

# Elliot Zissman, director of Totally Fitness is a Young Gun 2007



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Industry: [Retail](#)

**Press Release Summary: Elliot Zissman, director of Totally Fitness, has been picked to be one of this year's Growing Business Magazines Young Guns**

Press Release Body: **Elliot Zissman, director of Totally Fitness**, has been picked to be one of only 30 business men and women who are picked each year out of thousands of entrants to receive this prestigious award. **Young Guns** are recognised for their outstanding entrepreneurial skills and business wit. Described by **Growing Business Magazine** as, "**the hottest entrepreneurial talent the UK has to offer**", Elliot could not hide his delight at being one of the skilful few who got through the difficult selection criteria.

The director of [Totally Fitness](#) along with the other **2007 Young Guns** celebrated their success at the stylish **Kensington Roof Gardens** where a champagne reception and 3 course lunch were held, along with a photo shoot for the talented entrepreneurs. Elliot said "*I am delighted to be here today, not only have I met some of the most gifted people across a selection of industries, I have picked up tips I feel can be applied to **Totally Fitness** to further grow and expand the*

*business. This recognition is testament to all the hard work the team at **Totally Fitness** put in on an everyday basis, without them I wouldn't be here and Totally Fitness would not be where it is today."*

**Young Guns** is now in its 5 year and from the beginning has aimed to celebrate the most outstanding crop of young entrepreneurs the UK has to offer. Only 30 make the list and there are no repeat appearances, meaning each year's class joins their illustrious alumni.

To be able to apply there are certain criteria the bright young things need. **Young guns** should be no more than 35, must be running their own business and employing more than 5 staff. Tick all those boxes and an entrepreneur may be able to apply. Above this though, to qualify to be considered the entrepreneurs must be able to prove they are innovative, unique, have outstanding performance and have evidence of fantastic growth. In five years Elliot along with his team have helped to grow the business at an incredible rate, sales have increased 20 times from when Elliot started.

**This is now the third major award achievement that Totally Fitness has been honoured with to date. In 2004 Elliot and Oliver Zissman were awarded with the Young Entrepreneur of the year award. In July 2007 Totally Fitness were highly commended in the National Business Awards. October 2007 saw Totally Fitness in the top 20 of the Bank of Scotland entrepreneur challenge and now the icing on the cake is the Young Guns recognition.**

**Web Site:** <http://www.totallyfitness.co.uk/>

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