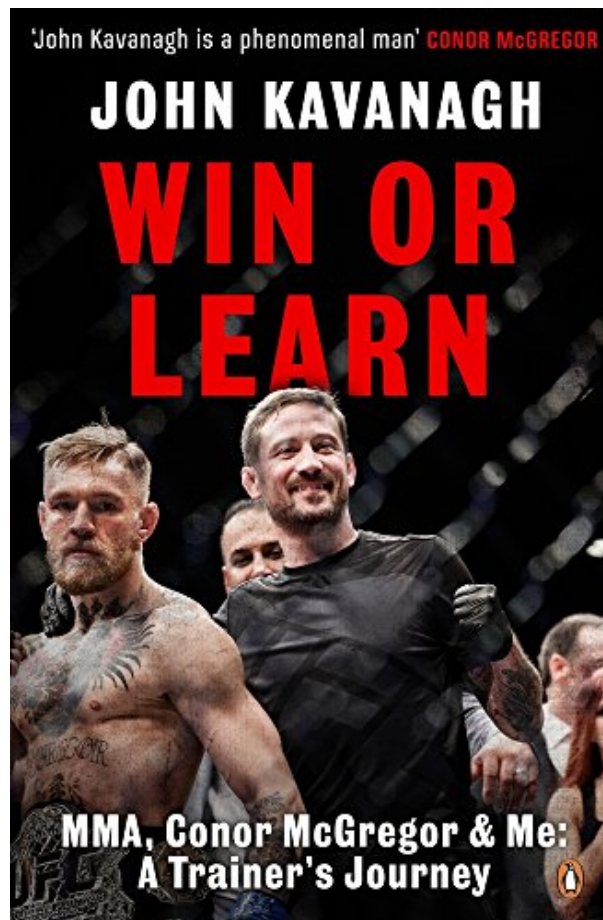
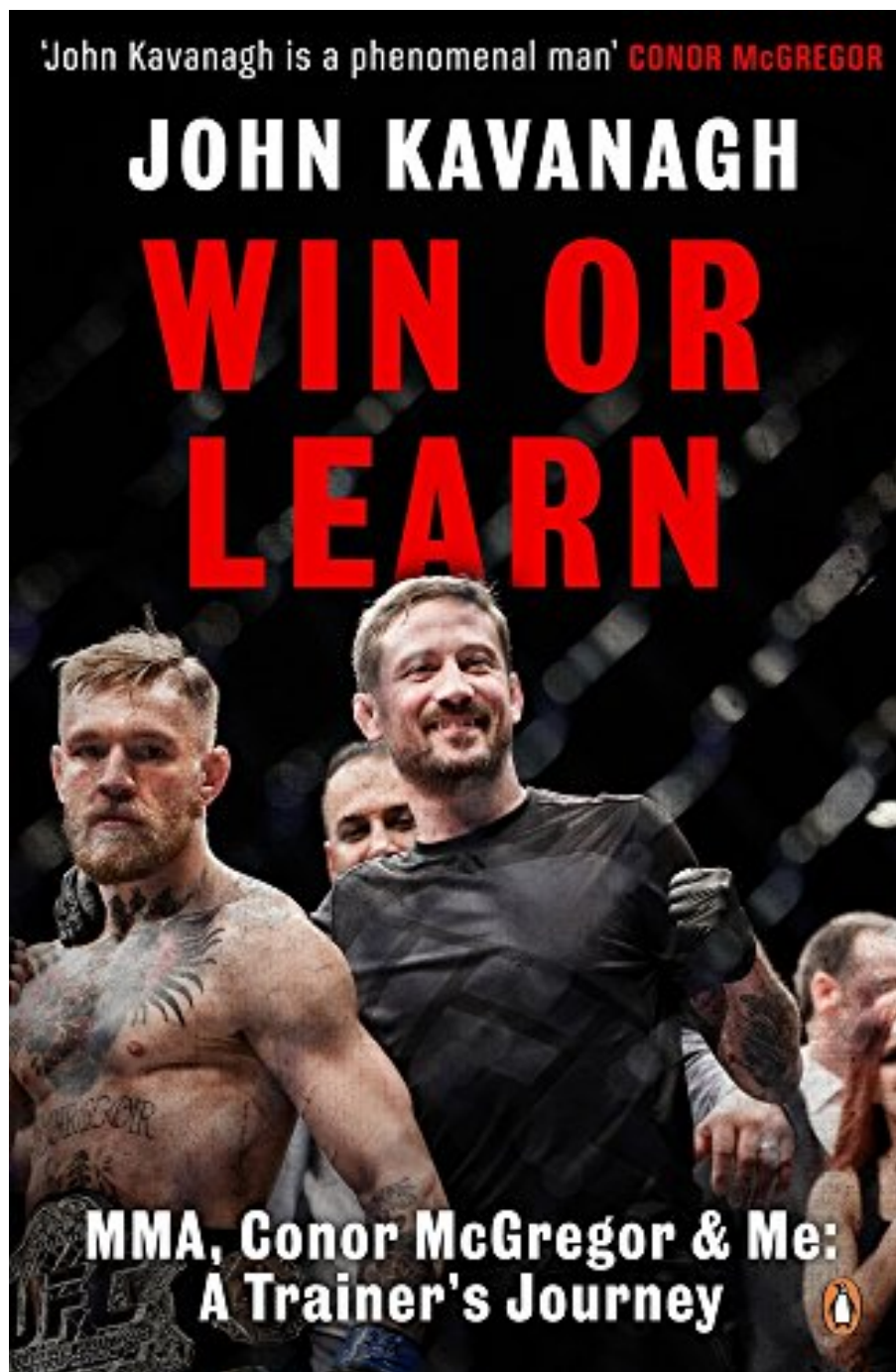


