



PRIME FITNESS PLATE-LOADED MACHINES

**HOW TO LOAD THE PEGS FOR MAXIMUM
HYPERTROPHY**

THE CONCEPT

PRIME = Adjustable Resistance Profile

Most machines have a fixed strength curve. With PRIME, you choose where the lift is hardest by placing plates on one of three loading points (pegs).

Peg	Loading Zone	Effect on Muscle
Top Peg (T)	Lengthened	Hardest at the bottom stretch
Middle Peg (M)	Mid Range	Most Balanced Loading
Bottom Peg (B)	Shortened	Hardest at lockout



BOTTOM PEG



MID PEG



TOP PEG



WHY THIS MATTERS:

The shortened position (lockout) is always where we fail first — but the lengthen range can continue performing.

This means every set you are not getting peak tension through the entire range. More time under peak tension especially at long muscle lengths is great for hypertrophy.

PRIME lets you shift load away from the limiting part of the range of motion and match tension to the muscles strength.

Goal = keep tension where you're still strong
Not where you are failing mechanically.

This all adds up to every set being **more potent for growth!**

HOW TO STRUCTURE YOUR SETS

- Warm-ups begin more mid-range and as you approach the work set a ratio of 1:1 (mid peg : top peg) is a great start point.
- Working sets shift load toward the lengthened position as the shortened position fatigues. This might be starting at a 1:1 ratio and ending at a 1:4 ratio or more.
- Don't add weight — start with re-distribute plates between pegs.

HOW TO KNOW YOU LOADED IT RIGHT

✓ Last rep slows evenly

→ Load is matched to your strength curve

✗ You get stuck at the lockout

→ Too much weight on mid/bottom peg → shift more to TOP peg

WARM-UP EXAMPLE

- Start with more weight on MID (Peg 1) → then shift to TOP (Peg 3) as reps get harder.
- Warm up sets start high rep and taper down to limit fatigue and prime readiness to brace and lift for work sets.



WARM-UP 1

M90 × 10

RATIO: 1 : 0



WARM-UP 2

M140 / T25 × 5

RATIO: 5.6 : 1



WARM-UP 3

M180 / T90 × 3

RATIO: 2 : 1



WARM-UP 4

M180 / T140 × 2

RATIO: 1.3 : 1

WORKING SET EXECUTION

- Do not decrease weight to stay in your rep range.
- Instead, move load from mid-peg → top-peg to match where the muscle can still produce force optimally
- Same weight, improved stimulus!



SET 1

M180 / T150 × 7

RATIO: 1.2 : 1

BALANCED:

SHORT + LENGTHENED TENSION



SET 2

M140 / T190 × 7

RATIO: 0.7 : 1

SHORT/LOCKOUT FATIGUES →

MOVE LOAD UP



SET 3

M100 / T230 × 9

RATIO: 0.4 : 1

CHEST STILL STRONG IN
BOTTOM PORTION



SET 4

M50 / T285 × 9

RATIO: 0.18 : 1

NEARLY FULL LENGTHENED
PRIORITY



STRUCTURE / LIMB LENGTH NOTE

- Long arms → bigger drop-off → start more mid-range
 - the longer range of motion will end up dropping off more load top end
- Short arms → less drop-off → move weight to TOP peg sooner
 - with short arms you will not get as drastic of drop off so more change in loading between pegs may be needed.

SETUP HACK

Place a yoga block under the handle to elevate it so you can wedge into the handles easily and start the rep without fighting for the first inch.



QUICK START CLIFF NOTES

- Start mid-range.
- Shift load to lengthened as you fatigue.
- Maintain reps by changing peg ratios, not weight.

Prime isn't about lifting more weight — it's about loading where the muscle can still produce force.



Unlocking Your Full Potential

Achieving your peak physique isn't about chasing trends or relying on generic programs. It's about applying the right strategy at the right time—customized to your goals, phase of training, and lifestyle. J3U Level 1 teaches advanced, evidence-based training and nutrition systems so you can fine-tune macro distribution, manage training volume intelligently, and prioritize the right variables for growth. You'll learn how to structure productive mass phases, optimize the offseason without excessive fat gain, and use smart recovery strategies that keep performance high and progress rolling.

Level 1 also walks you through every phase of the contest journey: how to set up a prep with intention, navigate pre-contest training and nutrition, execute peak week without extreme water cuts or guessing, and hit the stage full, hard, and confident. And when the show's over, you'll know exactly how to transition post-show—reversing out of the deficit and avoiding the physical and emotional rebound that derails most competitors. No more guessing. No wasted seasons. Just proven protocols that show you how to grow, cut, peak, and recover like a professional.



Ready To Go Beyond Old-School Pitfalls and Truly Reach Your Full Potential?

Join **J3U Level 1** today and take your first step toward a smarter, more effective journey—one designed to bring out your best on stage, in the offseason, and beyond.

J3U LEVEL 1

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The background of the page features a photograph of two men, likely educators, smiling and standing with their arms crossed. They are wearing dark-colored polo shirts with the JBU logo on the chest. The entire image is overlaid with a semi-transparent red filter. The text 'MEET YOUR EDUCATORS' is centered over the image in a large, white, bold, sans-serif font.

MEET YOUR EDUCATORS



Meet Your Educators

John H Jewett III **MS, RD, IFBB Pro**

Founder of J3 University and J3U Coaching | 3x IFBB Pro Champion | 4x IFBB Olympian | Elite Coach

John Jewett is a registered dietitian, IFBB Pro bodybuilder, and a recognized leader in physique education and coaching. With over 15 years of experience, he has built a reputation as a trusted educator and coach in bodybuilding and fitness.

As the founder of J3 University, John has educated over 4,000 students through his science-based, in-depth curriculum designed to empower athletes and coaches at all levels. His expertise covers training, nutrition, and supplementation, with a focus on sustainable, evidence-based strategies for achieving competitive success.

A 3-time IFBB Pro Champion and 4-time Olympian, John combines elite athletic experience with academic credentials, holding a Master's in Nutrition and Dietetics. His extensive coaching work ranges from guiding amateurs to mentoring IFBB Pro Olympians, solidifying his legacy as a premier resource for those striving to maximize their physique and performance.



Meet Your Educators



Luke Miller **MS, CSCS**

Founder of No Switch Fitness and J3U Coaching | J3 University Head Educator | Elite Coach | CSCS, PSL2

Luke Miller is a respected coach, educator, and competitive bodybuilder with a reputation for driving results through a science-based and relentless approach to fitness. As the founder of No Switch Fitness, Luke has helped numerous athletes earn professional status and achieve overall wins across the globe, emphasizing a "No Off Switch" mentality for sustained progress. He is also the founder and head coach of J3U Coaching, a team of elite coaches dedicated to transforming athletes' physiques through evidence-based methodologies.

In his role as Head Educator at J3 University, Luke has developed groundbreaking courses such as Level 1, Applied Hypertrophy Optimization Module and the Female Module, aimed at advancing the knowledge and practices of coaches in the

physique development space. His dedication to education extends globally, conducting in-person seminars and delivering physiology-driven training to elevate the fitness industry.

Luke holds a Master of Science (MS) in Exercise Science from the University of South Florida, is a Certified Strength and Conditioning Specialist (CSCS), and is Prescript Level 2 (PSL2) certified. With numerous professional athletes in his coaching roster and a competitive bodybuilding career with seven NPC contests under his belt, Luke bridges the gap between academic expertise and real-world application, providing a comprehensive approach to athlete development and education.