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



## Synopsis

Shannon • 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 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.

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.

Zero to 100 perfectly captures the trials and tribulations as well as the high points of entrepreneurship. It gives real advice that can be translated through many aspects of life, not only business. It is a must-read for anyone that is interested in starting a small business, a franchise system, or even just someone that needs a good read with some funny stories.

Zero To 100 is excellent. It's great to read the details of Shannon's hard work, effort, energy and perseverance that led to his fitness chain empire!

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.

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!

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