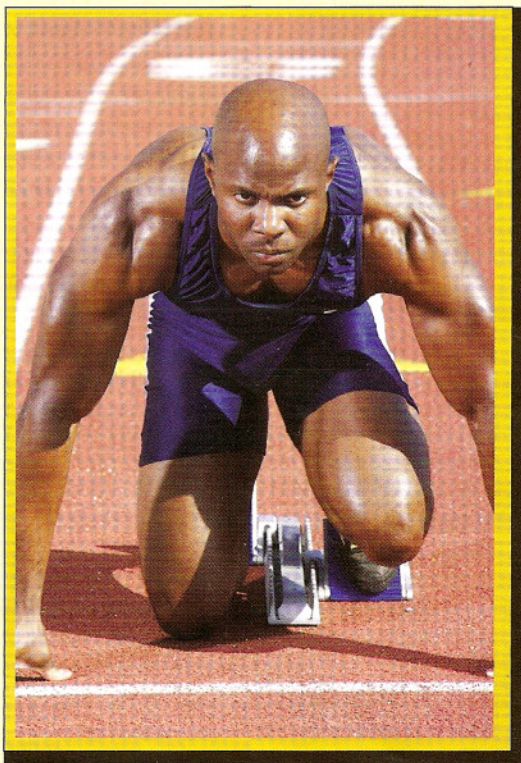
One could say we have all the tools available to sculpt the perfect physique, however we need to look at the underlying aspects that can't be bought in a store and play such an integral role in our success. The attributes we are talking about are passion, determination and discipline. This is where I am going to introduce to you a man who encompasses all of those admirable traits and a whole lot more, his name is Obi Obadike. This man is a well-tuned athletic machine who has a passion for the health and fitness industry like I have never witnessed in my journey through this industry over the past 25 years.

I often hear the word "Passion" thrown around in vain, but Obi goes beyond simple passion he is empowered by this lifestyle and moves forward with the power of a highly tuned formula one race car. Obi's passion is to share his knowledge and experiences to the masses, to inspire those who need inspiration, to motivate the unmotivated. This interview provides a closer look into world of Obi Obadike, his beginning, achievements, training techniques, diet and his future goals. Let's get this show rolling and hear from the man who has been recently voted the most ripped fitness model in the world and learn how he can help you re-define your physique.

Steve: Obi, on behalf of myself and our readers I would like to welcome you to Australia's only magazine that covers the natural side of health, fitness and bodybuilding. To begin with your rise to fame has come rather quickly having appeared on International Fitness magazine

covers, featured in major print advertising campaigns, and one of the most famous Gatorade television commercials ever made. I also believe you were a very accomplished track and field athlete and had the privilege of training and competing against some of the fastest and the best athletes in the world? Can you provide our readers with a brief history of how you got into the health and fitness industry and your current achievements to date?

Obi: *I've been a health and fitness guy my whole life in terms of consistent training in the gym, eating right and*



living a health lifestyle. My love for health fitness came from being a former track athlete. I found the love and the joy of staying in shape from my involvement in sports as a young kid. Believe it or not I broke into fitness modelling about 14 months ago. My mentor and fitness legend Clark Bartram was responsible for breaking me in the fitness industry and introducing me to some of his contacts. I attribute a lot of my early success to Clark. Clark Bartram is a fitness icon and one of the greatest male fitness models ever with over 130 covers. He

really helped me to understand the business and how to market myself as a fitness model. I feel very blessed with the success I've attained so quickly in this industry.

Some of my achievements to date are the following:

- *Landing a major international supplement ad campaign for Dymatize Nutrition making me the first African-male fitness model to land an international supplement ad campaign;*
- *Was bodybuilding.com wallpaper of the week two times within in an 8 month period and in January of 2009;*
- *Was selected the most ripped fitness*

model in the world by popular fitness site criticalbench.com;

- *The first black male fitness model to be on the cover of a major Canadian fitness magazine;*
- *Am the first American male fitness model to land a major European sports meal ad campaign. I will be the face, name and physique of four new frozen sports meal products that will launch all over Europe. The ad campaign will hit every major fitness and bodybuilding magazine in the UK.*

The biggest thing that makes me proud is breaking color barriers in the fitness industry and I hope that my success will create more diversity on fitness covers and supplement ad campaigns.

