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# Generation Iron

By Vlad Yudin

If it was easy,  
everybody would be good at it.  
I was told that  
long time ago by a coach.  
If you want something  
you never had before,  
you gotta be willing to do something  
you've never done before.  
That's what I live by.  
I want to be two-time  
Mr. Olympia.  
I have to be willing to do  
whatever it takes.  
You know, the record  
is eight Mr. Olympia titles  
held by Lee Haney  
and Ronnie Colman.  
Arnold Schwarzenegger won seven,  
Jay Cutler won four.  
I think for me it's just, I'm  
already the best at what I do.  
I had to ask myself a serious question, which  
was, can I get better than what I just did?  
And it was like, the next day  
at a photo shoot, I knew.  
I don't like the way  
I look right there.  
People would say,  
"Are you crazy?  
You just beat everybody!  
You won with a perfect score."  
But in my heart, I knew,  
I was like,  
"Phil, this  
is just the beginning."  
Your legacy is not gonna to be  
dictated on winning one Olympia,  
it's going to be dictated  
on how many.  
For all bodybuilders,  
the experience is similar.  
They are an oddity,  
stares, pointed fingers.  
They're in a freak show with

no circus tent to hide away in.  
For the 32-year-old champ,  
it's an honor,  
an honor that fuels  
his drive to secure position  
as the greatest bodybuilder  
of his day,  
to prove that  
his win was no fluke.

- All right, take care.

- Thank you!

There's a lot of people out there wondering,  
"Can he do it again?"

So it's my job to remind them  
and the world that I am  
the champion.

And I'm gonna be here  
for awhile.

Never gonna stop  
till I get what I want  
Never gonna stop,  
till I get what I need  
Falling down, knocked out  
On my knees, a breakdown  
But I'm holding on,  
holding on, holding on  
Pouring out my heart,  
diggin' out my soul  
As I'm holdin' on,  
holdin' on, holdin' on  
Never gonna stop,

till I get what I want  
Never gonna stop,  
till I get what I need  
Never gonna stop,  
till I get what I want  
Never gonna stop,  
till I get what I need

You know,

it's no pain, no gain

Go hard till the end

What's the use of playin' a game

if you ain't aimin' to win

My feet planted

in the concrete  
We in this to the win  
Quitters never finish  
Finishers only win  
Ain't no time  
for no compromise,  
ground to the top  
Comin' from the bottom  
where the sunshine stop  
Where dreams get diminished  
and the daytime's dark  
And the only light we see  
is what's believed in the heart  
Against all odds,  
all on God, mighta mentioned  
Ambitions and wishes  
bent on crushin' competition  
Never gonna stop,  
till I get what I want  
Never gonna stop,  
till I get what I need  
Never gonna stop,  
till I get what I want  
Never gonna stop,  
till I get what I need  
Please take the first-place  
award, the Olympia Gold Metal,  
the Sandow Bronze Award,  
and the title  
of 2011 Mr. Olympia  
to our winner tonight...  
Phil Heath!  
Bodybuilding falls into this  
unique category  
of, you know, being a sport,  
being entertainment,  
being a way of life,  
and being also art.  
So you have to really  
have a sense  
of a sculptor to really  
sculpt, to mold your body.  
The only difference is that  
we in bodybuilding

use a certain machine  
to train the front deltoid,  
if it's missing, or a certain  
machines to train  
the serratus  
or the intercostals,  
and an artist or a sculptor  
uses a chisel and a hammer.  
But it's all about what  
is your vision about  
the way you should look like  
as a finished product  
and how do you get it there.  
You're trying to take your body  
and sculpt it to where  
everything is in proportion,  
everything from right side  
to the left side is equal,  
and just being  
a true work of art.  
I think the main  
motivation for me  
with this whole bodybuilding  
experience is knowing  
that there's not such thing  
as "the perfect body."  
But I'm gonna chase it  
as hard as I can.  
Joe Weider was really  
the father of fitness.  
He created the Mr. Olympia  
contest, and created  
the International Federation  
of Bodybuilders,  
and the Mr. Olympia became  
the Super Bowl of bodybuilding.  
What does it mean to be  
Mr. Olympia?  
It means to be  
the best of the best.  
A great champion  
is a lot of things.  
You have to be a role model  
to a lot of people.

You have to carry yourself  
as a professional all the time.  
You have to go in and have  
to train at 100 percent.  
You have to go to bed every  
night and say,  
"Am I fulfilling the task  
of being the best at what I do?"  
Like in any sport, you can win  
it and relax a little bit,  
or you can win it  
and stay hungry.  
Do you really want to, you know,  
win it more than once?  
But there's never a guarantee.  
It comes down to the mind,  
the will, the determination,  
the discipline  
and the motivation.  
And you have that fierce drive  
that nothing's gonna stop you.  
That's what makes  
you a champion.  
When you are a champion, you never think  
you're gonna lose.  
This is your life,  
and this is your job.  
This is your number-one  
responsibility,  
your number-one priority  
in life.  
All you gotta do is continue  
to do what you done before.  
Let them follow you.  
You don't have to follow them.  
So, if I try to change up my  
training system...  
Why?  
Why would I change?  
I am who I am.  
They are who they are.  
They may try to change  
to do what I'm doing,  
because I have proven

that it worked.  
I'm the leader, I'm the man.  
Not you, me, and it's okay,  
because I look good.  
I think that Phil has the look,  
the physique, the mindset.  
I think he has the fire  
in the belly to be a champion,  
which is something he wants to  
do for the next several years.  
So I think we'll have  
the next Ronnie Coleman.  
Phil Heath, also known  
as "The Gift,"  
is the image of confidence.  
The Olympia competition  
is still weeks away.  
Some of his contenders  
have yet to qualify,  
yet he has no qualms  
about having a suit tailored  
for his victory.  
I'm not gonna lie,  
I mean, I kinda like knowing  
that when I win,  
not only I outshine them on  
stage, but then off stage.  
Because I know  
that I'm covering every angle  
to be better than them.  
If I go out on the town  
with the missus,  
or if I'm going out  
with the guys,  
I'm wearing button-downs, you know,  
I'm wearin' the same stuff,  
the guy would be like,  
"How did you fit in that?"  
I say,  
"Well I got a tailor, bro."  
There're always contenders  
waiting to rise.  
Waiting for the perfect moment  
to take advantage

of a misstep...  
an unseen weakness.  
This is Kai Greene, his nemesis,  
his enemy, studying every pose.  
He has 11 weeks to prepare.  
For me, winning the Olympia  
is a celebration  
for a lot of people that  
at least can share in the idea  
that well, you know,  
maybe I wasn't  
born with the best genetics,  
or maybe I wasn't born  
with the most  
dashing good looks,  
but there's something to be said  
for hard work.  
So, you know, we can say,  
"Keep your gifts."  
I work hard.  
I know how to work real hard.  
Even if I tear a bicep,  
I'm still gonna stay  
on my discipline.  
Look at me from every angle,  
and you're not gonna see  
one piece of my body  
that's undeveloped.  
I'm gonna develop symmetry,  
conditioning,  
and I am going to whup  
the ass of anyone  
that stands there believing that  
all it takes is genetics.  
Hard work beats  
talent all the time.  
Well, that's what he's thinking.  
He thinks that hard work  
is gonna beat talent.  
When talent  
actually works hard, it's over.  
There's nothing that that other  
person can do about it.  
That confidence has lead Phil



to achieve a greatness  
few can dream of.  
But pride and arrogance  
have been the downfall  
of many great men.  
Kai never had a family.  
His mother abandoned him  
when he was a teenager.  
And from that point on,  
he was raised  
by various foster parents,  
moving from home to home.  
Kai grew angry  
and aggressive over time.  
Before long, he found himself  
in a juvenile detention facility.  
His story would have ended there  
if he hadn't discovered bodybuilding.  
The feelings of being unsafe,  
feeling unsafe,  
constantly under threat.  
I remember I was in the process  
of being restrained while fighting,  
my shirt had gotten torn  
in the midst  
of the whole demonstration,  
I'm taking the rest of the shirt  
and throwin' it off.  
"Fuck that, what?"  
You know, you go through this  
whole display of "I'm powerful,  
I'm angry, I don't care!"  
You do this thing, and it was  
some time after that  
the teacher, I had bumped  
into him again maybe  
a week or so,  
back in population.  
He had said, "Hey, you know,  
you got a physique on you!  
How you'd like  
to think about competing  
against teenagers your own age?"  
I thought it was a joke.

