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# Two-Brain Business: Grow Your Gym

**TWO-BRAIN  
GROW YOUR GYM  
BUSINESS**



Get your sweat equity!

**CHRIS COOPER**



## 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, and get members; keep people happier, and make more time for yourself. Chris Cooper of 321GoProject shows you how!

## Book Information

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## Customer Reviews

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 its 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.

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.

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.

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.

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.

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.

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 in 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.

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.

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