Steve: Being voted as "The World's Most Ripped Fitness Model" by criticalbench.com must

have been a great feeling. Getting a ripped physique is most certainly one of the major goals of anyone who hits the gym on a regular basis. No doubt our readers would love to know the secret to achieving a ripped physique like yours, and I would like to start by covering your training philosophy and then go on to your nutrition program. How many days a week do you train with weights, what techniques do you use in your training and how long do you spend in the gym for one session?

Obi: *That is an incredible honor for*



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anybody to call me that. I really pride myself on always being in top ripped shape especially if you're a working fitness model. I train about 4-5 times a week and my training method is like a circuit training type of workout. I train two body-parts a day and when I train I go back and forth between body-parts. For example if I am training

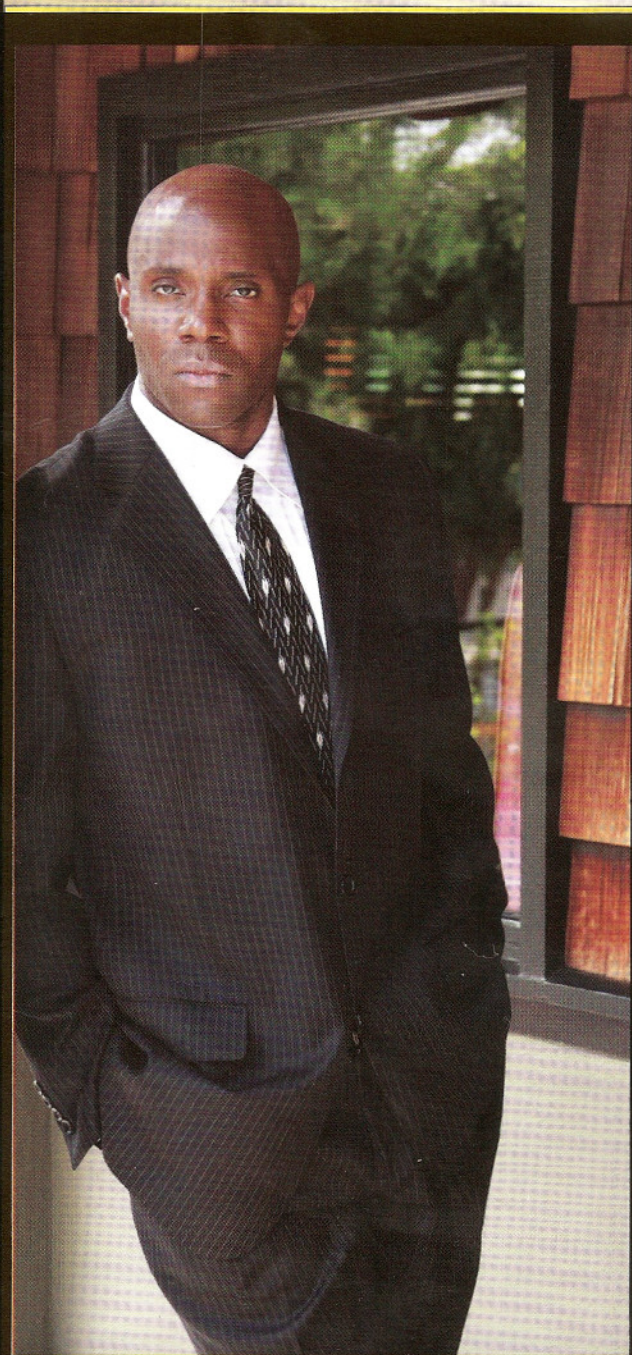
chest and biceps I will do bench press and then preacher curls. I'll go back and forth from one station to the next station with no rest which allows me to raise my heart rate while training anaerobically. This type of training allows you to sweat more and burn more calories. I believe my weight training method helps me stay lean all year round. My natural body-fat percentage is between 4-5 percent. When I get ready for photo-shoots I drop my body-fat from 4 to 5 to 2 to 3 percent. My time in the gym is about 90 minutes and then I generally do my cardio outside. I generally go for a 3 to 4 mile run at an 8 minute mile pace. I try to my cardio about 3 times at high intensity for about 20 to 25 minutes. My metabolism is very fast so I am not the ideal candidate to be doing cardio more than 30 minutes or I will burn into my lean muscle.

