

Two-Brain Business 2.0

By Chris Cooper

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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 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.

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Editorial Review

About the Author

Chris Cooper owns Catalyst Gym as well as several other companies. Called "The Most Interesting Man In Fitness," Cooper has worked one-on-one with hundreds of gym owners to build real lifetime businesses. As Chris says, "Starting a gym is easy. Keeping a gym is hard." Chris lives, writes and farms in Echo Bay, Ontario.

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