Back then, I never even used  
to think that I would  
probably ever even  
get out of being  
in institutional placement.  
It's a lot easier for me to have  
been identified as an animal.  
Going to the gym and training,  
it was probably  
the single most important  
therapeutic choice  
I could make on my own.  
And the people that were in my  
life have long since moved on.  
The one thing that's remained  
consistent is still, you know,  
your focus towards achieving  
this ultimate goal.  
Texas.  
Wide plains.  
Open spaces.  
Scorching heat.  
Branch Warren leads  
a simple life  
away from the hustle and bustle  
of the city.  
I tore my quadriceps tendon,  
and it completely detached.  
No one's ever come  
back from injury,  
you know, that injury,  
especially that fast.  
Most people,  
it ends their career.  
I did it in six months.  
And that was an accident, right?  
I was walking  
in the parking lot...  
in a thunderstorm.  
And...  
I slipped and fell.  
So, you never know  
what kind of curve ball  
life's gonna throw

at you, right?  
Some people cry and bitch  
about it like little girls,  
you know, and be babies  
about it.  
A man, he has issues.  
He sets it aside,  
he focuses on what he...  
what his job is  
and gets it done.  
I put my faith in God.  
You know, I learned  
from a very young age  
that no one owes you anything,  
and there ain't nobody  
gonna give you a damn thing.  
But you can have anything  
you want  
if you work hard enough for it.  
What's up?  
Gotta take care  
of business in the gym.  
You're with the boys,  
so you gotta do what you gotta do.  
And when you come home,  
you don't bring that home to your family.  
Metroflex Gym.  
Built inside an old warehouse.  
Produced many of Texas'  
greatest bodybuilders,  
including the great  
Ronnie Coleman,  
eight-time Mr. Olympia.  
Now it serves as a training  
camp for Branch Warren  
and his training partner,  
Johnnie Jackson.  
Yeah, baby!  
One more, go!  
Yeah!  
Come on, get some.  
Nobody beats you.  
Huh?  
I grew up in that gym.

I mean, from learning how to fight, to learn  
how to train, to learn how to be a man.  
I don't think there's one bodybuilder  
on this planet that's competed...  
or even dreamed of competing  
that hasn't dreamed of being Mr. Olympia.  
For 20 years, man, I go to bed at night  
thinkin' about it, and I wake up  
in the morning  
thinkin' about it.  
I think about it when I train.  
I've accomplished everything in this sport  
I set out to accomplish.  
I've got one contest  
left to win.  
I'll eat dirt if I have  
to eat dirt to win this, so...  
I don't care.  
You know, you're goin'  
against the 15-20  
best bodybuilders on the planet.  
We all wanna win.  
And I'm doing everything  
in my power  
to make sure I win.  
Get out, move.  
Out of my face.  
Let's go.  
Branch is one of those guys  
who just,  
I've never seen him do  
anything right,  
or efficiently, he just works  
hard at everything.  
You look at him train, you're like,  
"Man, I don't know how you  
still have any joints left."  
And that's why  
it's easy to pick on him.  
There's just no intelligence.  
There's no, like, it's pure work ethic, man,  
which is great.  
And that's probably nine  
of the top 10s of guys in the IFBB,

is they're doing the same crap,  
day in, day out,  
year in, year out,  
not gettin' any better,  
but then they think the result  
is gonna be better.  
Well, news flash for ya,  
it's not gonna happen.  
Take a smarter approach,  
take a different approach,  
you know, get better at it,  
which is why I need...  
if I wanna compete with these  
guys and beat these guys,  
I need to take the most precise,  
educated, scientific approach possible.  
The great thing about  
this machine  
it's gonna give us,  
you know, any ounce  
of fat that he loses, any ounce of muscle  
that he gains, it's gonna track it.  
It's extremely sensitive.  
Ben's faith in his scientific  
approach to bodybuilding  
is complete and unquestioning.  
He has no shame in comparing  
the failure  
of his opponents'  
training philosophies  
to the efficiency of his own.  
You ask him to push himself to a certain  
level, and he finds a way to push past that.  
And we're tryin' to kill  
him in the gym,  
you know, we're really trying  
to push him mentally.  
That's perfect.  
That's perfect, right there.  
Squeeze harder.  
That's it, squeeze harder.  
That's it, perfect!  
That's exactly what  
we want, man.

That... those last three,  
four reps,  
you were activating maximal  
amount of muscle.  
That's exactly what  
we need for growth.  
Bodybuilding is the most  
fascinating sport  
there is in the world.  
And in fact, this whole laboratory is  
dedicated to studying bodybuilding.  
Even NFL linemen, they get big.  
And they get a lot of muscle.  
But how in the world  
can you get massive  
and get shredded  
at the same time?  
This is completely  
counterintuitive  
to even science.  
So, to study how do you do that  
is phenomenal.  
I remember it clear as day,  
Flex Magazine,  
I was 15 years old  
at the YMCA in Toronto.  
And the guy sitting  
at the front desk brought one in.  
I looked at the cover of it, and I was like,  
"Man, that's disgusting, that's gross.  
Man, I never wanna look  
like that."  
For me, it was more  
along the lines of,  
well, I achieved my goal,  
now, what's next?  
And I achieved my goal,  
and what's next?  
So, first I wanna be  
190 pounds with abs.  
Did it.  
Wanna be 210 with abs, did it.  
And I just keep pushin',  
and pushin', and pushin' it.

I guess I was just never content,  
never happy with my body.  
That's really, you know,  
where it started for me.  
Myself as a bodybuilder,  
should be someone  
constantly striving to be one  
percent better every day,  
you know, whether it be in your workouts,  
in your approach to life,  
in your mentality,  
in your nutrition,  
how meticulous you are  
with nutrition.  
Just being better and better.  
Pushing your... every aspect  
of your life.  
Like, I've always known that Mr. Olympia  
was something I could do.  
If I want it, and I set my mind to it,  
there's nothing that can stand in my way.  
There you go, man, no pain.  
- Come on, hit it, there you go!  
- Drive it!  
You think this is fancy,  
let's go, hurry up!  
Man, there's always somebody  
trying to reinvent the wheel.  
I don't care what kind  
of scientific formulas,  
or whatever it is you come  
up with, or nutrition  
or whatever.  
There's no substitute  
for hard, hard work.  
And the pain  
and the sacrifice, the sweat,  
all the hard work, man,  
when they announce you winner,  
it's all worth it.  
Heavy clouds loom  
over Tampa, Florida.  
Roelly Winklaar arrives  
from Rotterdam, Holland,

with his trainer, Sibil Peeters.  
In the industry,  
she's known as Grandma.  
But those who've trained with her know her  
as the trainer from hell.  
Ah, rattlesnakes.  
I like snakes because  
I like how they  
eat the food, you know?  
Kill them.  
And then you eat them, you know?  
The body's like this and they  
eat like this, you know?  
That's the way I like it.  
They ask, "Where do  
you come from?"  
And I say, Curaao.  
In the face, you can see that  
they don't know  
where it is, you know?  
And I say, the Caribbean.  
Then everybody know  
the Caribbean.  
The two always share  
a bedroom during their travels,  
the mobile kitchen and key ingredients  
traveling along with them everywhere they go.  
Sibil herself used to be  
a professional bodybuilder.  
Put the fish on it.  
But after the tragic  
death of her husband,  
she dedicated her life  
to training others.  
Grandma, is my food finished?  
Is my food finished?  
Your food is finished.  
In the Netherlands,  
I trained like a week  
with the guys.  
My body grows fast, you know?  
The owner asked me  
if I want to do a contest...  
I say, "No, I don't want to do that because



I don't like the string in your ass!  
It's not my style.  
And he says, "It's not string in your ass.  
The name is posing trunks,  
you know?"  
I say, "No, I don't like it."  
And he says, "I got one  
option for you.  
You go on stage, and you win,  
you can train for nothing, and I'll give you  
food and supplements."  
I say, "But, I got one problem.  
I got nobody, you know?"  
Everybody told me to go  
to that woman over there.  
Grandma.  
I say "Grandma?  
Are you crazy, man?  
Don't let me train  
with a woman, man!"  
"Really, she's good, she's good  
"She's one of the best,  
you know?"  
I give her hand, but I say,  
"Wow, you're a trainer?"  
I say, "Hey come on, you can  
talk to me  
straight away, come on."  
And then, I find out  
that he was very, very shy.  
In Holland, there  
was an ugly word for him.  
"Look out, he's lazy.  
Lazy negro."  
I say, "Come on, guys!"  
I trained with him,  
he's not lazy, the guy is...  
Go, go, go, go!  
He's like a machine.  
In the gym, he's a machine,  
nobody can stop him.  
He is "The Beast."  
My dream is to make a house  
for my mother.

