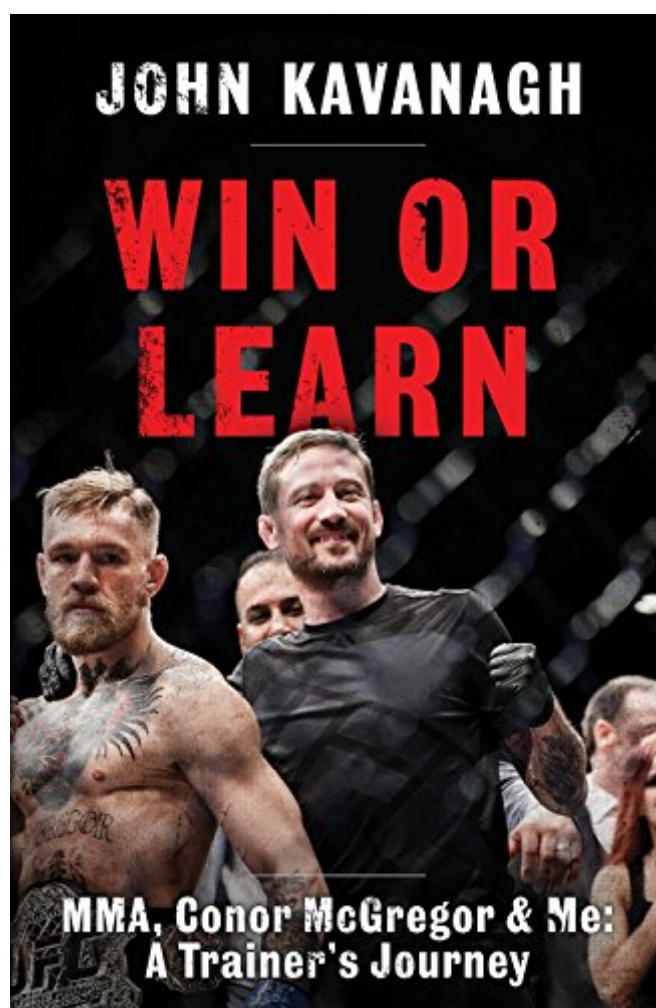


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# Win Or Learn: MMA, Conor McGregor And Me: A Trainer's Journey



## Synopsis

Conor McGregor's trainer tells the amazing story of his long road to success in the world's fastest-growing sport. Growing up in Dublin, John Kavanagh was a skinny lad who was frequently bullied. As a young man, after suffering a bad beating when he intervened to help a woman who was being attacked, he decided he had 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 ... In *Win or Learn*, John Kavanagh tells his own remarkable life story - which is at the heart of the story of the extraordinary explosion of MMA in Ireland and globally. Employing the motto 'win or learn', Kavanagh has become a guru to young men and women seeking to master the arts of combat. And as the trainer of the world's most charismatic male MMA champion, his gym has become a magnet for talented fighters from all over the world. Kavanagh's portrait of Conor McGregor - who he has seen in his lowest moments, as well as in his greatest triumphs - is a revelation. What emerges from *Win or Learn* 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 - but also for anyone who wants to understand how to follow a dream and realize a vision. For anyone interested in following their dream to the end of the line'

Tony Parsons

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## Customer Reviews

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 Conor'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.

BUY IT!! It's worth every penny, if not more (most definitely more in IMO). But beware, this one is hard to put down. John if you read this: Thank you for writing this book I learned so much about you, and Conor, and other great things I won't spoil for your readers. Once again thank you for everything. Going into details would ruin the experience of this book, so I decided to make this review short and leave anything that might spoil stuff out. Have fun with it :)

I am a huge MMA enthusiast who pre-ordered this book. I have seen Coach Kavanagh 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!!!

This is a fantastic read especially if you are in to MMA or just wanting to read about someone who started out as a shy pacifist afraid to fight and went on to be one of the greatest coaches the UFC has seen. The book is read as though Coach Kavanagh is there with you telling his story. I found no boring parts and was fascinated all the way through. It is a showing of what strong will and determination can lead to in life. I won't retell the story, just read it yourself and you will see what I mean. Highly recommended for MMA/UFC fans, people who are looking for self motivation or just anyone after a feel good life story. Well done Coach K!

An easy and enjoyable read about a coach with a dream, a kid with a dream and how they changed a sport together. Much of the book focuses of course on Conor Mc Gregor as he is the John's biggest success - some interesting stories from behind the curtain and the bright lights. Not life changing but I enjoyed it very much.

Great book depicting just one of the great coaches/people involved in the sport. The book was concise and not an extra 75-100 pages of redundancy you're starting to see more often these days. Love the Irish people!!

Very entertaining book about the Godfather Of Irish MMA. Along with the very interesting life story of John Kavanagh the book is filled with insights about Conor and his other Irish and European fighters. Definitely a worthwhile read.

As a big MMA fan, I really enjoyed getting Coach Kavanagh's insights in the sport as well all of the behind the scenes stories on Connor and the other fighters he trains. In addition I really appreciated the transparency in John's personal struggles with bullying and insecurities he dealt with as a young man. However, most importantly there is an inspiring story here as well of a man that was brave enough to pursue his passion even when it looked doubtful it would ever be financially fruitful instead of taking the easy monotonous path of no passion that far too many accept. John states that no trainer should get in the business with making a lot of money as the primary goal. Instead, you should pursue being a trainer because you love helping people and get a high when you see your students make breakthroughs. This is some salient advice to say the least and I see far too many trainers chase the dollars instead of being guided by what actually excites them. John states that he will look back on his life as a big success because he loved what he did for a living. I concur completely and no one wishes they made more money on their deathbed but far too many regret

the things they didn't do. Follow John's lead and don't let failing to pursue your passion in life be one of your regrets.

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