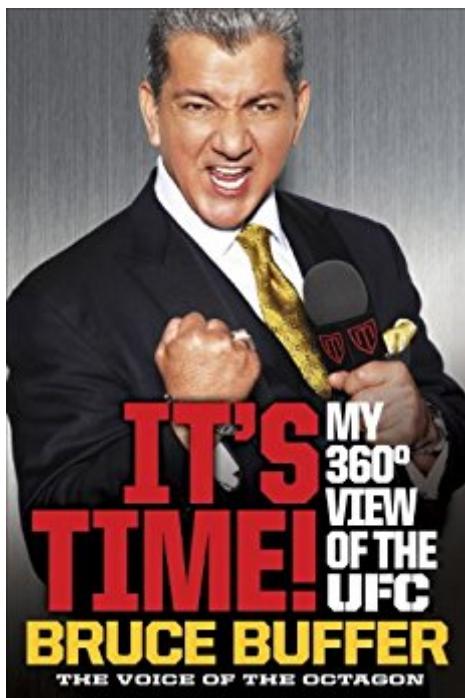


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It's Time!: My 360-Degree View Of The UFC



Synopsis

If you're reading these words, chances are that you, like me, are a fan of the great sport we call MMA. And if you're a fan, then you probably recognize my face. Yeah, that's right I'm that guy you see at every UFC match, spinning around and roaring into the microphone and getting up in fighters' grills. Okay, so I might not be the most subtle or refined announcer in the business. But I hope I communicate my passion for the sport in a way no other announcer does. I'll say it again: Passion. Because that's what this book is about. In these pages, I want to tell you about the passion that first led me to bet everything on this sport of ours, way back when MMA was outlawed in half the country and there wasn't a dime to be made on it. I want to tell you how that passion all started, with my larger-than-life father, a former Marine Drill Sergeant who, by the time I was ten, had taught me to play poker and blackjack, field-strip a Luger pistol blindfolded, and recite poetry. He was a man who thought nothing of confronting a group of thugs armed with nothing but his fists and who expected the same strength and honor from his sons. I want to take you inside the incredible brotherhood that makes up the UFC as nobody ever has before, to tell you about the bond we all share and the crazy times I've had over the years with guys like Randy Couture, Tito Ortiz, Chuck Liddell, BJ Penn, and Jon "Bones" Jones. I want to give you my Octagon-side insights on many of the big fights you remember, and just maybe, to tell you about a few memorable fights that took place outside of the octagon, too—from my own sparring match with a youngster named Royce Gracie back before the phrase "Mixed Martial Arts" even existed, to some other brawls you might've heard about. And I want to tell you about the remarkable, late-life meeting with the celebrity brother I never knew I had—a brother whose existence my parents had never once breathed a word about!—that helped inspire me to chase my own dreams of standing up in the Octagon. Surprising stuff from the guy in the fancy tux, right? And that's just the start. There's a lot you don't know about me yet. And now IT'S TIME! I told you.

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Customer Reviews

I occasionally see UFC fights as I flip thru channels but never stopped on that Channel. After reading this book, I will be stopping to view an UFC fight and listen the announcer Bruce Buffer (VOTO). I was given this book by Bruce himself at an recent Mastermind event of several entrepreneurs. Bruce spent an entire day providing an awesome amount of business knowledge and now you can receive an inside view of the world of MMA/UFC. Bruce holds your attention from chapter 1 right thru till the end and provides 16 Bufferisms throughout the book. It is an easy read and you will want to buy another copy to give to your friends. PS if you don't know what VOTO or octagon means you will by the time you finish this book.

Bruce's book is a fun, informative, and very inspiring read. I enjoyed reading about his early successes in life and how he got involved with his brother's business and created a very powerful brand. How he got involved with the UFC and the behind the scenes stories were very entertaining as well. Any fan of the UFC will love this book and anyone that enjoys learning about why people are successful will find the book very motivating as well. Bruce was also nice enough to come on a podcast I do with my friend Sincere Hogan, "The Live Life Aggressively Podcast" which was a real pleasure as well. Bruce is a no-nonsense classy guy and I wish him all the continued success.

This book is absolutely amazing!!! I love how open he is about his life and his interactions and crazy

stories with MMA legends. What I love the most is how humble he remains even after how high his fame has become. There are some very touching stories he reveals of how touched he is when people meet him and what an impact he makes on the lives of people who are honored to meet the hype man and veteran voice of the octagon. If you consider yourself an MMA or UFC fan, this is a must read because it gives an insightful view from Bruce Buffer of what it's like to share the octagon with some of the best fighters out there and his passion for his job and the sport.

I loved this book! A must read for any UFC fan! I had no idea Bruce Buffer was such an accomplished business man outside the UFC. I truly believe the success of this sport has a lot to do with people like Bruce Buffer, they do the job they do out of a love of the sport, in the beginning at least. Guys like Joe Rogan, Bruce Buffer, Chuck Liddell, Randy Couture, they made little to no money in the beginning, they did it because they love MMA as much as us fans!

Great book! As a huge fan of mixed martial arts it's great to read for anyone interested in not just the sport, but interested in a man's journey through the business world. Bruce is relatable in many ways regarding family, personal injuries, sports, and life. The man has so far led an impressive life, and it is relayed perfectly through the book. I couldn't put it down.

Anyone that enjoys the UFC and knows who Bruce Buffer is would enjoy reading this. The "Bufferisms" are from a man with experience in many different parts of life. There were a lot of great stories about not only the UFC and fighters, but a lot about Bruce's family and relationships that ring very personal and genuine. There are so many great personal moments and stories captured you get a great feeling of who Bruce is and some insight into the world of MMA and the UFC. I was able to meet Bruce in person at the UFC Fight Night 35 and he was great with fans, something he talks a lot about in his book. Thanks for the picture Bruce!

This is an informative book about Bruce Buffer, not so much about the UFC. What it tells us about the UFC we could mostly read elsewhere except for a few tame anecdotes. That's understandable in a biography though a bit disappointing in a book that promises a "360-degree view" of the UFC. "360 degree" merely refers to when Buffer once spun around in the ring. (Whether Buffer's antics help or hurt the UFC as a matter of opinion; the book assumes, though, that they are a center of attention.) The information about Buffer, though, completely changed my opinion of him. I had thought him a buffoon trading on his brother's name. He is instead a salesman. He worked in, ran,

and owned (as I understand it; the book avoids giving many details) boiler-room sales operations. He then discovered that Michael Buffer is his half-brother and convinced him to let Bruce market him. Success at those, and a martial-arts hobby, led him to sell himself to the early UFC as an announcer. This book is mostly about Bruce the announcer but that's not his day job. Like any good salesman Buffer has an ego as big as all outdoors and is quite comfortable with it. He is clever and talented, his life has been a string of successes, he is rich and has fancy cars and hangs out in beautiful places with famous people, he has pithy aphorisms (taken from his father, he suggests, and set out in lists) about how to live life. We expect and forgive that sort of thing in this sort of book. It is not intended to be introspective or critical; it is an entertaining, if saccharine, story for fans and followers. The prose is breezy and conversational. I do not see a co-author listed (there is a lengthy list of credits; I may have missed a reference there) but a professional hand was involved at some point. The book rather goes out of its way to be G-rated; apparently the intended audience is largely juvenile.

Ok book. I was not expecting a masterpiece. If he focused on items other than how great he is, it would have been a better read.

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