Before my father died,  
my father wanted to buy  
a big house for her.  
But that's not happened.  
What my father promised her,  
I make her.  
Tomorrow, in accordance  
with the IFBB point system,  
Roelly must place  
first or second  
in order to qualify  
for the Olympia stage.  
So Winklaar...  
Are you nervous  
for the competition?  
No.  
You're always nervous  
before a contest.  
It has to be you're nervous,  
otherwise on stage, you're...  
No, I'm not nervous because...  
I know I'm gonna win, you know?  
Okay.  
Put down the telephone.  
You want to put it down?  
Put it down.  
You sure?  
Come on, we have to go to sleep!  
For a long time,  
I have been tired, OK?  
Hidetada Yamagishi  
has also yet to qualify.  
Hide must place in the top two  
in order to advance.  
If he didn't have a tan,  
you wouldn't see his definition on stage,  
you wouldn't see his striations,  
his vascularity, anything.  
He would just wash out  
under the bright lights.  
You really gotta be dark  
when you get on that stage.  
When the guys have  
to go on stage,

and they go white on stage,  
their muscles look small.  
When you're painting up, you can see  
the muscles look very,  
very good.

Ok, bend over  
When we are finished,  
we are all brown.

Seven.

I got nine, Jason.

Ten, Todd's here.

I got 11, I got 12, I got 13.

I got 14, I got 15.

I'm missing 16, Shawn?

The bodybuilder  
takes the human form  
to its utmost visual extreme.  
The development of muscles isn't  
just a game of measurements.

Perfect symmetry  
is equally important.

I've been up, hit the ground  
Chased the dirt,  
hear the sound,  
in my head, spinnin' 'round  
But stand up

There's no place to go  
No place to go

I've been up, hit the ground  
Chased the dirt,  
hear the sound,  
in my head spinnin' 'round  
But still, there's

no place to go

If I can have our top five  
on stage at this time.

Some say

I'm lost and never  
found my way

And it makes me wanna  
lay here with you

But I'm always gone

Please take

the fourth-place award.

The check for \$1,000...  
to our fourth-place finisher.  
Roelly Winklaar!  
The road to success isn't always  
straight or clear in this sport.  
Another loss like Tampa would  
mean months and years  
of training have been wasted.  
This means the loss of prize  
money and perhaps even  
a sponsor, the support line  
for any bodybuilder.  
Lonely nights,  
familiar hotel rooms,  
long-distance calls are the only  
way to keep in touch  
with loved ones.  
At times when  
the family can't be reached,  
the trainer is the only person  
to talk to.  
Hey, bro, congratulations!  
Second place,  
and Olympia qualification.  
I'm happy,  
and I'm relieved, you know?  
Yeah, me too.  
I knew you were gonna do it,  
but now it's official.  
So, we got six weeks  
to train hard.  
Alright.  
Okay, bro, keep in touch,  
and thanks for calling.  
Roelly has trouble  
sleeping most nights.  
Moments ago, he was told that he has  
one more chance to qualify,  
but he'll have to travel back to  
Europe to compete at the Nordic Pro.  
Winklaar.  
You OK?  
Yeah, Grandma.  
It's time for your food.

Yes.  
Unless he places first,  
his journey will end  
before it begins.  
Victor Martinez  
wasn't always an inmate.  
He was a star,  
a star bodybuilder on his way  
to conquer the Olympia title.  
He was incarcerated for an immigration charge  
as a result of his arrest  
for a controlled  
substance years ago.  
To actually be in jail  
and want to live  
or think of outside,  
it just makes it all difficult.  
I had to shut down,  
there's no making up,  
it's lost time, that's it.  
I was disappearing.  
His stint in jail has left him  
far behind his competitors.  
And mounting emotional and  
financial problems won't make  
his return any easier.  
A six-month sentence  
is a lifetime for a bodybuilder.  
You're at war right now,  
with other competitors.  
And when you do what you have to  
do from now to the Mr. Olympia,  
you do what you have  
to do to win.  
And as long as you know you did  
what you had to do to win,  
nobody can ever say anything bad  
about you ever, ever.  
Because you know in your heart,  
you gave it your all.  
Coming back now,  
preparing for the Olympia is...  
I don't have  
that feeling like I'm ready.

I can't say I walked in and had  
the best workout.  
The first time I went in,  
it was horrible.  
I'm touching the weights,  
and it's...  
there's no connection,  
I didn't really eat in there,  
Seven, 800 calories,  
most of it was through bread  
and you know, junk food,  
Snickers bars.  
I'd say right now,  
every workout I do is important.  
Between meals and training,  
between court-ordered appointments,  
between his separation  
from his girlfriend,  
between all these things,  
he tries to maintain his sanity.  
He tries to find time to be  
a father to his four children.  
Two boys, which are autistic,  
and two young girls,  
all from different mothers  
I'm backed up on child support,  
I still take care of my kids,  
but, they freeze  
your bank account,  
they suspend your license  
and yes, I'm driving  
illegally right now.  
So what, what can you do,  
you know?  
Let's warm up,  
after this, we gotta pick it up.  
I'm not mentally ready, it's...  
it's bothersome  
every single day.  
It's bothering because  
I'm working on it every day,  
you know, preparing myself.  
Pick up your spirit, let's go.  
Come on, man!

We gotta do this.

Come on!

Great set.

I can't keep going like this.

I gotta try to pick it up, man.

I'm playing with

the big boys, man.

That's why we gotta push.

You'll get back there again.

Push it.

That's it.

Come on!

You can do this.

You're gonna do this, man.

You gotta stay focused.

I mean...

You want to be

on that stage again, right?

Yeah, of course.

My entire life is the fricking

stock market, man!

Right now, I'm in a recession.

Dennis Wolf wanders through

the halls of NBC networks.

This is a dream come true for the bodybuilder

from Germany.

A moment of classic

American celebrity,

an interview on the nationalized

television show.

This is his time,

his moment to grasp

a hold of fame.

Welcome back

to "The Morning Blend."

They're fit, they're strong,

but there can only be one!

The world's top bodybuilders

are competing to bring home

the coveted title

of Mr. Olympia.

I was a big fan

of Arnold Schwarzenegger,

and bodybuilding,

I fell in love right away,  
when I walk out... you know,  
walk in for the first time into the gym  
and that was my thing.  
People are going to America  
to have success,  
the first six months  
was hard because people are,  
"Oh, look at this guy,  
he's probably just  
lifting weights and that's it.  
Dumb, stupid,"  
because people have no idea  
what is bodybuilding.  
You need someone  
who can push you,  
and it's not easy to find  
someone who can push me,  
that's why I have Dennis.  
Your know, every time we train  
together, he finish me.  
he's finishing me,  
and, you know,  
I'm sore for days.  
Come on, one more, come on!  
- Too big pump!  
- Come on!  
That's what we're here for!  
We gonna pump the iron, come on!  
Slow, Dennis, slow, slow, slow.  
Slow!  
That's good and three...  
Let's go!  
Hup, hup, hup!  
Stand up  
and move around a little.  
You have to lose that one,  
I'm really dizzy.  
Anybody ready to break dance?  
Almost drowned!  
Germany, with its cold  
and oppressive rain  
stands in stark contrast  
to Vegas' glaring sunshine



To him, America is the chance  
to become one of the greats.  
To become an Arnold.  
To become a star.  
Wolf's stepdaughter  
visits him as often as she can.  
Their relationship  
is as strong as iron,  
despite the lack of blood ties.  
I saw him every day.  
It's... yeah.  
I didn't think he's big,  
it's normal for me,  
every day I saw him.  
Everybody should place  
where they deserve.  
It's hard when you have  
so many judges and you have  
so many great athletes, where the standard  
is so close, you could throw a coin.  
You know, apples or oranges,  
what do you like?  
You know,  
it is that close sometimes,  
"He was great, wow, wow, wow."  
How do you judge?  
He has a better smile,  
he has green eyes,  
he has blue eyes,  
he has brown eyes.  
You know what I mean...  
it's hard, it's not easy.  
Every muscle part  
must be completely perfect.  
No weak points,  
we get judged by weak points.  
If you don't have  
the better symmetry,  
the better muscle maturity,  
muscle quality,  
as Mr. Olympia, you don't win.  
Do the double biceps.  
Try to open up,  
pull up, pull up...

