

The One Thing You NEED to Do to Get Big

We're a no-nonsense group here at Ryderwear. See, because we're not pushing supplements, pills, shakes or bars, we don't have a vested interest in giving you misinformation. Our job is to make you look great and feel amazing while wearing our threads and working out, and today – that's what we want to talk to you about – *working out*.

See, we know that protein helps muscle recovery, caffeine wires you for bigger lifts and that skipping legs day is never a good idea. That said, so many people seem to miss the mark when they actually get inside the gym. Yeah, you look great in your latest workout gear and Beats, but real talk: it isn't enough!

We're about you blow your mind here. See, the secret to getting big ... **is to actually lift**. Your time at the gym should not be spent taking selfies to put on Snapchat, mirin' others or talking to your best friend about the weekend. When you go to the gym, you should be going to the gym.

You see; no amount of protein or pre-workout is going to change the basic science of how muscle growth works. You can't cheat the body and you shouldn't be cheating yourself when you rack up and show time starts. Those muscles should be burning in agony when you finish your last set. You should be taking yourself to the absolute limit, pushing deeper and deeper for those final reps that are the difference between 'recreational gym goer' and 'damn, he's huge!'.

Don't get us wrong: you need a lot more in your life than squats and oats, but if you think that becoming a better version of yourself involves little more than spending a few bucks on products and a certificate of attendance from your gym, disappointment is going to fall upon you relatively quickly.

When you walk out of those gym doors, you should feel like you've done a solid job. You should even feel a little rough, but don't worry – we'll make sure you look fresh and fly sporting a pair of our **Khaki D-Maks** coupled with a **white tiger-striped tank top**.

Believe us when we say that having you look massive is something Ryderwear cares very much about. After all, our products on guys and gals that turn heads just means more people get to see what a great range of athletic sportswear we have on offer.

So please, the next time you're at the gym and want to quit before you've pushed yourself to the point of exhaustion, remember that you owe it to yourself to dig deeper and find that last rep. The 'you' six months from now will be eternally grateful.