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KNOCKOUT



OBSCENE: Who are you?

KNOCKOUT: We are two guys with a clear vision of what's needed in the health and fitness industry today.

OBSCENE: What's needed?

KNOCKOUT: Glad you asked! A niche that we are here to fulfill. Bringing the world of Boxing thru the realms of fitness, but without the egos and arrogance that you would find in many other facilities. We bring you the excitement, dedication, and discipline of boxing.

Packaging it to be friendly, inviting, and result oriented thru our sincere friendly, clean, and energizing facility.

OBSCENE: Wow, I love that. It sounds great! However, I don't need you guys to bob and weave my first question. LOL

KNOCKOUT: Ok. We'll hit you with our jab cross combo.

ANTHONY: Ok I'll start. I came from a humble beginning growing up in a great little city called Fillmore. I fell in love with fitness my senior year in high school. As I was studying in college, I found myself always wanting to workout and I enjoyed how I felt during and after these workouts. I asked myself, "man what direction do I really want to move forward to in life,

what am I going to do with my career?" Feeling lost, not knowing what to do, a baby on the way with no clue what's next only knowing that I loved fitness and right in my hands held my future. As the next rep came in my workout, it hit me...fitness is the road to success for me. With many obstacles and adversities from my teenage years and very few role models around me, I knew what I wanted now but didn't know how to get there...So, I took a chance and started working at a fitness store on top of my other two jobs. Confirming my desire for fitness, not only for me, but to help others feel this awesome. I did not have a lot of experience in sales and working with people on a business level, although my passion and desire for success overcompensated my fears. My inexperience helped me thrive thru these hardships into the business I have now. From launching Knockout to a household name, to working directly with superstars like Will Smith and Johnny Depp on their personalized fitness needs, I'm "Building the Dream".

OBSCENE: That is amazing Anthony, great to see actions in progress. So, what's your story Henry?

HENRY: Well, I'm from a small village in Central America, ahhh just joking, but my dad is from Guatemala. My story is this: My passion for martial arts and fitness started when I was 15 years old, seeing my body get toned made me feel great. Also, witnessing a lot of injustice with abuse in homes enraged me at a young age and got me in a lot of trouble. One day my friend Franco, a multi-black belt in the arts, said "apply your energies the right way and get into martial arts to make a difference, start with yourself". So I joined a private group and got knocked my first night, teaching me two things: be humble and never judge anyone. Then, loving the discipline of the arts and how it made me feel, I turned it into a passion that fueled me for a long amazing road of fitness and business success. Learning to make a difference thru my actions rather than changing things





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that cannot be changed, creating what can be created. Hence, the launch of Knockout with Anthony. And quoting a great philosopher, Anthony, "Building the Dream."

OBSCENE: Man Henry, you're getting deep on me.

HENRY: Heck no, just taking you on a first date.

OBSCENE: Hell no, you guys are ugly, ahhhhhhhh just kidding you guys are actually pretty cool.

HENRY: Thanks coming from you that mean nothing...hehe it means a lot for real.

OBSCENE: Ok, how did you guys become Knockout?

HENRY: Well funny story, demonstrating that we really are the real deal, check it out. I was just about to receive some new fitness equipment for a gym I owned at the time. Anthony was running a fitness equipment company, which he still runs and happens to stop by to see if I wanted to buy anything. As we both then chuckled as the truck full of new equipment literally pulled up, I said, "thanks but already set for now." He then proceeded to say, "No worries, let me help you unload some of the equipment." I said, "What? You're going to help me even though you're not getting the deal?" He said, "It's all about service. I said, "Then let's rock." The beginning of Knockout was born.

OBSCENE: Where are you guys going with this?

KNOCKOUT: Launching the license of Knockout Boxing & Fitness this 2009, adding to our family of gyms and studios located in Westlake Village, El Segundo, Riverside, Oxnard, and Palmdale. WE are here to say to your great readers, Knockout is here to bring a flavor like no other. Reserve your territory today. www.KNOCKOUTWORLD.net