And bend the wrists  
back a little bit.  
"Oh, his hairstyle."  
He's gotta be gay,  
there's something wrong.  
I just...  
something's wrong with that guy,  
he's just so different!  
You'll never be a champion.  
You might win a show but...  
you'll never be Mr. Olympia!"  
While others will celebrate,  
you know,  
achieving master's and Ph.D.s...  
I won bodybuilding competitions.  
And now I stand here,  
at the top of this experience,  
looking at winning  
the highest...  
title in the bodybuilding world.  
Turn your wrist in,  
pull it tight!  
Flex your hamstrings,  
pull tight!  
Pull.  
Pull it.  
Pull it!  
Roll it over a little more, Kai.  
There we go,  
pop your hamstring out.  
Squeeze...  
all the way down!  
Bring this up... pull tight,  
hamstring up a little.  
Posing is a very valuable tool  
to build a physique,  
to build a physique  
that is historically  
the physique  
that is bodybuilding.  
It's not just enough  
to go to the gym,  
and just train,  
and lift weights.

There's an internal connection  
with the contractions  
that your muscles make.  
What I'm really talking about  
is the presence of the artistic mind  
that ultimately  
sculpts the physique.  
Lower your shoulders,  
you're doing it wrong.  
Let's do it again.  
No, do it again.  
Suck it in...  
Legs, legs, legs.  
You're forgetting  
about your legs.  
People always tell me,  
"Hey, he's looking tired.  
You let him do too much."  
But he's always up late  
on the internet,  
coming in the gym  
with a face like this.  
That makes me angry!  
It's not allowed... I respect you,  
you have to respect me.  
Don't come with a face like this  
because you didn't sleep.  
Go to your bed,  
you have to rest.  
Let me know  
when you're finished.  
You need your energy  
on the stage,  
when you don't have it on the stage,  
you can lose everything.

- I know.
- In the off-season,  
do what you want,  
don't do it in the competition!
- What's up, champ?
- Dennis James,  
a retired bodybuilder,  
and mentor  
in the eyes of most athletes,

doesn't sugarcoat criticism.  
From posing,  
to diet, to training,  
his astute eye  
can identify any problem.  
So this time you have to really,  
really go out there,  
and you have to nail it...  
and I talked to a judge  
who said that you lose  
two spots on his sheets  
because of the way you pose,  
you know what I mean?  
So this is something  
you can control.  
You can work on that.  
- You can show him.  
- Yeah, of course.  
You're here, please help.  
Now pull it down,  
like you do a lat pulldown,  
and now open up...  
there you go.  
See, now he has  
some movement going on.  
The judge told me this was not coming out,  
and that's why.  
You know how you bring that out?  
Just try this one time.  
Instead of going  
right into something like this,  
try to go up, pull it down,  
then open up, cause you create music.  
This is the again what I'm saying,  
you move, eyes on you.  
Always start from the bottom,  
legs, hamstrings, glutes.  
Now arms, all the way,  
straight up.  
Just like... that's it,  
just like that!  
That's what I want him to do,  
see the difference?  
- You see that?

- Yeah.

Our third-place finalist,  
representing Germany,  
number two,  
Ronny Rockel.

Let's take  
the first runner-up award  
and present that to...  
by way of Poland, number eight,  
Robert Piotrkowicz.

The first-place prize,  
and moving on  
to the Mr. Olympia contest...  
Roelly Winklaar!

- Finally!

- Finally!

Nice job!

This what we worked so hard for!

Hey, finally...

Finally, we made it through.

Yes, finally.

We are...

up to the...

- Mr. O.

- O, nice!

The Martinez family moved  
to Washington Heights, NY,  
from the Dominican Republic  
when Victor was six years old.

He grew up in a house  
with seven sisters,  
two brothers,  
an overbearing mother,  
and a strict,  
unsupportive father.

That lack of support  
and understanding  
has plagued Victor's ambitions  
his entire career.

Getting smaller, man!

What's up...

you're not working out, man!

Trying to,

I'm gonna get to the gym, man.

Good, good, good.  
Get me a ticket or something,  
I'll go!  
Yeah, all right.  
In 2009, Victor's sister,  
Iridania, was murdered.  
Iridania always cooked  
meals for Victor  
before his competitions.  
Her absence affects him  
to this day.  
You say "Daddy"?  
No...  
So you want ice cream?  
No?  
I know you want...  
Oh!  
What was that kiss for?  
That was all for me?  
Victor loves returning  
to his old neighborhood,  
where everything seems  
so familiar.  
Familiar faces, familiar places.  
This is a place he will always  
call home in his heart,  
mostly because of his daughter,  
who still resides here  
with her mother.  
Quitting has not been a choice,  
only because I cannot see myself  
explaining this to my kids.  
Right now,  
I have to provide for my family.  
I need bodybuilding to survive.  
- Goddamn!  
- All right, bro.  
How are you doin', bro?  
Fast!  
Killing yourself down here,  
already?  
Yeah, I have to, man.  
- The only way to go, bro!  
- No doubt!

I'm very proud of you,  
you hear me?  
God bless you, bro!  
My judgment day  
will be seeing Steve Weinberger.  
Seeing the judge,  
and him telling me  
if I'm ready  
for the Olympia stage or not.  
Yeah, look at your hamstrings.  
I'm telling you, Victor,  
you have a lot of work to do  
before you see Steve.  
Can I get two pounds?  
- Two pounds?  
- Yes, sir.  
It's pretty intense.  
It's always intense.  
Somebody may ask you,  
"Is it that serious?"  
It's always that serious.  
I'm a professional at what I do.  
I'm not a fan,  
I'm not a spectator,  
I'm not the person at home,  
I'm the man living this,  
if I don't eat like this,  
I don't make  
conscious food choices  
when it's time to make them,  
every day, all day,  
then the goods won't be there  
when I need them to be.  
This is the easy part.  
If you can't do the easy stuff,  
then what do you do  
when life happens?  
Things will come and test you.  
A loved one goes  
to the hospital.  
It's abrupt.  
You feel obligated or compelled  
to want to be there.  
You still gotta be in the gym

at six o'clock in the morning.  
You still gotta  
start your meals,  
so for you to stay focused,  
it's not a sacrifice,  
it has to be a lifestyle.  
When you're training for  
the competition, it consumes  
your whole day...  
bodybuilders, by definition,  
most of 'em will tell you are  
very self-centered and selfish.  
Even if you're not that type of person,  
you become that kind of person,  
because you never  
get away from it,  
because your nutrition,  
when you dieting,  
for Mr. Olympia,  
you can't eat out,  
because you have  
to weigh your food,  
you have to have so many carbs,  
so much protein, so much water...  
you have to control  
what's in the food.  
- What you got?  
- We got beef, chicken,  
turkey, beans,  
potato salad and coleslaw.  
Like a bunch of marinade  
and things on it?  
Not it's just...  
salt.  
Cool, man.  
Damn, ain't gonna be getting  
none of that today.  
You can eat seven, eight times  
a day, like some people.  
I'm like, "Yeah, you gotta  
eat a lot of clean food."  
And then the mom will say,  
"Yeah, my son eats,  
he eats everything..."



yeah, he's eating everything.  
That's why he's not lean.  
Suppose to mix this in a drink,  
but goes down fine  
just like this, so why not?  
Most other people, they go to the store,  
they'll buy some product.  
They just...  
and hoping for the best.  
They don't know  
how that actually works.  
They don't know the science  
behind those supplements.  
They don't care,  
and they're not supposed to,  
I get that...  
but, yeah, we're the dumb-dumbs.  
We're the people  
that don't know anything,  
but just bein' a box of rocks  
with weights,  
and all this other stuff,  
we're the meatheads,  
we're the idiots...  
we're able to do something  
that 99.8 percent of the people  
on the Earth can do,  
which is lose fat and gain  
muscle, at the same time.  
They don't know  
that we eat seven, eight,  
nine thousand calories a day.  
They don't know that we're in the gym  
two, three times a day, six days a week.  
Right away, they want  
to just diminish your work.  
By going to that one  
little thing and brush it off,  
they're saying, "You know what,  
it's because they're taking steroids."  
The overall perception  
of steroids, obviously,  
is something that  
cheaters only use.