Steve: Do you believe in lifting heavy weights, or employ more intensity with short rest intervals in between sets? How important is form for weight training?

Obi: *I believe in lifting heavy weights as long as your reps are no less than 8-10 reps. I think if you are working a set and it is less than 10 reps you aren't maximizing the muscle at its capacity. I believe in short rest intervals with heavy weight for about 10-12 reps per set this type of training allows you to build an explosive lean physique. Practicing correct form is so crucial in the development of your muscle growth. I think it is ok if you have bad form due to fatigue in the particular exercise. If your form lags during the end of your set because of fatigue then you're still working the muscle. But if you start at rep 1 with bad form then you're limiting yourself in that particular set.*

Steve: There seems to be a lot of confusion about how often to train a body part per week, what are your thoughts on this and how often do you feel an athlete should work each body part to obtain a physique like yours?

Obi: *I try to train every body-part twice a week. Earlier in the week are my hard workout days and later on in the week are my easier days. Everybody's body is different and you have to train based on the specific goals you have. My goals are just to stay lean and ripped all year round. I believe that any weak body-parts you have you try to invest more time on those parts to balance your physique and be symmetrical. Another goal of mine is to*



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maintain a symmetrical physique and by doing that is to stay consistent in how I train with each body-part. The only body-part I train every other day is abs. To answer your question Steve on how often an athlete should work each body-part to have a ripped physique similar to mine is to really consistently train each body-part one to two times a week with high 10-12 intensity reps. Also your diet has to coincide with you training and needs to be fairly clean to stay lean at all times. Training efficient and consistent is the keys to maximizing your fitness goals.

Steve: No doubt you have heard this many times before, but your abs are incredible a true granite hard six pack, actually more of an 8 pack! How do you achieve such amazing abs and can you provide readers with your current ab routine? Also are there any ab exercises a trainer should avoid that may thicken the waistline?

Obi: *To be honest with you Steve I don't really do any crazy ab routines. I really try to keep it simple when it comes to doing ab exercises. I really believe my ab development came from being a sprinter from 5 years old to 23 year old. Sprinting is one of the best ab exercises you can do. Every time you lift your leg up in the air you work your abs. My ab routine consists of regular sit-ups for about 4 sets of 25 reps and leg raises for 4 sets of 25 reps along with high intensity sprinting 3 times a week. My ab routine isn't special I just try to be efficient when I do my exercises and execute correct smooth form. The best way in my opinion to minimize thickening your waistline is to avoid weighted oblique training. Doing weighted oblique exercises will thicken your waist. Also when implementing ab weighted exercises try not to lift too heavy on these exercises because going too heavy on this can thicken your waistline as well.*

Steve: To have such an amazing set of abs obviously requires a very sound nutrition program. Do you follow a strict diet all year round and are there some tips that you can provide our readers on how to stay lean and yet still build muscle?

