

# MMA

## Business

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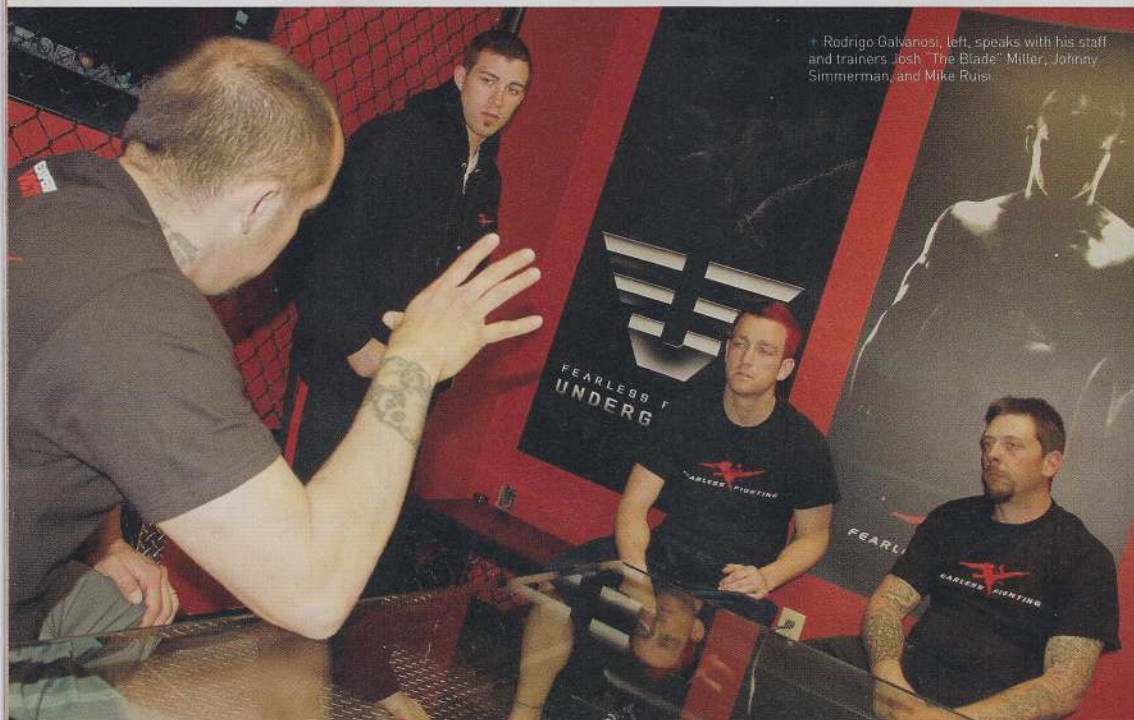
**NAME:** Fearless Fighting

**LOCATION:** Greenville, N.C.

**OWNERS:** Rodrigo Galvanosi

**YEARS IN BUSINESS:** 2

**DISCIPLINES:** Jiu Jitsu, Muay Thai, Boxing, Wrestling, Aikido, Judo, Shaolin Kung Fu, Choi Li Fut, Wing Chun, and MMA



† Rodrigo Galvanosi, left, speaks with his staff and trainers Josh "The Blade" Miller, Johnny Simmerman, and Mike Ruis.

Two years ago, Rodrigo Galvanosi opened Fearless Fighting based on his experience and his gratitude. The New York native grew up in a martial arts family, expanded his fighting skills with some street experience, then polished his talents and resume as a Muay Thai fighter and boxer. He retired with a wealth of experience as a fighter and trainer — plus the memory of a few serious injuries.

But Galvanosi knows what opened the door for him to open his doors was the work of men like Dana White (UFC President) and Scott Coker (Strike-

force President). "I'm grateful to guys like Dana White and Scott Coker," said Galvanosi, "for giving us a platform to work from. The genius of their marketing skills has made people aware of the beauty of Mixed Martial Arts."

What really spurred Galvanosi into action was urging of friends, like Dave Mirra, X Games gold-medal winning BMX rider and a Greenville, N.C. resident. Galvanosi helped train Mirra, who encouraged the fight champ to open his own gym. Market research led Galvanosi to learn that the Greenville area could use an MMA gym, and the

39-year-old opened Fearless Fighting.

"We help people reach their goals," said Galvanosi, "from fight competitions to everyday self-defense to the fitness gains from a fighter's workout. We work with each member to assess their goals, and to help them each 'Experience Victory.'"

The Greenville area has given Fearless Fighting a wide variety of clients. The metro area population is nearly 200,000 spread broadly across age groups. "We get a wide variety of the population in Fearless Fighting," said Galvanosi. "We have blue-collar

workers, executives and doctors, and even a 72-year old."

Galvanosi said potential clients come in for one of three reasons. "Most are looking for the 'MMA workout,'" he said, "where they can get a good session with maybe some sparring or grappling." Second, he adds, is the general fitness customer who is not interested in any combat but knows the fitness level of fighters today. The third reason is "women come in for self defense," said Galvanosi.

To draw them in, Fearless Fighting has used a variety of "guerilla marketing" techniques. "We've used sporting events as platforms to showcase a van which we had wrapped with an advertisement for Fearless Fighting," said Galvanosi. "We also had a custom motorcycle developed with our company logo and colors. This has been very effective to get people talking and to cre-

ate a buzz. After all this, we continue to show up at different MMA events with these vehicles and other promotional material. The crowds love the vehicles, then we take the opportunity to talk about what we do at Fearless Fighting."

Once inside, potential members will see the dedication and commitment of the Fearless Fighting staff, which currently includes four instructors working the 5,000-square-foot facility. Galvanosi is particularly proud to show clients how they can get a training plan designed just for them, including the use of gym equipment customized for members of different sizes and skill levels. He also knows how to balance the workout trends with a person's real training needs. "Many people come in wanting to learn Brazilian Jiu Jitsu," said Galvanosi, "because it seems like that is the trend right now." He or his instructors will make sure each client

completely understands that BJJ can be a great workout, but by itself it may not be the self-defense solution, or the sole answer for someone looking at MMA competition. "I try to explain this to my clients as best I can," he said, "to suit the training to fit their need."

Fearless Fighting currently has about 50 regular students, but that number is growing as more of Greenville learns of Galvanosi's experience and approach to training. He hopes to begin expansion of the current facility this year. And he has advice for other gym owners – or potential MMA gym owners. "With MMA growing, determination is your best weapon," said Galvanosi. "It is all about dedication, determination, giving all that you have and having no regrets. Never let your competition intimidate you, but develop relationships with the idea of long-term success in mind." **MMA**