We are realizing now  
that the truth of the matter  
is any athlete  
at the professional  
or world-class level...  
is likely using some form  
of performance-enhancing drugs.  
Anabolic steroids don't make  
what professional bodybuilders  
do easier.  
It simply allows them to take it  
to that extreme level.  
Anabolic steroids  
are basically testosterone,  
or testosterone derivatives.  
So in the body,  
when you take a synthetic form,  
it basically gets into  
the muscle cell,  
attaches to receptors  
that are in that cell,  
and then that turns on genes  
in the muscle cell  
that produce more protein.  
That's the way  
it enhances muscle size.  
Many of the athletes simply  
refuse to talk on the subject.  
It's taboo.  
Others are willing  
to engage in the conversation.  
Because people...  
take too much of this stuff,  
and don't know how to use it,  
that gives bodybuilding  
a bad, bad name.  
The media likes to portray it  
as being very sensational  
but steroids aren't addictive,  
steroids never killed anybody.  
There's no physiological proof,  
it's never been shown,  
it's all what the media  
wants you to see.

Society's reaction to steroids  
is often hypocritical  
and judgmental.

I think it's a contradiction,  
to be honest,

'cause most bodybuilders  
that I know

and that I've met  
are on steroids,

or have done steroids,

and for somebody who wants

to portray themselves

as a fit and healthy person,

that's not at all healthy.

People go, "Ahh, steroids,"  
man...

Nobody can do that.

Like, it's not easy to do.

People don't respect it, they go, "Oh, I can  
do that with steroids," no, you couldn't.

You couldn't do what I do!

They come to the gym,

never did a workout,

and then they find

on the internet...

steroids... They sell steroids

on the internet.

Children, 15, 16 years old,

they order it...

That's what I hate...

it's dangerous, very dangerous.

If you do something extreme,

you can't be healthy,

you gotta take some risks.

So it's like, you know,

like racing...

If you go Formula One,

you take the risk.

Any time that you're using

performance enhancers,

particularly when we haven't

studied them in the lab,

to the level

that they can be used,

certainly, there can be  
negative side effects.  
There is issues  
with kidney damage,  
There is, what we do know,  
is that the heart size increases  
because the heart is a muscle,  
there's liver issues,  
it's quite toxic,  
especially the oral drugs,  
that's why injectables  
are one of the preferred drugs  
for minimizing health risks.  
I think the best answer  
is to allow the athletes  
to use the drugs,  
but provide medical treatment.  
Get a group of very competitive  
athletes together,  
everyone wants to win,  
you've got large sums of money  
up for grabs,  
guys are going to do  
whatever it takes to win.  
The bodybuilders  
and the professional sport  
of bodybuilding  
has gone the next step.  
Where all of a sudden,  
the body does not look  
as acceptable,  
simply because it's too big,  
and it doesn't have  
any talent behind it.  
And the neck is 23 inches  
and the calves are 18.  
The proportion is gone.  
The audience wants to see  
a spectacle.  
When they go to see a show,  
they don't want to see  
someone that looks like them,  
they want to see  
something extreme.

So we have to get huge.  
We have to go to the next level.  
You know,  
is there a limit to growth?  
Certainly, there's a limit, but  
I don't know that we found it.  
They ask the Olympic athletes,  
if you could take a drug,  
right now, that would kill you  
in five years,  
but guarantee you a gold medal,  
would you take it?  
More than 50 percent said "Yes!"  
They would take it, even knowing  
it would kill them five years later.  
This is what these athletes do.  
This is their lives.  
This is their livelihood,  
this is how they make money.  
This is everything they know.  
Do you really think you're gonna  
convince them to stop?  
As time progresses,  
the science of bodybuilding  
advances faster and faster,  
and with it,  
the size of the muscles.  
One more major title this year.  
One down.  
One to go!  
Three, four, five, six...  
Come on, one way!  
Eight, nine...  
Ten!  
Every rep count!  
Every rep, come on!  
Bring the pain!  
- Six, seven, eight, nine...  
- Fight it!  
My physique that I bring  
to the Olympia this year...  
it's not the product of  
three months of hard work,  
it's the product of over

20 years of hard work.

I thought I'd be  
retired by now, originally.

I thought by 36, 35-36,  
I'd be...

I'd be retired, but...

You know, I think I've had so many injuries,  
I've had four significant injuries,  
since I've been pro,  
and I think that set me back.

Due to the injuries,  
Branch had to skip  
the 2010 and 2011 Olympias.

Despite this, he continues  
to live his life to the fullest.

Branch, a few competitors  
said that, "If you're gonna keep working out  
the way you're doing at the gym, you're going  
to get injured before the big competition."

What do you think about that?

They're entitled  
to their opinion.

But, you know,

I can imagine who that was,  
and they ain't gonna  
beat me anyway, so...

they don't really matter.

And the thing is,  
the past two injuries I've had  
weren't in the gym,  
they were outside the gym.

So, I haven't been hurt  
in the gym since...

C'mon.

Let's go!

Oh!

Goddamn!

Ouch!

Son of a bitch!

Goddamn, guys.

The filming stops.

Branch's hamstring is injured.

His future at the Olympia  
is now uncertain.

I just know that the end  
of a bodybuilding career  
is one injury away... one major  
injury and you're toast.  
No matter how hard you work,  
and how perfect you are,  
one injury and you're done.  
The days of being  
in the dungeon,  
training with your hoodie on,  
you know, "grunt and cuss"  
bodybuilder,  
that eats, sleeps and trains...  
that's all he does... are over.  
You have to be able  
to do other things.  
I'm more focused  
now on my career,  
but of course I think about  
the years after it  
because,  
I don't want to be like,  
"Okay, now it is over,  
so let's think about  
what I can do now."  
Of course, it would be nice  
if I could get some  
roles in the movies,  
things like this.  
I just I got a call  
for a casting tomorrow  
for an action film,  
so we'll see...  
They're gonna fly me in...  
The movie star!  
...with a private jet.  
I don't want to waste my time  
trying to be an actor  
or something,  
if I don't have  
the talent for this.  
There some that have  
the personality.  
When I started doing interviews

in the '70s,  
the media always said,  
"Finally there's someone  
that loves to talk  
about the sport,"  
because for years  
we tried to get interviews  
and everyone just said,  
"No, I'm not going to talk,"  
because they were always  
shy characters,  
and they'd rather live  
in a dungeon and work out,  
and were very impressive,  
but they didn't want to talk,  
they felt too shy about it.  
All these guys say  
they want to be like Arnold,  
and be in the movies,  
and stuff like that.  
Sometimes, it's like pulling teeth  
to get these guys to talk.  
So, imagine giving them a script  
they actually have to read.

- Hi.

- Hi.

How you doing... oh!  
Dennis, nice to meet you.  
So, Emilio Ferrari  
is directing this movie,  
and we're gonna start  
shooting it in October,  
but it is a comedy,  
and it's kinda like  
"Private Benjamin" meets  
"Legally Blonde."  
So we can have fun with this,  
and if you want  
to try something new,  
or have improv or anything,  
don't feel that  
you can't do that, okay?  
- So, you are reading for Robert.  
- Robert, right.



Hello, I'm Robert...  
Hello, I'm Robert Starkey.  
Wow, you really love  
this country.  
- So, here's what...  
- Uh... the United States.  
Yeah, I'm sorry.  
Let's try it again,  
now there are some parts  
where you are coughing  
and mumbling,  
you know like, you're...  
So play that a little bit.  
Hello, I'm Robert Starkey.  
If you sign this right now,  
I can't guarantee it...  
I can't guarantee,  
by this time tomorrow  
you will be  
in sunny Puerto Rico.  
That was really good  
and we're probably gonna have  
callbacks, which I'm gonna  
bring you back  
to the director,  
and that was funny.  
So just take it and work on it,  
and we'll see each other later.  
Thank you very much,  
it was great.  
- It was nice meeting you.  
- Nice meeting you, too.  
- Thank you.  
- All right, take care.  
While playing basketball  
in college,  
Phil realized that he would  
never play professionally,  
but there was potential  
in his genes,  
potential that led him  
to another sport.  
That's right.  
I would say quitting basketball,

I mean...  
It wasn't really quitting,  
I'll be honest,  
I just wasn't good enough  
to play at the next level.  
Those dreams, as far as like,  
playing in the NBA,  
were just...  
they were squashed.

- This is Phil Heath.

- Hi, nice to meet you.

Good to meet you.

At times, nostalgia kicks in.  
He loved to play ball just as much  
as he loves bodybuilding now.  
When the opportunity  
presents itself,  
Phil enjoys to return  
to the court  
to shoot some hoops.