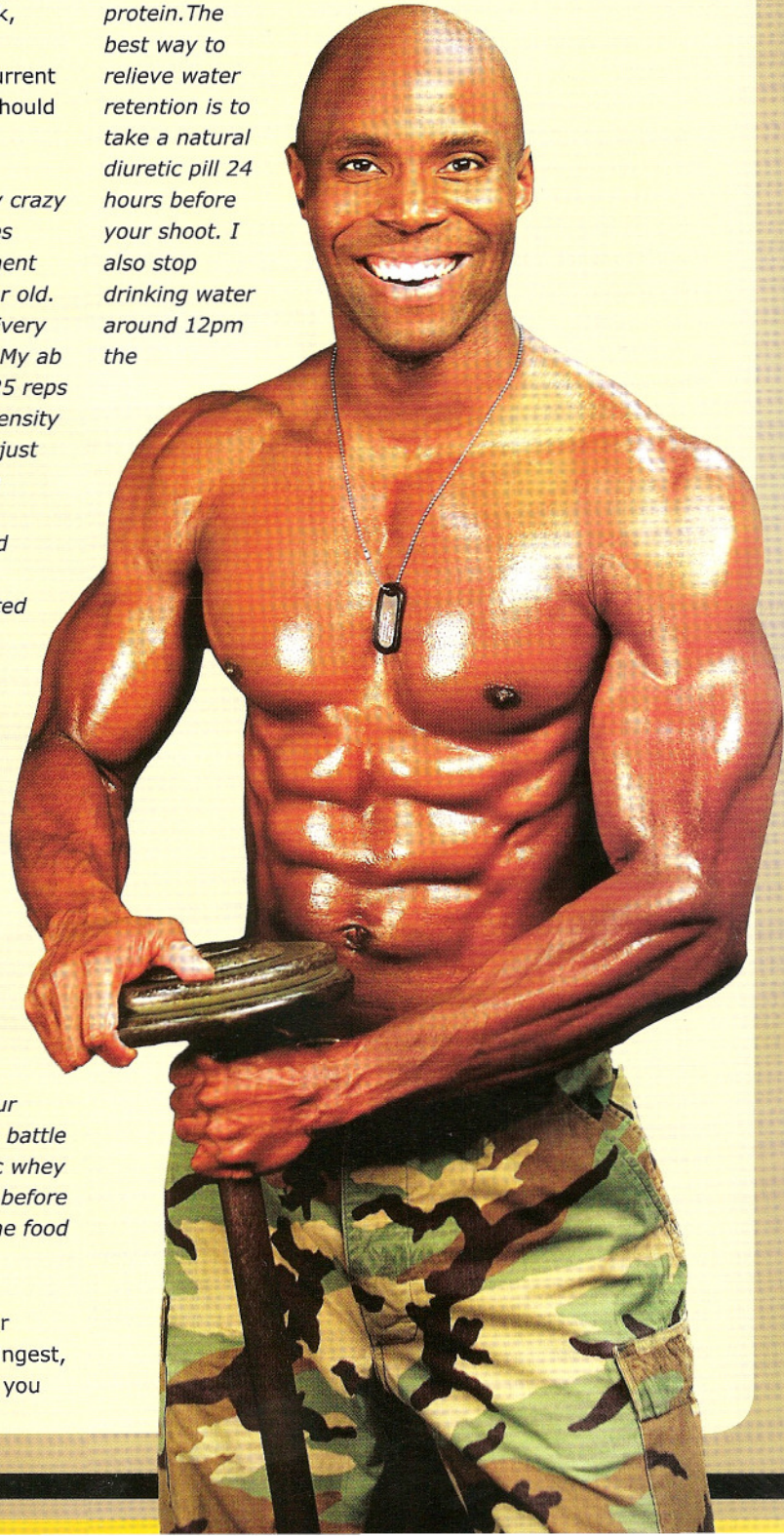
Obi: *My diet is a high protein/low carb diet which consists of lots of chicken, turkey and steak. I do intake carbs but I try to intake this in the morning time which gives me that energy throughout the day. I think the main thing in building a lean physique is following a consistent high protein/low carb diet. If your diet is consistent then that is really more than half the battle when it comes to staying lean. I also take a low caloric whey protein twice a day. One in the morning and one right before I train which gives me the proper protein along with the food I eat daily.*

Steve: Carbs are a hot topic these days, what are your views on carbs, how much should the average trainer ingest, are there key times to take carbs and avoid carbs? Do you

find that eating too much carbs can soften your physique due to water retention and do you reduce your carbs before a photo shoot or event?