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Review

For anyone interested in following their dream to the end of the line -- Tony Parsons It kept me up well past my bedtime -- Sean O'Rourke Today with Sean O'Rourke, RTE Radio One Remarkable Irish Times Kavanagh is open and honest about his upbringing ... The journey hasn't been easy, but Kavanagh's inbuilt determination has carried him all the way Irish Examiner

About the Author

John Kavanagh is one of the world's leading mixed martial arts coaches.

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Growing up in Dublin, John Kavanagh was bullied. After suffering a bad beating when he intervened to help a woman being attacked, he decided to learn to defend himself. Before long, he was training fighters in a tiny shed, and promoting the earliest mixed-martial arts events in Ireland. And then, a cocky kid called Conor McGregor walked into his gym. Here, Kavanagh tells his own remarkable life story—which is at the heart of the story of the explosion of MMA in Ireland and globally. Kavanagh has become a guru to young men and women seeking to master the arts of combat, and as McGregor's trainer, his gym has become a magnet for fighters from all over the world. Kavanagh's portrait of McGregor is a revelation. What emerges is a remarkable portrait of ambition, discipline, and persistence in the face of years and years of disappointment. It is a must read for every MMA fan—and anyone who wants to understand how to follow a dream and realize a vision.

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About the Author

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Most helpful customer reviews

11 of 11 people found the following review helpful.

A Great Story- Regardless of whether you are a fan of MMA

By Brian

Hearing the story of SBG Ireland, Conor McGregor, and John Kavanagh told from the beginning of the story to present day from John Kavanagh's perspective made Win Or Learn a really enjoyable read. As others have noted, it is nearly impossible to put the book down once you start reading. While the media and fans in general focus primarily on Connor, there is a lot more to the story than just Connor's experience and personal struggles. The story is about John starting a gym geared toward MMA from scratch, despite having an Engineering degree and his parents thinking he was absolutely nuts, in a country that wasn't quite ready to really embrace MMA.... at the time. I think what makes their story truly special and what makes it resonate with so many people around the globe is that this is a story about a few people, through trial and immense

tribulation, overcoming the odds while chasing a dream. Not only that, the emphasis they always put on how important their fans are and the country they come from should be a model any up and coming fighter, or person in general, could learn a lot from.

The mantra of John's gym is we win or we learn; thus, the name of the book. However, by purchasing this book you do both. If you are interested in MMA or you just want to read a great story of perseverance you should consider buying this book.

3 of 3 people found the following review helpful.

Outstanding! A 'MUST' read for MMA enthusiasts

By Kindle Customer

Let me preface this by saying that i rarely finish a book. This is the first book i have finished in the past two years because every page, every chapter and every line kept me reading and turning. It's that good. After being introduced to Conor McGregor way back in the day. I was intrigued by this overly confident, cocky and cheeky guy and his history. That led me to John Kavanagh. Like any great story, including non fictional ones like Rocky. I'm always intrigued by who the trainer is. So often they are overlooked and people place a lot of attention on the fighter but i see fighting like a marriage. It's only as strong as the one beside you. In this case, Conors trainers. Anyway. This book takes you through an amazing journey that John went on. I saw a lot of myself in him as i was born around about the same time as him, and i remember what the martial arts scene was like back in those days. You learn about John, his home life, his troubles, his aspirations, his fears, his family and the ups and downs he experienced in trying to get SBG (Straight Blast Gym) going in the early days. It almost reads like a film script. I could picture in my head his upbringing all the way through to the day Conor walks into the gym and the relationship begins between the two of them. I loved the fact that he talked about his own fights, all the other fighters and their fights, depression, suicide of a fighter, overcoming emotional and physical obstacles and ultimately what LEARNING really means. I will admit when i got to the last chapter and it ended on Conor's loss to Nate and how he would learn from it, i was like. No, it can't end there. But then i stepped back and i was like. Damn this is perfection! He shows you from beginning to end both WINNING and LEARNING. We all know that Conor returns and defeats Nate, and goes on to get that belt but what he does is show you in a realistic way that MMA is not for the faint hearted. It is a beautiful sport and yet brutal at times. But that no matter what happens, you either win or learn. I take my hat off to John, that was a beautiful book and the best one that i have read in the last 10 years. This is a must for any MMA trainer, MMA fighter or just folks who are fans of the sport. 5 STARS! Much success to you John, your family, and Conor. This was super inspiring.

5 of 5 people found the following review helpful.

I did not put this book down!!!

By Luie Guopo

I am a huge mma enthusiast who pre-ordered this book. I have seen Coach Kavanaugh in videos and followed him on social media and so it goes without saying that I couldn't wait to see what his book had in store. I was not disappointed. This is an amazing story about a man who followed his dream, fell, got up and won. The writing flowed very smooth. It was straight forward but not dry. There's so much more behind Conor Mcgregor... There's SBG... And behind that, there's Coach John Kavanagh. A must read!!!

See all 63 customer reviews...

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