When I decided to be a  
bodybuilder and quit basketball,  
I actually marked down the date,  
it was October 8th, 2002,  
and then the rest is history...  
I got bit by that bug,  
and it was an amazing feeling  
to know that,  
coming from a team sport...  
You know,  
you're being more concerned  
with not just yourself,  
but your teammates all the time,  
and going against  
a different type of opposition.  
Playing basketball,  
as opposed to bodybuilding,  
where it's really  
all about my effort.

For me, as Mr. Olympia,  
it's not about beating  
your competition,  
it's about crushing those dreams  
of those other guys... and that's what I've

got to do, I've gotta crush their dreams.

It's a gloomy afternoon.

Victor travels to

the Bev Francis Powerhouse Gym

in Syosset, New York,

to see a legend,

his mentor, Steve Weinberger.

Today is his judgment day.

- Hey, what's goin' on, brother?

- 'Sup, Steve?

- How you doin'?

- Good, good, how you doin'?

I'm okay, how you feel?

I'm okay, I've felt better.

Yeah...

how's it coming along?

I don't feel confident.

Lemme close the door...

too much noise out there.

As soon as I got out,

I started training,

and getting back on my regimen...

the training's been good,

everything's been good,

no injuries, you know, and, uh...

Everything's good, it's just,

is it "Olympia good"?

Is it "Olympia ready"?

- Let's see what you look like.

- All right.

For Rikers Island,

you look great, Vic,

but for the Olympia...

I don't think you'll have enough time,

honestly, I'm sorry.

If I was you,

I would shut it down,

and just concentrate

on next year.

I don't think there's enough time,

I'm sorry.

How you feelin', Victor?

I just don't want to talk,

right now.

Please, c'mon.  
Hey, V.  
Yeah, I just saw Steve.  
Yeah, I decided  
I'm not doing the show.  
He's a guy that's gotten no breaks,  
with his sister getting murdered, and...  
this is his second time in jail,  
and...  
just all these problems,  
it just seems that...  
You never know why some good  
people never get breaks,  
and some bad people get breaks.  
And Victor is one of those good  
guys that never get a break,  
and I feel bad for him,  
I really do.  
Hide lives a solitary life in Venice,  
California, near the beach.  
When he looks across the water,  
he sometimes imagines  
he can see home.  
Though he is married,  
he spends most of his time  
separate from his wife,  
who often travels to Japan  
to take care of his family...  
a family that has never fully  
accepted his life path,  
nor fully understood it.  
They don't watch my shows,  
but they call me  
and I call them.  
It's a really hard sport.  
For me, my thinking is that  
they can't enjoy their life.  
I was born, born  
to be bodybuilder.  
I'm a bodybuilder until I die.  
I hope that one day  
my family understands.  
People thought that  
it's just impossible

for Japanese or Asian people  
to step on Olympia stage...  
Because of their structure  
or genetics, I don't know...  
I wouldn't say I'm small  
'cause I'm 5'5".  
But I weigh 220,  
which is pretty heavy.  
Olympia.  
Nice... are you gonna win?  
- Say yes.  
- Yeah, I will.  
Yeah, say  
"I'm gonna win the Olympia!"  
Yes I will.  
I'm still, you know,  
challenging the title.  
If I'm the champion, I would say  
there will be a lot of pressure.  
There's always that pressure...  
you gotta be your best,  
'cause you're only as good  
as your last contest, in our sport...  
No matter how well you placed at the  
last show, if you do poorly at this one,  
this is the one  
everybody remembers...  
I think that's why a lot of guys fail,  
is because there's so much pressure.  
Sponsors drop you.  
I better be ready, you know.  
I better be ready to bring it.  
Here we go!  
Fight!  
Perfect!  
Make 'em grow!  
Here we go.  
No pain, no pain.  
Fight!  
That's it!  
You got this, man, no pain!  
As a competition looms  
in the near future,  
the pressure builds.

Training and rigorous routines  
take a toll on the body,  
as well on the mind.  
Each bodybuilder seeks out  
different ways  
to alleviate the stress.  
Is there anybody that you're  
worried about competing against?  
There's probably two guys  
in the world who, I think,  
if they bring their best,  
and I bring my best, they can beat me.  
Other than that, nobody's gonna beat me,  
so I just gotta come with my best.  
I want everybody  
to bring their A game,  
and if somebody beats me,  
I'll shake his hand,  
'cause he outworked me,  
but I don't see it happening.  
I met Phil  
at a mutual friend's restaurant  
after his second  
bodybuilding competition,  
that he won his class,  
but he didn't take the overall.  
And I just knew, like,  
I just saw the...  
what he was working for,  
that he was gonna become great,  
and that everything  
was gonna go for him.  
And he's like "Really...  
you really think  
I'm gonna make it that big?"  
and I said, "Absolutely,  
I think you're gonna go  
all the way."  
I'm glad I have  
a family that can go on  
this journey with me,  
I'm not going at this separate,  
and them just watching.  
They're there.

They'll be there.  
I'll have the list  
for tickets for you by tomorrow.  
Did you spell my name right?  
I'm just kidding.  
So here's the thing with Phil and I,  
we always got along, man...  
I've never had a problem with him...  
I was in Denver last year,  
we went out to dinner, and then I leave,  
and I hear he was talking shit...  
and I was like,  
"Okay, you're a scumbag...  
you say one thing in my face  
and something else to my back,"  
that's fine.  
And to me, that says  
he's insecure and he's scared.  
I don't respect his work ethic.  
I don't respect him  
as a person, with his attitude.  
But he's become  
an excellent bodybuilder.  
He's not a very good role model  
for the sport.  
Is he as dominant  
as everybody thinks he is?  
No, he's not... but I've seen  
him train and I'm like,  
"Man, his back sucks,  
his calves suck,  
his hamstrings suck," man, that stuff, you  
fix it like this, like, I can't build muscle  
nearly as easily as that guy,  
and yet I'm doing it, you know?  
It ain't all talk  
when you're on that stage, man.  
Phil Heath has had  
a lot of gifts.  
He's a gift, he's "The Gift."  
I don't represent gifts,  
I really don't.  
He's had a lot of help,  
a lot of help.

It's not like I had people  
handing me money and stuff.  
When I first came into this sport,  
I was working two jobs, unlike him.  
I don't even know if he has a resume...  
I don't even know if he knows what that is.  
Easy, easy.  
Guess what, Kai?  
You've been bodybuilding  
for 20 years.  
I'm already better than you.  
You know it, but now  
you're making an excuse,  
saying,  
"He got this, he got that."  
Each man's body  
will represent years  
of focus and concentration.  
It'll be a great event.  
You're one injury away  
from your career being over.  
I've fought too hard  
to get where I'm at,  
to slide back down.  
I'm not one to lay down  
and cry about it.  
I'm gonna take this thing  
by the horns,  
I'm gonna overcome it... I'm doing  
everything I can do, man, I'm 100 percent.  
Have a dream.  
Everybody need to have a dream.  
Have a dream and go after it  
with everything you got.  
Time to make Phil  
look small, Bro.  
Come on!  
Make 'em all look small.  
Yup.  
They're gonna announce my name,  
crowd's gonna go crazy,  
I'm gonna hit my front  
double bicep, this and that.  
Crowd's gonna go,



"Whoa!"

And I'm gonna just...

I'm gonna feel...

like a true Adonis, man,

like a god.

But this trophy is mine.

Come on, take your shirt off.

Yo, who do you think

was the best ever?

Best ever?

Arnold or Lee?

Arnold.

- Arnold is better than Lee Haney?

- Of course.

That's a big statement

to say on camera!

How many, how many, how many

Olympias has Arnold got?

Seven.

How many Lee got?

- Eight.

- Eight.

So who will be better?

Arnold, still Arnold!

Hold on, wait a minute,

so we go back...

Then you gotta go with what

century you was in or what...

It doesn't matter how many

Olympias he won.

- It doesn't matter?

- Doesn't matter.

Who's had the best, what year...

Who had the best

chill body ever?

- Ronnie Coleman.

- Ronnie Coleman?

He was a good one.

All right, big...

hold on, one thing!

Let's arm wrestle.

- You lost!

- Oh!

