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Coronavirus for Coaches and

Gym Owners *Chris Cooper -*

Marketing and Growth

Strategies to 10X Your

Business Mark Bell's Power

Project EP. 407 - Your Brain

and Your Mind ft. Dr. Andrew

Huberman **Two-Brain Business**

Review **How Two-Brain**

Business Changed My Life:

Bellum Strength

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Figuring out how to run a

successful business on your

own is stressful, expensive,

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Volume 1 and completely unnecessary. Two-Brain Business has helped over 2,000 gym owners earn more profit and freedom. Hiring a Two-Brain Business Mentor is one of the fastest ways to grow your gym.

Business Mentorship for Gyms - Two-Brain Business
Buy Two-Brain Business: Grow Your Gym: Volume 1 by Cooper, Chris (ISBN: 9781479277919) from Amazon's Book Store. Everyday low prices and free delivery on eligible orders.

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Whether you own a garage
gym, a CrossFit Box, or a
martial-arts studio, Two-
Brain Business can help you
getrunning, get organized,

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and getmembers; keep people happier, and make more time for yourself. Chris Cooper of TwoBrainBusiness.com shows you h

Two-Brain Business: Grow Your Gym by Chris Cooper
If you have recently opened a CrossFit affiliate, are thinking of opening one, or opened one in the last couple years and are struggling, Two-Brain Business: Grow Your Gym is a book you might consider picking up. It can help you create an approach to your business and revisit your relationship with your clientele.

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Book Review: "Two-Brain
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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

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Volume 1 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.

Two-Brain Business: Grow Your Gym (Volume 1): Cooper ...

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

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Volume 1 develop a business, you need to have a plan, procedures, systems, and the ability to stick to them.

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Your Two-Brain Business
Mentoring Program Includes:
15 one-on-one phone sessions
with your own Two-Brain
Certified Mentor Exclusive
access to our private online
community where you'll meet
other like-minded gym owners
in a supportive and positive
space

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Volume 1
If Chris Cooper has a superpower, it's the ability to make mistakes faster than anyone else. Fortunately, none have been fatal, and they can help OTHER gym owners build happier lives. Chris brings a "big picture" perspective unmatched by anyone else in the industry. After thousands of hours spent one-on-one with gym owners, hundreds of blog posts and more interviews than he can recall, Chris shares his best lessons in the second edition of "Two-Brain Business." From Australia to Europe to North America, these are what Chris' clients--some of the best

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gyms in the world--are doing RIGHT. This is the follow-up to Two-Brain Business, one of the most popular fitness business books of all time. But its content is all new, with fresh stories, smart ideas and proven tactics. www.twobrainbusiness.com

Turn Passionate Ideas into Profitable Enterprises Do you dream of making a living doing what you love but find the process of creating a viable business plan like trying to fit a square peg into a round hole? Jennifer Lee knows what it's like to make the entrepreneurial leap – and how to do it successfully. The key is

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using, rather than stifling, imagination and intuition. Lee's illustrated, colorful worksheets and step-by-step instructions are playful yet practical, transforming drudgery into joy. They'll enable you to define your vision and nail down plans for funding, marketing, networking, and long-term strategy. Discover how to: *

- * Develop a financial plan with fun and flair
- * Select your circle of support to get the work done
- * Clarify your business values and goals
- * Paint a picture of your business landscape
- * Understand your competition and what makes you stand out from the crowd
- * Identify

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Volume 1
your perfect customers and
create a marketing plan to
reach them * Map out
concrete action steps to
bring your Right-Brain
Business Plan to life

There's never been a better time to be an entrepreneur, and yet finding the blueprint that can help you start or grow your business is a huge challenge. Every day, thousands of blog posts, podcasts, and videos are posted to guide and inspire entrepreneurs just like you. Why, then, do you feel paralyzed by the overwhelm of information that tells you everything but what you need to know

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right now about your business? Where should you start and what advice should you trust with your time, money, and valuable ideas? In *Volume 1* Founder, Farmer, Tinker, Thief, business mentor Chris Cooper shows you the clear path forward by breaking your entrepreneurial journey into four distinct phases. He lays out the top priorities for each phase and shows you, step by step, what to do - and what to avoid - whether you've been in business twenty years or are just getting started.

Jump Start Your Business
Brain details data-proven
methods that can make your

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sales, marketing and business development measurably more effective. What makes this book unique is that the methods detailed are backed up with hard data. They're grounded in statistical analysis of the success and failures of more than 4,000 new products and services, and more than 6,000 innovation teams. The research quantifies the impact of a back-to-basic, customer-focused approach to sales, marketing and business development. The research also uncovers news regarding how you can measurably increase effectiveness in today's super-competitive, time-

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Volume 1
compressed and overstressed marketplace. It's the perfect book for today's up-and-coming executive.

