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Zero To 100: The Blood, Sweat, And Tears Of Building A Fitness Chain From Idea To 100 Locations



Synopsis

Shannon Hudson's "The Cannon" • Hudson could have stopped pushing so hard after becoming a world champion kickboxer. But he was just getting started. / Using every penny he could find, he teamed up with his beautiful wife, Heather, to turn an idea for a fitness center into a profitable business with one hundred locations in only five years. He reveals how he built 9Round Fitness into a booming business and shares "knockout nuggets" of wisdom, including: • Trust your gut, even if it makes others uncomfortable. Your gut, or your heart, is your inner voice • and you must trust it. • Know the score every day. The only way to keep score in business is with money. Check the bank account daily. • Take heavy action. The ready, fire, aim strategy works. Too many people fail because they're unable to pull the trigger. Hudson also explains how he started his business with no credit and no money and reveals the strategies he used to knock out the corporate Goliaths seeking to cut in on his territory. Whether you want to start a business, purchase a franchise, or need advice on chasing your dreams, you'll get practical guidance on achieving your goals with Zero to 100.

Book Information

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Customer Reviews

I have read a lot of biographies (including Shoe Dog) and many inspirational books (including Rich Dad, Poor Dad) on entrepreneurship but this book was completely different from all of them. It focused on my passion in fitness and Shannon Hudson did an amazing job of detailing what it takes to make it as a fitness entrepreneur. I read this book in one day and learned so much from

Shannon's experience building 9Round (a multimillion dollar fitness franchise). Thank you Shannon for taking the time to write this book and sharing your knowledge with such honesty. I wish you and your family all the success in the world. You have definitely earned it!!

I just recently joined 9Round and got this book as a part of a special promo on (99 cents and chance to win free 6 month membership). Overall I enjoyed this and it was fun to read how he developed the idea for the club. However, if you are not interested in running a small business or starting a franchise then it might not be worth your money to buy this book. I guess I had hoped to read more stories about some of his initial franchise owners and how they grew their businesses with his ideas. In that respect I found the book a little lacking in details and content to justify its cover price. But for 99 cents it was fine.

Knowing the history of the franchise and its founder has helped me understand more about the business and the passion that went into building the business. Thank you Shannon for being the business man of integrity that you are.

I am a member of 9Rounds and an entrepreneur. I was really looking forward to reading this book. But I found it very boring. I could not even finish it. I feel bad saying this, but don't waste your time.

This book kept me engaged all morning. It fascinating to picture all the ups and downs Shannon has been through. This would be a great book for anyone with a desire to rise above the norm.

This book is amazing. It is simple to read and there is so much knowledge in this book. As an aspiring entrepreneur, I can't wait to take the knowledge and apply.

Easy read, Shannon Hudson has a style that gets the point across and makes you feel that the information is coming from your friend whom you've always admired!

Great book. Inspirational quick read with very useful tips. Thank you for sharing your experiences and wisdom. I love 9Round.

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