Olympia, a plain in Greece

in the western Peloponnese.  
The ancient Olympic Games  
were said to be played  
on this stretch of ground,  
and it held the chief sanctuary  
of the supreme god, Zeus.  
Now on a stage in Vegas,  
the supreme man,  
Mr. Olympia, will be crowned.  
When I go back  
and I think of the Olympia,  
I go back and I think  
of Arnold Schwarzenegger,  
when the first prize money  
was \$1,000.  
And then today,  
in the 48th Olympia,  
we're hoping to give out prize money  
of one million dollars.  
Good afternoon,  
ladies and gentlemen.  
Welcome to Joe Weider's  
Olympia fitness  
and performance weekend 2012!  
Just before the competition,  
the contenders begin  
their pre-show preparations.  
The most agonizing  
is dropping their water weight.  
We always need to lose  
a little bit of water  
in the last couple of hours  
before the show  
because on stage,  
with all those lights  
and the tan and the oil,  
you still look a little watery.  
If you lose the water,  
it makes you look  
on stage much, much dryer  
because all the cuts,  
all the separation, coming though more  
and more, you know?  
Now I'll introduce

the 19 competitors here  
to vie for the title  
of Mr. Olympia.  
Before Olympia,  
a press conference is held  
for the contenders.  
For the first time,  
but not the last,  
they are on stage together.  
What do you think about people  
saying Phil can't be beat  
at this year's Olympia  
tomorrow night?  
I don't give a damn  
about what people say.  
I think I'm a better poser  
than Branch.  
Well, I think I'm a better  
bodybuilder than Dennis.  
This is a bodybuilding contest,  
not a dance contest, baby.  
Going into tomorrow night,  
I'm crossing my fingers,  
praying to God  
that I can be at my best,  
because my best  
will be good enough  
to win another Sandow.  
No question.  
I'm happy I'm here,  
I worked hard for it.  
You'll see the best package  
you've ever seen tomorrow night.  
If you and Phil Heath  
are 100 percent on game day,  
who wins?  
I expect to be  
the last man standing this year.  
A fallen warrior  
arrives in Las Vegas.  
It pains him to be a spectator,  
for this sport  
and its contenders  
have been

his most constant family.  
My phone used  
to ring off the hook, you know?  
Now it's a little quiet  
and it's... damn, you know?  
Am I taking it personal?  
It's like you really can't,  
you know?  
It's what it is.  
Remember, it's... it's a business  
and if you're not producing,  
they could just drop you,  
and that's something  
I might have to do as well,  
go into my next show  
without a sponsor, and that's gonna be  
one of the biggest challenges of my life,  
not just coming back from injury  
or coming back from seven months  
of being incarcerated,  
it's gonna be  
competing as a free agent.  
That goes  
into the whole question of,  
"Does politics exist  
in bodybuilding?"  
It's alive and well.  
The hypocrisy is part of the business,  
it's part of it.  
The makings of a champion  
are elusive.  
Is it in the genes?  
Are some destined for greatness  
while others doomed  
to mediocrity?  
Or is a warrior made,  
forged out of steel,  
honed from oak  
and chiseled from the stone  
of his skilled hands?  
The Mr. Olympia Competition  
has been sanctioned  
by the IFBB since 1965.  
It alone decides

who is the best in the world.  
I mean, look at this.  
This is what Mr. Olympia  
should look like.  
Thank you, I appreciate it.  
I saw your wife yesterday.  
Yeah, yeah, she told me.  
Yeah, for sure, yeah, for sure.  
My mom says she saw you too  
and yeah, you know?  
We're huge fans of yours,  
trust me.  
Come on, Branch.  
I didn't even get to pump up!  
Can someone bring me  
some dumbbells or something?  
We're back  
at the 2012 Mr. Olympia.  
I'm Lane Norton  
with my co-host, Larry Pepe,  
and Larry, we talked about...  
is this the beginning  
of a run for Phil?  
If he hits it tonight,  
do you think he starts  
to put these guys  
more in his rear view,  
and start to build  
on that momentum  
and maybe get three, four,  
five, six Mr. Olympias?  
I think coming in, we thought  
the question for Phil is:  
Is this gonna be  
that type of performance  
where you just look up there, you see him  
and you say, "It's him,"  
and everybody else  
kinda battling out for second.  
I think we now feel  
that it's him and Kai Greene.  
Ladies and gentlemen,  
as you know,  
the Mr. Olympia final results

will be based  
on a combination  
of both tonight's  
and tomorrow's scores.  
The lights flash.  
The pre-judging begins.  
One by one,  
the athletes pose on stage,  
their bodies are exposed  
and ridiculed for any failure  
in symmetry and conditioning.  
There's just something to be  
said for the dude that can...  
Man, he can...  
He can run up in there  
with an arm  
tied behind his back  
and still...  
he's still a deadly dude.  
Man, you still gotta watch out  
for him!  
And even with that,  
this dude is still fighting  
for his life.  
And then...  
slowly...  
persuade the masses  
to start to favor him.  
When you line up  
the best in the world,  
it's so easy to judge.  
When you're right there  
in person,  
you see everything.  
Sometimes a photographer  
will take a picture  
and Phil's looking great,  
Jay doesn't look great,  
or Kai or Branch,  
you need to see it all together  
and also, it's not the clearest  
of quality on the internet,  
not like in living color.  
Being there and seeing it,

it's pretty easy.  
Phil Heath and Kai Greene,  
right off the bat,  
seem to separate themselves  
from the pack.  
Those two clearly,  
Number One and Number Two.  
If there was any question,  
we answered that  
in the final call-out  
when they were the only two  
brought back, center stage.  
I think there's a lot of support  
out there for Kai Greene,  
there's a lot of people who think  
that he's winning this contest.  
Listen to me, you beat him  
every freakin' shot.  
Hands down.  
Hands down, okay?  
And the feeling was,  
he was terrible.  
He was picking  
your best shots too,  
side triceps,  
Back double biceps,  
you frickin' creamed him.  
Do you really think that,  
George?  
You have the frickin' edge,  
would I lie to you?  
It's Mr. Olympia,  
the best of the best.  
You saw it.  
Yeah, exa...  
Once you start, you know?  
That was getting close  
with the whole Kai thing and...  
Kai starts good, he started getting better  
until he becomes great and then,  
and then you shave it down  
to the top guys  
and those top guys  
were Phil and Kai.

The drama came in there,  
'cause first you go,  
"Okay, yeah, you know, Phil's walking  
away with this," then you look, you go,  
"Wait a minute, this is getting  
closer than I think."  
The more you look,  
the closer it got.  
I mean, I don't know  
how much tighter I can get.  
I wouldn't try to get fuller  
if I was you.  
Thank you.  
I mean, really.  
There's no way I could be  
any tighter than I was.  
I mean, I lose room  
all the way up past my hip.  
What else can I do?  
I mean, you tell me  
where I can be tighter.  
I think I was tighter  
than last year,  
easily, easily but...  
I think what I presented  
was good enough for the win.  
But we'll wait and see.  
- Want some water, champ?  
- No, I'm good.  
Not always gonna hear  
what you want.  
So that's when you exit.  
Because you don't need  
to hear negativity right now.  
If anything,  
I like to be the guy  
that smiles,  
plays nicely, you know?  
But I'm trying  
to take your head off  
just like anybody else.  
Don't sleep!  
Okay, now I am starting  
to get irritated,



like, I can't deal  
with that shit right now.  
You know what I'm saying?  
I can't think  
like that right now.  
That shit has no importance  
whatsoever  
to me winning this show.  
We won last year  
with a perfect score.  
It'd be nice to try  
to do it again.  
It would be nice, I mean,  
I don't know that's Hany's goal.  
That's mine.  
It's always a goal  
to try to win.  
To win, perfect score.  
I mean, this is definitely a hard focus  
right now, there's no soft focus at all.  
Like, this is definitely  
very serious.  
When you start stressing,  
your body starts changing.  
And just...  
and a lot of people  
who've done competitions  
have looked absolutely amazing,  
and then, all of a sudden,  
the stress hormone kicks in,  
and their bodies just kinda fade away  
and they don't understand what happened.  
This is not where you let off  
the gas, either.  
I'm gonna have to get going.  
Catch your breath, that's right.  
- Huh?  
- Catch your breath.  
Come on!  
That's right.  
Yeah, if you want.  
I know I'm the champ.  
I don't have to keep saying it.  
They know I'm the champ, too.