"Using Train Your Brain, in two years, I've gone from zero to a million dollars a year in my business and paid off \$30,000 in debt!" ~

Sarah Thomas, Basehor, KS

When Dana Wilde began her direct-sales business, she realized that education for entrepreneurs typically consisted of endless "how-to" explanations: how to market, how to pick up the phone, how to manage your time, how to increase bookings or sales. There always seemed to be a new

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system to learn, a new surefire method or cutting-edge technique for entrepreneurs to master. In an effort to teach her team members a better and easier way, Dana Wilde created Train Your Brain, a tested and proven system combining elements of both mindset and action ... or as Dana likes to call it, Intentional Action. What Dana discovered by using Train Your Brain is that mindset can be "taught" and that learning simple mindset strategies not only allows you to understand how the brain works but also shows you how easy it is to change your thinking and, as a result, change your

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Volume 1 In *Train Your Brain*, Dana breaks down the Cycle of Perpetual Sameness—the number one reason why most people only experience incremental change in their lives. More importantly, she also provides the much-needed blueprint to help you get off this counterproductive cycle quickly. *Train Your Brain*, with its twenty easy-to-implement “Mindware Experiments,” gives you all the necessary tools needed to get off ... and stay off ... the Cycle of Perpetual Sameness, so you can transform your life and grow your business in record time!

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A researcher and consultant burrows deep inside the heads of one modern two-career couple to examine how each partner processes the workday—revealing how a more nuanced understanding of the brain can allow us to better organize, prioritize, recall, and sort our daily lives. Emily and Paul are the parents of two young children, and professionals with different careers. Emily is the newly promoted vice president of marketing at a large corporation; Paul works from home or from clients' offices as an independent IT consultant. Their days are filled with a

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Volume 4
bewildering blizzard of emails, phone calls, more emails, meetings, projects, proposals, and plans. Just staying ahead of the storm has become a seemingly insurmountable task. In *Your Brain at Work*, Dr. David Rock goes inside Emily and Paul's brains to see how they function as each attempts to sort, prioritize, organize, and act on the vast quantities of information they receive in one typical day. Dr. Rock is an expert on how the brain functions in a work setting. By analyzing what is going on in their heads, he offers solutions Emily and Paul (and all of us) can

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Volume 4
use to survive and thrive in today's hyperbusy work environment—and still feel energized and accomplished at the end of the day. In *Your Brain at Work*, Dr. Rock explores issues such as: why our brains feel so taxed, and how to maximize our mental resources why it's so hard to focus, and how to better manage distractions how to maximize the chance of finding insights to solve seemingly insurmountable problems how to keep your cool in any situation, so that you can make the best decisions possible how to collaborate more effectively with others why providing feedback is so difficult,

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Volume 1
and how to make it easier
how to be more effective at
changing other people's
behavior and much more.

The description for this
book, *Medicine, Mind, and
the Double Brain: A Study in
Nineteenth-Century Thought*,
will be forthcoming.

In this groundbreaking union
of art and science, rocker-
turned-neuroscientist Daniel
J. Levitin explores the
connection between music—its
performance, its
composition, how we listen
to it, why we enjoy it—and
the human brain. Taking on
prominent thinkers who argue
that music is nothing more

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Volume 4
than an evolutionary accident, Levitin poses that music is fundamental to our species, perhaps even more so than language. Drawing on the latest research and on musical examples ranging from Mozart to Duke Ellington to Van Halen, he reveals:

- How composers produce some of the most pleasurable effects of listening to music by exploiting the way our brains make sense of the world
- Why we are so emotionally attached to the music we listened to as teenagers, whether it was Fleetwood Mac, U2, or Dr. Dre
- That practice, rather than talent, is the driving

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force behind musical expertise • How those insidious little jingles (called earworms) get stuck in our head A Los Angeles Times Book Award finalist, This Is Your Brain on Music will attract readers of Oliver Sacks and David Byrne, as it is an unprecedented, eye-opening investigation into an obsession at the heart of human nature.

The completely updated and expanded version of the 1987 classic hailed by parents and educators everywhere.

Throughout your life, you've had parents, coaches,

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teachers, friends, and mentors who have pushed you to be better than your excuses and bigger than your fears. What if the secret to having the confidence and courage to enrich your life and work is simply knowing how to push yourself? Using the science habits, riveting stories and surprising facts from some of the most famous moments in history, art and business, Mel Robbins will explain the power of a "push moment." Then, she'll give you one simple tool you can use to become your greatest self. It take just five seconds to use this tool, and every time you do, you'll be in great company.

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More than 8 million people have watched Mel's TEDx Talk, and executives inside of the world's largest brands are using the tool to increase productivity, collaboration, and engagement. In The 5 Second Rule, you'll discover it takes just five seconds to:

- Become confident
- Break the habit of procrastination and self-doubt
- Beat fear and uncertainty
- Stop worrying and feel happier
- Share your ideas with courage

The 5 Second Rule is a simple, one-size-fits-all solution for the one problem we all face—we hold ourselves back. The secret isn't knowing what to do—it's knowing how

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to make yourself do it. p.pl
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