Obi:

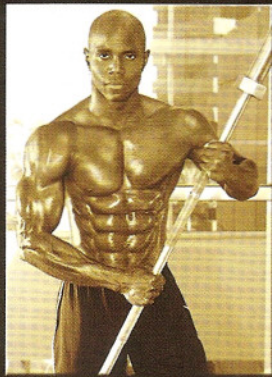
Your body needs carbs and I don't believe in any zero carb diets. The best time to eat carbs is in the morning time because it gives you the energy to function throughout the day. In regards to carb intake before a photo-shoot I generally intake carbs all the way up until the day before my shoot. The day before my photoshoot I zero out my carbs and intake only protein. The best way to relieve water retention is to take a natural diuretic pill 24 hours before your shoot. I also stop drinking water around 12pm the



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day before my shoot. All of these things collectively allow me to expel most of the water from my body which gives me the shredded dry look I need for producing ripped fitness pictures.

Steve: If you had an important photo shoot coming up what changes would you make leading up to the shoot to bring out the finer details? Would it be similar to what a pre contest bodybuilder would follow leading up to an event?

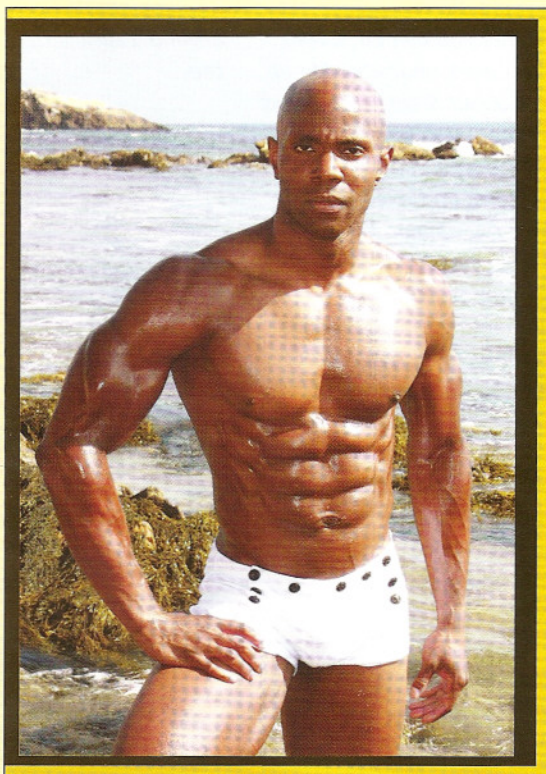
Obi: What I do is I take my protein and my carbs the week up leading to my next photoshoot. 24 hours before my shoot I cut my carbs, water and increase my protein intake which allows me to shed the water from my body. This allows me to showcase a dry ripped physique for fitness photo shoots. Sometimes I may refer to a natural diuretic if I need to shed more water from my body. I think a pre-contest bodybuilder at times has to carb-load right before a show. The difference between me and a pre-contest bodybuilder is I don't do that. The main thing is finding out what works for your body because everybody's body is different.

Steve: How important is aerobic exercise for attaining a lean athletic physique? Do you believe your athletic background in sprints has contributed to developing your incredible physique and do you recommend that bodybuilders incorporate sprint training into their programs?

Obi: Sprinting is one of the key athletic exercises over the years for me that has led me to maintain a lean physique all year round. I believe

sprinting would be a great exercise for bodybuilders to implement.

It is one of the most explosive cardiovascular exercises you can do. If more bodybuilders implemented sprinting in their training they would stay in better shape in the offseason. So yes aerobic exercise is mandatory to maintain a lean physique. You have to have superb genetics to withhold cardio and still stay lean. Very few people can do that.



Steve: I am sure our readers would love to know what your typical daily food intake is, how many meals, food types, and whether you take any supplements. Can you share some of your nutritional secrets with our readers so they can get on the road to developing an 8 pack like yours?