My title is Mr. Olympia.  
Theirs isn't,  
and they're trying to get there?  
They've gotta fight me all day.  
There's no way I'm gonna lose.  
The champ takes a moment  
to drive  
through the streets of Vegas  
to clear his head.  
The most important battle  
of his life  
lies here moments away.  
The battle that will define him  
as a competitor forever.  
As you know,  
it's Olympia weekend.  
Ladies and gentlemen,  
boys and girls,  
bodybuilding fans  
from around the world,  
welcome to the 48th edition  
of the fall classic,  
the Mr. Olympia!  
For those  
that was here last night,  
you saw one of the most exciting  
pre-judgings in Olympia history.  
Because once again, folks, only one person  
can hold the Sandow and only one man  
will be crowned Mr. Olympia.  
Mr. Olympia is my dream,  
my life dream.  
I can't think of anything else  
that will ever happen to me again in my life  
that will mean as much to me,  
because it was nothing  
but sheer will, determination,  
and stubbornness.  
I knew from the time I was 18  
what I wanted to do in life.  
I set goals for myself.  
I've accomplished every goal  
I set out for myself,  
except for one,

and that's win the Mr. Olympia.  
I'm training for this title,  
I want to win this title.  
My daughter is my biggest fan,  
she's always at the Olympia,  
she always wants to be there  
and I won my first show  
where my wife and my daughter  
were together there watching us,  
and that was amazing,  
you see the girls crying,  
because they are so happy,  
it's amazing.  
You know, in Japan,  
nobody really challenged it  
before me.  
I thought I was going to be  
the first one really  
to challenge the top.  
I want to prove  
that bodybuilding  
is not all about size.  
It's a dream  
for every bodybuilder  
to stand on the stage  
for Mr. Olympia.  
It was my dream.  
It was my dream,  
and I make it true.  
Everybody can make it true  
if you want it.  
From Brooklyn, New York,  
comes a predator.  
Ladies and gentlemen,  
Kai Greene!  
When I was younger I'd leave  
the cold institutional facility,  
go to a bodybuilding show,  
and I'd stand there on stage  
with athletes, teenagers,  
that had people at home  
invested in seeing them succeed.  
You'd hear  
a very proud mom or pop,

sitting in the third  
or fourth row  
and then there was you,  
no mom, no dad,  
there's nobody gonna be sitting  
in the audience,  
proud of you,  
but you were proud.  
You took pleasure  
in beating those guys that did.  
He's your reigning  
and current Mr. Olympia,  
"The Gift," Phil Heath!  
They only nitpick the best.  
They only criticize the best.  
They do!  
In all sports, they do.  
Because it's hard for someone to say, "He's  
just perfect and we'll never talk about him"  
They have to say something!  
Did they announce it?  
- Did they announce the Top 10?  
- No.  
I'm just gonna go.  
As I call you out,  
that means you're in the Top 10,  
if you need to go see Pro Tan,  
get greased up,  
go down and do it,  
then we'll get you up there.  
In numeric order,  
please, gentlemen,  
Can I have Branch Warren,  
Tony Freeman,  
Johnnie Jackson,  
Evan Centopani,  
Lionel Beyeke,  
Dexter Jackson,  
Shawn Rhoden,  
Dennis Wolf, Kai Greene,  
and Phil Heath.  
Once again, Branch, Tony,  
Johnnie, Evan, Lionel,  
Dexter, Shawn, Dennis,

Kai and Phil.  
That's our Top 10,  
thank you, gentlemen,  
we should have you  
on stage in roughly 20 minutes.  
Roelly, sorry, brother.  
Fuel for next year, baby!  
Come back next year.  
All right let's bring out  
our Top 10 back on stage.  
Gentlemen!  
Hey, we've got one more call.  
I need Phil and Kai back.  
That's gonna be it, group.  
Okay, now.  
Quarter-turn to...  
no, wait, hold on, stop it.  
No, wait, stay back  
on the line both of yous.  
And do me a favor,  
take two steps to your right.  
Do me a favor, take a step  
apart from each other,  
there's plenty of room.  
Gotta stay on the same side, come on,  
a little bit of room between yous.  
Come on, Phil, take one more...  
yup, thank you!  
Okay, now, front.  
Front double bicep.  
Come on now, front double bicep.  
And relax.  
Relax, front lat spread.  
Okay, both, front lat spread.  
And relax.  
Either side for side chest.  
And relax.  
Back double bicep.  
And relax.  
Face forward.  
Your favorite most muscular.  
And relax... and relax.  
Okay, thank yous very much.  
This concludes

our confirmation round.  
All right folks, here we go.  
Are we ready for the awards?  
Aileen, please take  
the sixth-place award  
to our sixth-place finisher.  
Dennis "Big Bad" Wolf!  
The fifth-place award,  
Branch Warren!  
The fourth-place award,  
"The Blade," Dexter Jackson!  
The third-place award,  
"Flexatron," Shawn Rhoden.  
And now, ladies and gentlemen,  
in Olympia tradition,  
Kai Greene, Phil Heath,  
center stage, please.  
Ladies and gentlemen,  
we had a one-point decision.  
Ladies and gentlemen,  
the next name I announce  
will be the winner  
of the 2012 Mr. Olympia!  
Come on, baby!  
When I did find myself  
in institutional placement,  
the cold, oppressive feeling  
of, like...  
Like you don't matter  
and you may never,  
ever, ever matter again.  
I began to talk about competing  
in the Olympia one day.  
I really did not develop Plan B.  
But I didn't, I didn't.  
I didn't just talk about it,  
it's like...  
I really believed  
that it was gonna happen.  
Phil Heath!  
Ladies and gentlemen,  
Mr. Olympia, Phil Heath!  
I didn't get any sleep,  
trust me,

over the past 48 hours, because I knew  
that these guys were all champions  
and I knew  
they were bringing it.  
Man, it feels freakin' good  
to be king up in here, man.  
I can't even lie.  
Did you feel nervous  
for a second, like it was close?  
Did you feel  
at any point nervous?  
I think I was  
more nervous yesterday.  
'cause I felt that after  
the first round,  
I thought it was lights out,  
and I kinda eased up  
off the gas,  
and that allowed allow Kai  
to get more confidence  
and to start making up  
ground on me, and it showed.  
I mean, I could tell.  
And it was like the power  
was going to him.  
Well, today I realized  
what his game plan was,  
and I just figured, I gotta  
let it all hang out.  
This is my town,  
this is my show,  
this is my title,  
this is my throne.  
And I refuse to give it  
to anybody.  
They're gonna have  
to fight me for it.  
I know that I pushed him  
to his best look,  
and I knew I'm gonna  
go against their biggest punch,  
but like I said,  
wait till I punch back.  
What's next for Phil Heath?

What are you gonna do?  
We're gonna party tonight, man.  
We're gonna party.  
The title was within his grasp.  
A point away.  
The smell of victory  
teased his nostrils.  
You know, no one's  
gonna give you anything.  
You gonna have to work for it.  
I didn't come there  
expecting gifts.  
I came there willing  
to work for it.  
And I believe that any man  
that is willing to work hard  
and labor long  
can attain the goal,  
as long as it's realistic.  
I've seen enough feedback  
that lets me know  
that this is not unrealistic,  
it's not impossible.  
We got a chance  
to see the champ bleed.  
And he bled.  
He's still bleeding.  
Whatever can be forced to bleed  
against its own will  
can be killed, it can die,  
it can be beaten  
and you know, um...  
We got more work to do,  
you know?  
We got more work to do.  
Never gonna stop  
till I get what I want  
Never gonna stop  
till I get what I need  
Falling down, knocked out  
On my knees, I break down  
But I'm holding on,  
holding on, holding on  
Pouring out my heart,



digging out my soul  
As I'm holding on,  
holding on, holding on  
Never gonna stop  
till I get what I want  
Never gonna stop  
till I get what I need  
Never gonna stop  
till I get what I want  
Never gonna stop  
till I get what I need  
Shaking out myself,  
listening to me  
Breathing out,  
breathing in, breathing out  
Closing my eyes,  
looking inside  
To see again, to feel again  
To live again  
Never gonna stop  
till I get what I want  
Never gonna stop  
till I get what I need  
Never gonna stop  
Never gonna,  
never gonna stop  
Never gonna stop  
I've been up, hit the ground  
Taste the dirt,  
hear the sound  
In my head spinning 'round  
But still  
there's no place to go  
No place to go  
I've been up, hit the ground  
Taste the dirt,  
hear the sound  
In my head spinning 'round  
But still,  
there's no place to go  
No place to go  
Some say I'm lost  
and never found my way  
And it makes me want

to lay here with you  
But I'm always gone  
I pray  
Take these demons far away  
Put 'em in the ground,  
will not be renowned  
But they always stay  
Always  
I've been up, hit the ground  
Taste the dirt,  
hear the sound  
In my head spinning 'round  
But still,  
there's no place to go  
No place to go  
I've gone to every one of the  
vendors and I can't find it!  
Can't find my T-shirt!  
But when I find it,  
I'm gonna put it on eBay  
and some bodybuilder will pay  
maybe a few dollars  
for it for their collection.