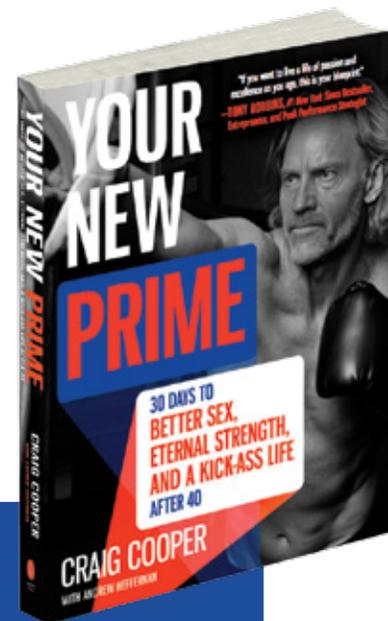


# YOUR NEW PRIME

## 30 DAYS TO BETTER SEX, ETERNAL STRENGTH, AND A KICK-ASS LIFE AFTER 40

By Craig Cooper

**“If you want to live a life of passion and excellence as you age, this is your blueprint.”—Tony Robbins, #1 New York Times Bestseller, Entrepreneur, and Peak Performance Strategist**



Hi!

If you're reading this, it means you're one of a small circle of my trusted friends, associates, and colleagues who I'm hoping will help me get the word out about my new HarperCollins published book, **Your New Prime: 30 Days to Better Sex, Eternal Strength, and a Kick-Ass Life After 40**.

Your New Prime is the culmination of my lifelong obsession with achieving peak performance, particularly the kind that matters most to men—mental, physical, sexual, spiritual. And as I've gotten older, I've become especially interested in reaching men who have rounded the crucial over-40 corner, and showing them it's not too late to achieve any goal (in their health, relationships, careers, or finances) that they set for themselves. In the book is a 30-day program designed for any man who has the motivation and desire to kick-start a quest for his personal potential.

You may not know me first and foremost as a “health guy”. More likely you know me through many of my other businesses, endeavors, and passions. But I've proven that the techniques in Your New Prime work: I personally went from pre-diabetic, low-bone density, flagging energy, and falling testosterone levels in my early 40's to no evidence of diabetes, excellent bone density, body fat at less than 10%, and testosterone at 816 ng/dL—which is 20% above the upper range for 20-year-olds. I was 51 when I reached those levels—and I never felt better.

When I saw how these simple lifestyle adjustments affected such rapid and radical changes in my health and well being, I knew I had to share this information with the world—starting with close friends and associates like you.

## Here's the book in a very compressed nutshell:

**In SECTION I—Topping Off Your T Tank: Optimizing your Life Force**, I confront one of the biggest—and most frightening—health problems that men our age currently face: the mystery of declining testosterone.

Recent studies suggests that, across all male populations, testosterone is dropping precipitously—and not just because of factors known to dampen production, such as age, obesity, and depression. Something is driving our T into the basement, and if we don't take action, this vital hormone may drop off completely, leaving us sapped of much of our vital energy, verve, and masculinity.

**1**

**In the first chapter, Supercharge Your T—Naturally**, I outline my personal program for naturally boosting T back to the robust levels of our earlier years. Some of my advice is stuff you may have heard elsewhere, but never knew was related to T production: leaning out (did you know belly fat causes your body to produce female hormones?). Lifting weights. Sprinting. Lowering stress. Getting proper sleep. Socializing. Simple, smart lifestyle adjustments that have the potential to turn your flagging T levels—and your energy and sex drive—completely around.

I also dive deep into the importance of avoiding proven T-killers like soy products, BPA and phthalates (chemicals found in plastics), and give a slew of practical tips on how to get these proven T-killers out of your house, your life, and your system.

I talk about supplements, mainstream (Vitamin D and Zinc) and not so mainstream (Tribulus terrestris, Avena sativa)—that may well give your T a kick, and even a few ways to manipulate posture and body language to boost T levels up to 20% in as little as two minutes. Finally, as with every chapter, I sum it all up into action points you can start implementing today, so that 30 days from now, you'll be well on the path to higher testosterone and a kick-ass life.

**2**

**In the next chapter, Skip the T Party: Why Supplemental Testosterone is a Deal with the Devil**, I go into everything that the pharmaceutical companies don't want you to know about prescription testosterone, the new, post-Viagra men's wonder drug, starting with how it has gone from a rarely-prescribed niche drug to a \$2 billion dollar, off-label industry blockbuster. I talk about how drug companies play on our insecurities to sell this questionable drug, and how they've positioned prescription T as a legitimate way of boosting energy, mood, strength, athletic power, and sex drive even though there is precious little evidence that it affects any of these things. I talk about the invented concept of "andropause" (can't sell a drug without a disease to treat, can you?), and even how the physical and psychological effects of a shot of testosterone, in many cases, are virtually indistinguishable from those of a placebo.

The "anti-aging" magnates will hate me. But readers are going to save themselves a lot of time, money, energy, and, most importantly, good health, by staying away from prescription testosterone—and implementing my 30-day action plan to get your T up naturally instead.