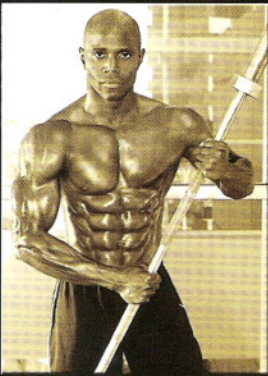
Obi: I eat chicken and vegetables almost every day. My high/low carb

diet consists of: chicken, turkey, steak, wheat bread, oatmeal and different types of salads and fruits. I consume two whey protein drinks a day in the morning time and right before I workout. Whey protein is the best protein available that can digest the best throughout your body. My advice for anybody that wants to maintain a ripped physique is to consume a high protein diet and keep your carbs at a minimum. Also the

best way to speed up your metabolism is to eat 4 to 6 small meals a day which speeds up your metabolism and acts as a catalyst in burning calories throughout the day.

Steve: To achieve your level of development takes a lot of mental discipline and determination, not to mention that all important word – Passion! From time to time we all lose focus and our motivation tends to decline. Do you have any tips to keep that mental fire burning and to stay focused? What's your favourite quote that encompasses the power of the mind?

Obi: The mind is a very powerful thing and once you tell your mind what to do the body will follow. The motivation to stay in shape and have the discipline to do what is necessary to be healthy is more mental than physical. The best athletes in the world are the most mentally strong people you will ever meet. Tell yourself that you are the sculptor of your body and there is no limitations to the growth you can make. Another thing I would tell somebody to create motivation for themselves is to look at fitness



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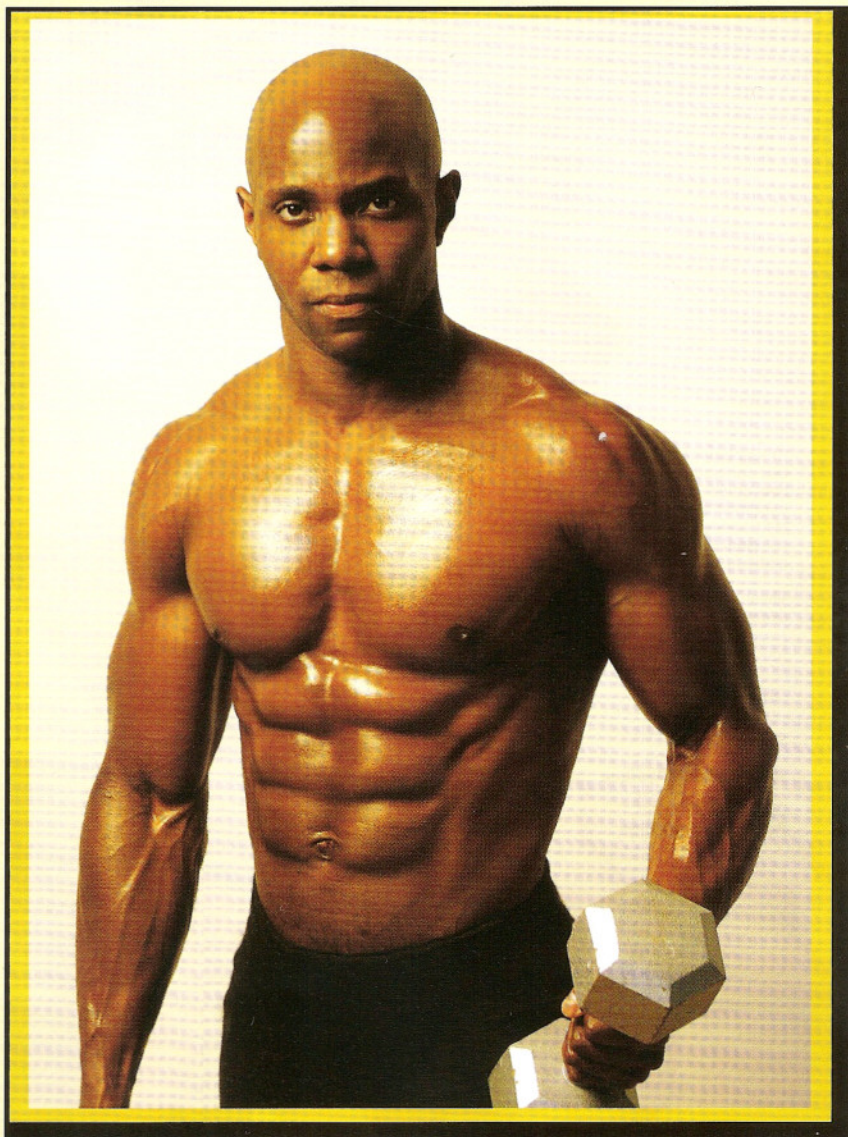
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models in fitness magazines.

