



Primal Endurance: Escape chronic cardio and carbohydrate dependency and become a fat burning beast!

By Mark Sisson, Brad Kearns

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Primal Endurance shakes up the status quo and challenges the overly stressful, ineffective conventional approach to endurance training. While marathons and triathlons are wildly popular and bring much gratification and camaraderie to the participants, the majority of athletes are too slow, continually tired, and carry too much body fat respective to the time they devote to training. The prevailing “chronic cardio” approach promotes carbohydrate dependency, overly stressful lifestyle patterns, and ultimately burnout.

Mark Sisson, author of the 2009 bestseller, *The Primal Blueprint*, and de-facto leader of the primal/paleo lifestyle movement, expertly applies primal lifestyle principles to the unique challenge of endurance training and racing. Unlike the many instant and self-anointed experts who have descended upon the endurance scene in recent years, Sisson and his co-author/business partner Brad Kearns boast a rich history in endurance sports. Sisson has a 2:18 marathon and 4th place Hawaii Ironman finish to his credit, has spearheaded triathlon’s global anti-doping program for the International Triathlon Union, and has coached/advised leading professional athletes, including Olympic triathlon gold and silver medalist Simon Whitfield and Tour de France cyclist Dave Zabriskie. Under Sisson’s guidance, Kearns won multiple national championships in duathlon and triathlon, and rose to a #3 world triathlon ranking in 1991.

Primal Endurance applies an all-encompassing approach to endurance training that includes primal-aligned eating to escape carbohydrate dependency and enhance fat metabolism, building an aerobic base with comfortably paced workouts, strategically introducing high intensity strength and sprint workouts, emphasizing rest, recovery, and an annual periodization, and finally cultivating an intuitive approach to training instead of the usual robotic approach of fixed weekly workout schedules. When you “go Primal” as an endurance athlete, you can expect to enjoy these and other benefits in short order:

- Easily reduce excess body fat and keep it off permanently, even during periods

of reduced training

- Perform better by reprogramming your genes to burn fat and spare glycogen during sustained endurance efforts
- Avoid overtraining, burnout, illness, and injury by improving your balance of stress and rest, both in training and everyday life
- Spend fewer total hours training and get more return on investment with periodized and purposeful workout patterns
- Have more fun, be more spontaneous, and break free from the pull of the obsessive/compulsive mindset that is common among highly motivated, goal-oriented endurance athletes
- Have more energy and better focus during daily life instead of suffering from the “active couch potato syndrome,” with cumulative fatigue from incessant heavy training makes you lazy and sluggish

Primal Endurance is about slowing down, balancing out, chilling out, and having more fun with your endurance pursuits. It’s about building your health through sensible training patterns, instead of destroying your health through chronic training patterns. While it might be hard to believe at first glance, you can actually get faster by backing off from the overly aggressive and overly regimented “Type-A” training approach that prevails in today’s endurance community. *Primal Endurance* will show you how, every step of the way.

(Mark Sisson and Brad Kearns)

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Editorial Review

About the Author

Health and fitness expert Mark Sisson is the bestselling author of *The Primal Blueprint* and one of the leading voices of the burgeoning Evolutionary Health Movement. His blog, MarksDailyApple.com, has paved the way for Primal enthusiasts to challenge conventional wisdom's diet and exercise principles and take personal responsibility for their health and well-being. With over 2 million unique monthly visitors, the blog is one of the top-ranked health resource websites on the Internet.

Besides the Primal Blueprint, Mark has authored *The Primal Blueprint 21-day Total Body Transformation*, *The Primal Connection* (which won the Eric Hoffer Award in 2013 for best self-published book, and the Ben Franklin Award silver medal in the mind/body/spirit category); and numerous other books on cooking, athletic training, and health.

Brad Kearns is the President of Primal Blueprint Publishing, and has worked closely with Mark Sisson since 2008 on the *Primal Blueprint*, *Primal Blueprint 21-Day Total Body Transformation*, *Primal Blueprint 90-Day Journal*, *The Primal Connection*, and *Primal Endurance*. Brad is the director of the Primal Blueprint Expert Certification Program, and host of the Primal Blueprint and Primal Endurance Podcasts.

Prior to joining the Primal team, Brad wrote nine other books on health, fitness, and peak performance for McGraw-Hill and other publishers, including *Breakthrough Triathlon Training*. Brad competed on the professional triathlon circuit for nine years, where he won 31 events across the globe. Coached by Mark Sisson, Brad was a 2-time US national champion, world duathlon series champion, and the #3 ranked pro triathlete in the world in 1991.

Brad is a longtime coach and speaker in the endurance sports world, known for his humorous but deeply reflective presentation message, and his relaxed and intuitive approach to training. Today Brad's competitive outlet is Speedgolf, where he placed 20th in the 2014 World Professional Speedgolf Championships, shooting 83 while running full speed through a championship course in 51 minutes. To challenge the aging process after turning 50 in 2015, Brad high jumped 5'3" (meeting USA Masters Track&Field All-American standard for age 50-54 category), ran 400 meters in 59 seconds, and repeated his 20th place finish in the World Speedgolf Championships as the second-oldest competitor in the pro field. With continued improvement in high jump and sprinting, he hopes to earn a varsity letter with the local high school track team someday.

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