In **SECTION II: Fuel and Flame: Nutrition and Exercise**, I lay out all the best eating-and-moving strategies for men over 40—strategies that differ in substantive ways from those that may have worked for you in the past.

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In **chapter three, Fuel for Your New Prime**, I call out the “SAD” diet of the average over-40 guy: convenience food, red meat, chemical-laden fast food, soft drinks, and show how these ubiquitous, engineered-to-be-addictive foods are responsible for many of the first-world health problems that currently plague men our age, from obesity and diabetes to depression and ED.

I also call out the FDA, following the money from the agro-giant corporation Monsanto all the way to the top of the federal agency ostensibly dedicated to protecting our health. I show how its recommendations for what we should and shouldn't eat are barely worth the pixels they're printed on—and how important it is that we do our own research and make these essential, life-changing decisions ourselves.

Finally, I call out doctors—who in most cases, know precious little about maximizing health, and are, in many cases, extremely unhealthy themselves.

Instead of following diet advice given by authorities, I argue—strenuously—for a diet rich in protein from small fish, plant sources, some poultry, and the very occasional red-meat splurge. I explain why much-promoted sources of protein like eggs and dairy are best avoided, and how the right kinds of fats—omega-3's and coconut oils—can reduce inflammation, lower risk of heart attacks, and, if you're strength training at the same time, may even help you stay looking ripped. And I put all my recommendations into a series of easy-to-follow rules that you can stick on your fridge and follow for life.

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In **chapter four, The Prime Pump: Real Life Functional Fitness After 40**, I slaughter many of the sacred cows of traditional exercise—including long-distance running, cycling, and bodybuilding—and show how instead, we should strive for high function, a head-to-toe capacity to move, work, and play in as many different ways as we can. At our age, we should strive not for specialization but for variety—a mix of strength, endurance, and mobility that will keep us resilient and injury-free for life.

I show how the right kind of exercise, along with the New Prime diet outlined in the previous chapter, is a cure for just about everything that ails us, including those insidious energy-and-vitality killers, depression, heart disease, poor sexual functioning, and reduced immunity, and how cutting down on your use of one simple implement—your chair—may be the key to improving metabolism and ensuring orthopedic health for a lifetime.

And once again, I give you the step-by-step instructions on how to attack your first 30-90 days of training, in and out of the gym, using basic strength training equipment, simple, enjoyable stretches and mobility drills, and my own secret weapon, the P.R.I.M.E. workout—a fast, furious, flexible, fun way to build muscle and drive your cardio health through the roof.

**The final section of the book—Sex, Stress, and Other Confusing Stuff: Tuning Up Your Brain—and your Balls—For the Long Game**—is where we get personal, and address some of the stuff that men our age have a harder time talking about.

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**In chapter five, Life Below the Belt: Sex In Your New Prime**, I discuss many of the issues—psychological, emotional, and physical—that are keeping you from having the kind of mind-blowing sex you and your partner deserve. I address the vexing issues of imbalanced sex drive between partners, lack of connection and chemistry, the pull of the extramarital affair, the role and importance of fantasy, and the allure of pornography—and show how a few oversexed rats helped researchers discover why men find porn so appealing. I even demonstrate how spending time apart from your partner very well may increase intimacy in your relationship.

I take on the common problem of impotence, and take you through the factors—some well-known, some little-known—which can cause it: smoking, high blood pressure, stress, low testosterone, even some prostate treatments—and give tips on how you can conquer all of them and get your mojo back in the bedroom. Finally, I offer proven guidance on the best ways to maintain prostate health into and beyond middle age, and list nine tests that all of us in our New Prime should get regularly.

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**Finally, in chapter six, The Head Trip: Optimizing Brainpower**, I lay out the best practices I've adopted for keeping my gray matter active, healthy, and evolving. I show how you can transform your mid-years from a crisis to an opportunity by mapping your course forward—using a simple, incredibly powerful thirty-minute exercise called “The Goal Ladder” that requires nothing more than a sheet of paper. I explain how you can make stress your ally and build a community of friends that challenges and inspires you to reach your next-level goals. At the end of the chapter, I present action points on how to clear the clutter from your mental screen—through meditation, digital detoxing, memory practice, smart sleep habits, and “Happiness Hygiene”—an easy-to-implement practice of organizing your days (and life) around the activities that most fire you up.

All told, the six chapters of *Your New Prime* are a road map for the first 30 days of what can be the brightest, most fulfilling years of your life. Mobilize its techniques and practices—all at once or just a few at a time—and you will, in short order, see remarkable changes in your health, wellness, effectiveness, personal power, and well-being.

I hope you'll join me!

Wishing you all the best, and much peace and happiness in the (New) prime of your life,

Craig



**Can I ask one favor of you?** It will only take 2 minutes of your time. Please click one of the retailer buttons at the top of this email to find *Your New Prime* at your favorite book-seller and leave a short review. That would be awesome - and will go a long way to getting the word out and helping other men!