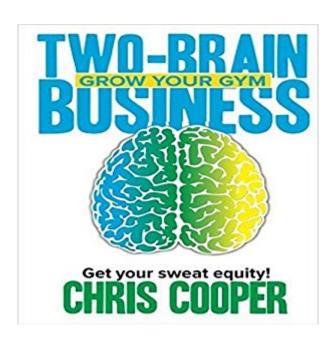
The book was found

Two-Brain Business: Grow Your Gym





Synopsis

Whether you own a garage gym, a CrossFit box, or a martial-arts studio, Two-Brain Business can help you get running, get organized, get members, keep people happier, and make more time for yourself. Chris Cooper of TwoBrainBusiness.com shows you how!

Book Information

Audible Audio Edition

Listening Length: 7 hours and 32 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Author's Republic

Audible.com Release Date: July 20, 2016

Language: English

ASIN: B01IPJ5G0G

Best Sellers Rank: #41 in Books > Business & Money > Processes & Infrastructure > Facility

Management #375 in Books > Business & Money > Management & Leadership > Production &

Operations #3226 in Books > Audible Audiobooks > Business & Investing

Customer Reviews

This book brings together lots of research culled from other business books and makes it relevant to running a CrossFit box. Cooper mixes this theoretical knowledge with experienced based on running his own gym, into a must have guide for the would be CrossFit affiliate owner. If you only improved one aspect of how you run your gym as a result of reading this book, it would be worth the price. Overall, I would rate it as five out of five stars, it is easy to read and informative. If you're thinking of starting up as CrossFit gym or already run one, there is something to learn here.

I read the Two-Brain Business in one day, and highly recommend it as a jumping off point for prospective business owners or current owners at an inflection point. It's a quick, easy read with a lot of great ideas for CrossFit and other small business owners. The book gave me a few answers and raised even more questions of things we can do for greater success at our facility. Mr Cooper is well read, and I ended up ordering two other books recommended in the text. The only problem is a number of typos, but overall the book is great.

Great info and guide for any business owner, especially for small businesses. If you own a small

business, the biggest issue is being good at two different fronts - what is called hard and soft business, or as the author of this book describes, left and right brain activities. Left brain is more analytic and to develop a business, you need to have a plan, procedures, systems, and the ability to stick to them. Right brain is more creative and is necessary to develop a vision for your business, be creative with your product and it's delivery format. Most people tend to lean more to one side than the other, and as with all things, you tend to do things you are good at, neglecting your weaknesses until there are serious problems. This book is perfect for a business owner of any kind, but especially for those who got into a business out of love for people and for their product. I am a chiropractor, and have found many ideas and tips in this book that I will apply in my office, but it would be just as useful if I owned a martial arts club or a gym. Best way to build business is to build a community on the foundation of sound procedures, and this book will show you how. It doesn't explain everything, but then again, you are supposed to figure out a few things on your own in life.

Cooper does a lot of grunt work for his reader and synthesizes it together into a uniquely helpful book. He compiles information from over thirty resources from 321goproject.com to The Power of Habit by Duhigg. It's worth the read for these titles alone, but the several game changing sound-bites certainly don't hurt. Not to mention I emailed him a question after I finished the book and received a reply within hours. Now that's putting your money where your mouth is.

Why should get this book? Because it will contain information that can help you start or grow your own box. It has bits and pieces of knowledge that will make you think about what your doing and how to improve. However, towards the end especially, it felt like there was no real structure in the book. It felt like a collection of articles, with some sections repeating the same information. Worth your money, but I would recommend scanning the information and don't spend to much time on reading every part.

If you are a current or future CF box owner you owe it to yourself to read this book. We've been around since 2007 and have a thriving box, two actually, and this book has given me insights that I never expected. Hats off to Chris Cooper for jamming so much practical and extremely valuable information is one package. I wasn't quite clear about the title of the book and what I expected, but once I started reading and his ideas came together I got it. It's brilliant.

Chris Coopers years of experience shows in his knowledge on what really goes in to running a

successful business. For those of us who have been in the industry for a while there's a lot of things that just make total sense in a way that makes you wonder why no one has put it in writing before, but there are also some big ah-ha! moments in there as well. Chris is not just a study of the topic, he is a been there, done that person and by the end of the book you want to be working alongside him on your next venture.

There is some good information in here, but you have to dig for it. The book is poorly organized with no table of contents, chapters, or index. It just seems to ramble on from the first page with no clearly defined order. It could have used a good proofreading as well. Not bad, but could have been so much better.

Download to continue reading...

Two-Brain Business: Grow Your Gym Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) The Miracle Morning for Network Marketers: Grow Yourself FIRST to Grow Your Business Fast (The Miracle Morning Book Series) The Miracle Morning for Network Marketers: Grow Yourself First to Grow Your Business Fast You Are Your Own Gym: The Bible of Bodyweight Exercises Deep Sleep: Brain Wave Subliminal (Brain Sync Series) (Brain Sync Audios) No Standing Around in My Gym: Lesson plans, games, and teaching tips for elementary physical education Gym Candy Mind Gym: Achieve More by Thinking Differently Mind Gym: An Athlete's Guide to Inner Excellence The Guitar Finger-Gym: Build Stamina, Coordination, Dexterity and Speed on the Guitar Franchising & Licensing: Two Powerful Ways to Grow Your Business in Any Economy Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business) How To Leverage Your Real Estate Business With Facebook: Proven Strategies to Increase Sales, Grow Your Business And Generate More Leads Than You Can Handle Grow Your Own Sandwich (Grow It Yourself!) Jump Start Your Business Brain: Scientific Ideas and Advice That Will Immediately Double Your Business Success Rate BUSINESS PLAN: Business Plan Writing Guide, Learn The Secrets Of Writing A Profitable, Sustainable And Successful Business Plan! -business plan template, business plan guide - Networking Is a Contact Sport: How Staying Connected and Serving Others Will Help You Grow Your Business, Expand Your Influence -- or Even Land Your Next Job Never Chase Clients Again: A Proven System To Get More Clients, Win More Business, And Grow Your Consulting Firm (The Art of Consulting and Consulting Business Secrets Book 1) Every Business Needs an Angel: Getting the Money You Need to Make Your

Business Grow

Dmca