Generally when you see really fit people it motivates you to want to go to the gym and train. Use the best bodies from magazines in the world to inspire you to want to train and be the best. The best quote I would say is, "Understand that you control your mind and if you have a strong control of it then you accomplish anything."

Steve: In a recent conversation you mentioned that you were the first African American to appear on a fitness magazine cover and also in a national supplement company print advert. I know you mentioned that it is much harder for an African American to get cover shoots for US fitness magazines, why do you think this is the case? I would have thought with the US having an African American President that any racial discrimination would be null and void. On a personal note I can't really understand why fitness magazines would not feature more African American Fitness models because there are some great bodies out there, yourself as a classic example.

Obi: Actually Steve I was part of the first African-American male and female couple on a U.S. fitness cover. It was the first black couple cover on a U.S. fitness magazine. I was also the part of the first black fitness male and female couple cover for a Canadian fitness magazine. I think the main reason is there are still some publishers that believe an African-American male on a fitness cover won't sell magazines. Many of these publishers are old and rely on statistics that aren't current in regards to magazine sales. A good friend of mine who is a natural bodybuilder named Morris Mendez



was on the cover of *Muscle and Fitness* in 2007 and it is considered one of the best covers ever for the magazine. His cover disproved this ridiculous theory. It is so sad that we are even having this conversation now especially with an African-American president but unfortunately the fitness magazines in the U.S. are still struggling when it comes to showing diversity on fitness covers. There are still several fitness

magazines that have never put an African-American male fitness model on their cover. Hopefully very soon that will change and I hope to be the person to change that. I came into the fitness industry to motivate and inspire people to be healthy and to be the person to use his success to open more doors for more ethnic models on fitness covers and supplement ad campaigns. I've broken many color barriers in the fitness industry and I

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plan to break more until we can see more diversity.

Steve: I would like to thank you for sharing an insight into how you have achieved such an amazing level of physical condition and success in the health and fitness industry. Re-defining the human form is the title for this editorial and the knowledge you have provided our readers will set them on their way to achieving major transformations with their physiques.

We look forward to seeing you down under in Australia in May this year and we will be happy to have you as a guest at the Powerzone ANB Asia Pacific International. I can assure you that Australia will welcome you with open arms.

Editor – Steve Jones

Obi: final words:

I just want to say thank you Steve for giving me the opportunity to be featured in your magazine. I consider Australia like a second home to me especially since I've visited your beautiful country so many times. Australian's are the friendliest people in the world and if I wasn't living in the U.S I would want to live in Australia.

To have the opportunity to be featured in an Australian Natural Bodybuilding and Fitness magazine is an honor and privilege. I hope everybody enjoyed reading my interview as I enjoyed sharing a little bit about myself with the Australian fitness readers.

My last words to all the fitness readers out there are to work hard in everything you do and follow your dreams. If you believe in yourself and work hard then you can accomplish anything in this world. I am looking forward to coming out to Australia in May as it will be a special treat to me.

To all the Aussies out there I want to say one more thing:

AUSSIE AUSSIE AUSSIE :-)

*Stay fit and be healthy everybody.
- Obi*

