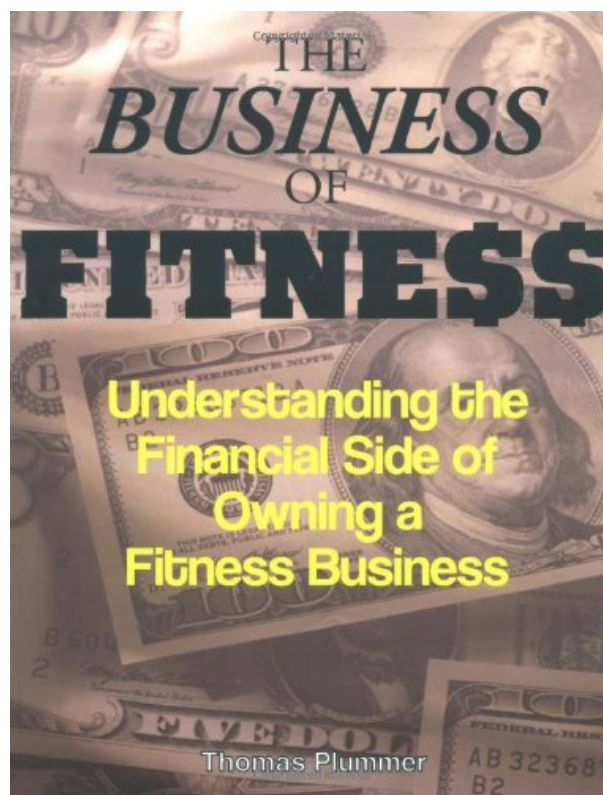
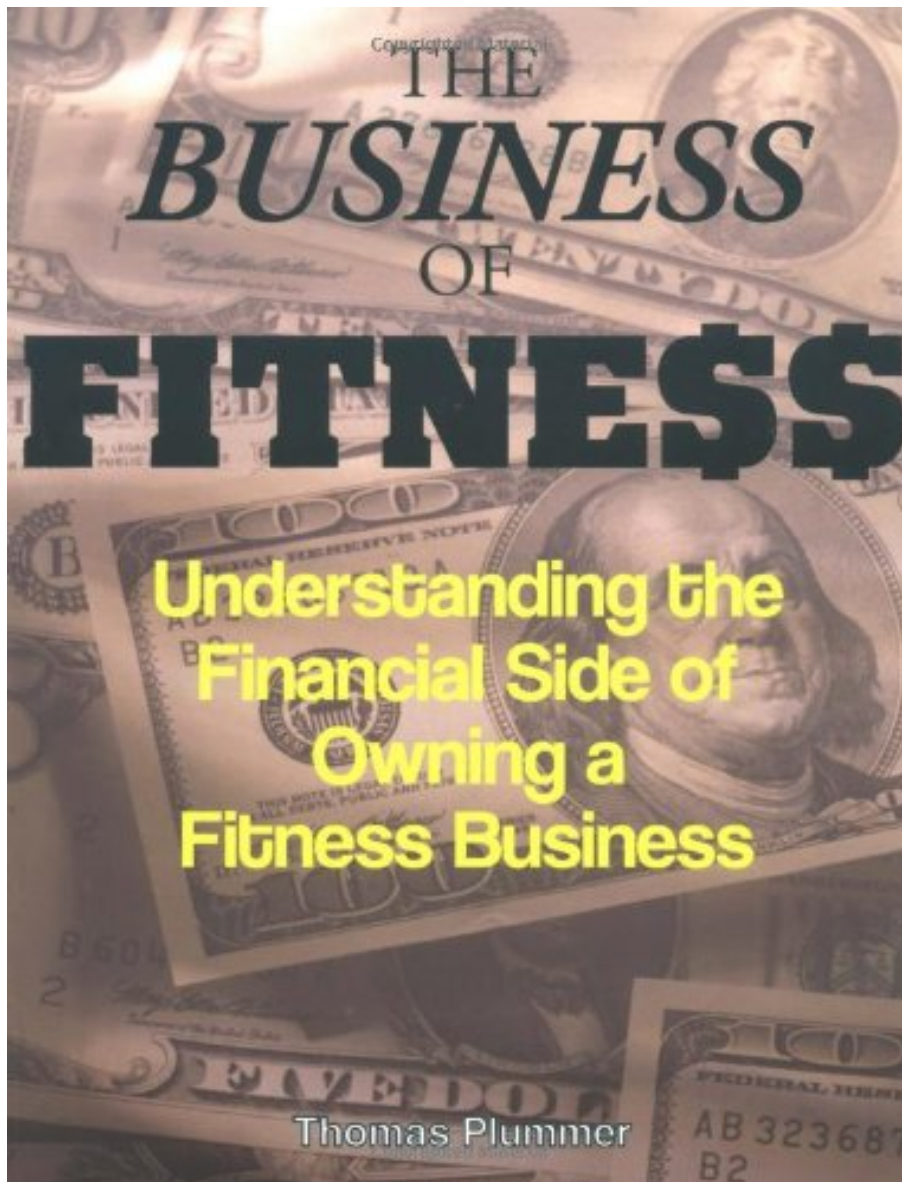


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## About the Author

Thomas Plummer has over 20 years experience in the fitness industry. He is the founder of the Thomas Plummer Company, which currently has eight full-time employees and does approximately 22 major seminars per year. Thomas Plummer presents to over 4,000 people a year, including acting as MC for special events such as the national Powerhouse convention, writes numerous articles, and does independent consulting around the country. He has recently been featured on the cover of the IHRSA magazine and Club Insider.

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By Carlos B.

I am starting a World Gym in New England. Although there were only 2 reviews for this book (very good reviews I might add), they both hit home with me. One of which was the Drapers' comments. Their gyms have an excellent reputation and seeing them praise this book was enough for me (no, I have never met the Drapers and do not know them). About me: I have a BS and an MBA (majoring in Entrepreneurship) from a top business school in MA. Therefore, I have a good knowledge base of finance, marketing, and more. I also have very good managerial skills from my profession as a Project Manager and believe I have good common sense. I read this book cover to cover. I learned something on just about every page. This book will take you from setting up pre-opening sales to having very specific checks and balances after the business is open. In addition, this book provides a full drawn out plan for you. I cannot praise this book enough. Although I have not put the teachings of this book to use, I found all of the teachings VERY informative and VERY sensible! Buy this book if you're opening a gym or have had a gym for a number of years. Well worth the \$!!!!

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Nobody better than Plummer!

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Thomas Plummer literally saved our gym business, more than once in fact. My husband and I have been around gyms for over 60 years between us, but that doesn't mean we know how to make the business end work, so when a friend recommended we take a Plummer weekend seminar, we took the plunge.

Six months and a bunch of changes later, we went back for more. A year later, we went to his week-long business school, and the following year we sent our staff to his weekend seminar.

Five years have passed and we're now selling our gym. One of the first things we did was get the new buyers to schedule themselves into a Plummer seminar. While they're waiting for one to hit the calendar, I ordered a copy of "The Business of Fitness." One of the new partners is so caught up in it he can barely sleep. The other partner's getting anxious to learn this material, so much that I had to come back and order a second copy.

Good thing. The first copy is highlighted in yellow, scribbled on and too dog-eared to share anyway!

If you're in the gym business and want to know how to compete with the big guys down the street, get a copy today and read it this weekend. No kidding!

Laree Draper

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