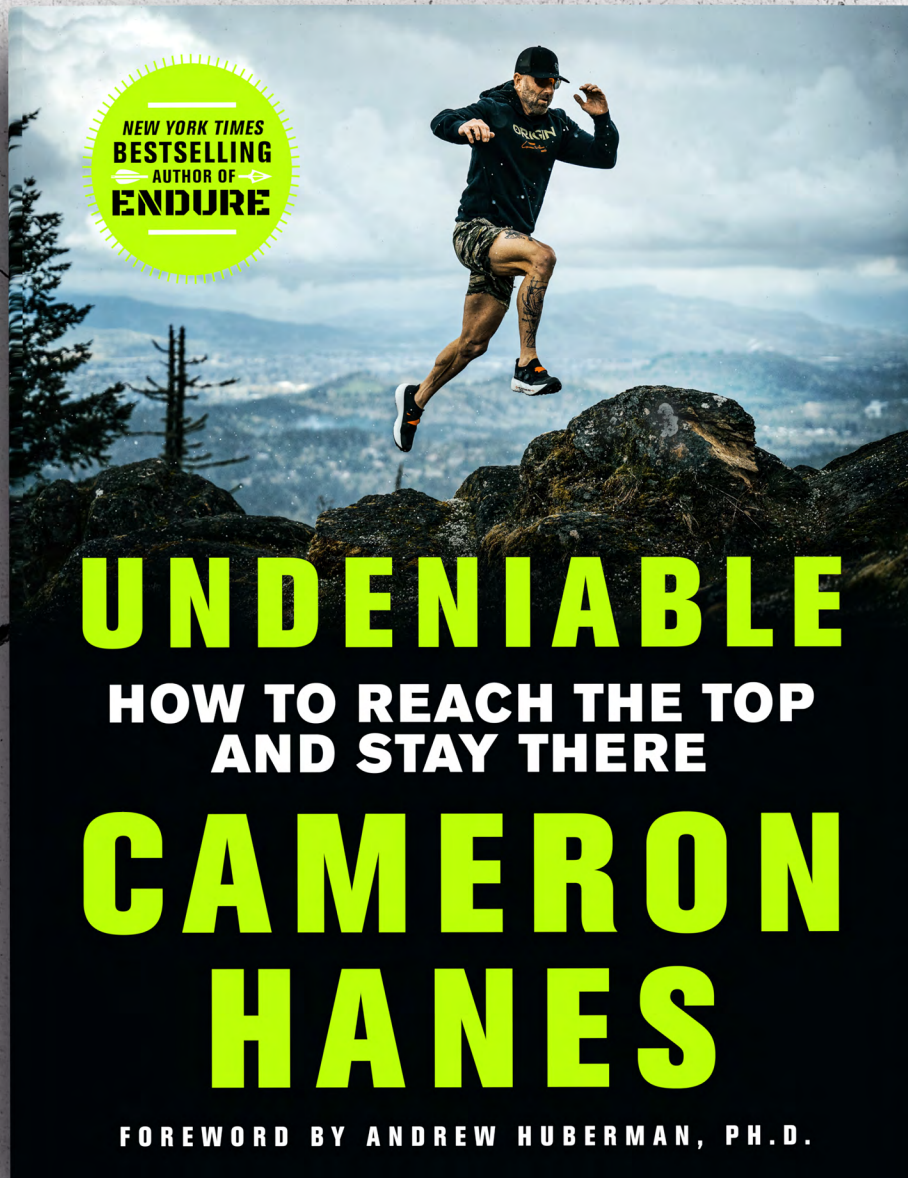


**NEW YORK TIMES BESTSELLING AUTHOR CAMERON HANES
MASTERS THE MINDSET OF RELENTLESS DRIVE,
SHOWING YOU WHAT IT TAKES TO
BECOME UNDENIABLE**



You become the best at what you do by learning from others. That is how bowhunter and ultramarathoner Cameron Hanes approaches each day in his pursuit for greatness in this essential guide to finding success.

On Sale 5/6/25 | Non-Fiction | Hardback: 978-1-250-36594-1 | 336 pages | 7" x 9" | \$35.00/\$47.00 Can.
eBook: 978-1-250-36595-8 | \$16.99 | Digital Audio: 978-1-250-39824-6 | \$26.99

ENDURE TO SUCCEED. BECOME UNDENIABLE.

Endure, Cameron Hanes' *New York Times* bestselling debut, demonstrated how to push beyond your physical limits to improve yourself. In *Undeniable*, Hanes brings together outliers of today—men and women who are experts in their field—to share their unique and motivating perspectives on reaching the pinnacle of success and remaining there.

Undeniable will also feature a foreword from American neuroscientist and podcaster, Andrew Huberman, Ph.D.

Also featuring interviews with:

Joe Rogan · David Goggins · Chris Williamson
Andrew Huberman · Natalie Eva Marie · Jelly Roll
Aaron Rodgers · Courtney Dauwalter · Tulsı Gabbard
and more!

The Breakout Nonfiction Bestseller of 2022!



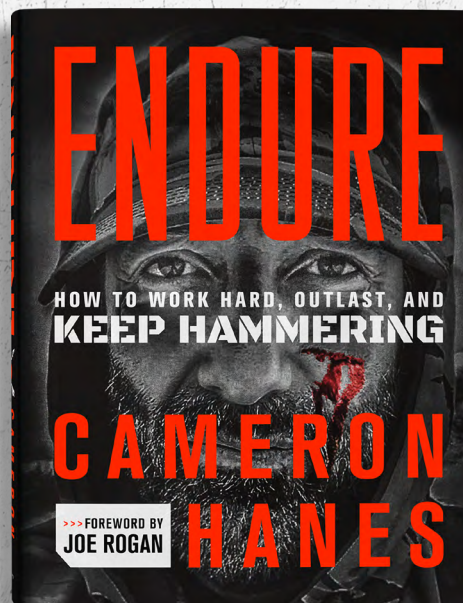
- 2 Weeks on the *New York Times* Bestseller List •
- 388K+ combined LTD sales (as of 7/27/24) •

Hardcover: 95.1K+ copies

eBook: 14.9K+ copies

Digital Audio: 277.8K+ copies

Featured on the Joe Rogan Experience, JOCKO Podcast, SOFREP, MeatEater Podcast, Mind Pump Podcast, and in the *New York Post*, *New York Daily News*, *Runner's World* and more!



UNDENIABLE GROWTH ACROSS SOCIAL MEDIA

THEN
1.8MM
FOLLOWERS



NOW
2.7MM
FOLLOWERS

UP 50% ACROSS ALL SOCIAL CHANNELS

THEN (2021)

-  /CamHanes (431K followers)
-  @CameronHanes (51.5K followers)
-  @CameronRHanes (1.1M followers)
-  /CameronHanes (278K subscribers)

NOW (2024)

-  /CamHanes (474K followers)
-  @CameronHanes (57.9K followers)
-  @CameronRHanes (1.7M followers)
-  /CameronHanes (490K subscribers)
-  @CameronHanesOfficial (5.7K followers)
-  @KeepHammeringCollective (2.8K followers)



+43,000
NEW FOLLOWERS
+9.9% GROWTH



+6,400
NEW FOLLOWERS
+12.4% GROWTH



+600,000
NEW FOLLOWERS
+54.5% GROWTH



+212,000
NEW FOLLOWERS
+76.2% GROWTH



+8,500
NEW FOLLOWERS
+100% GROWTH

#KEEPHAMMERING

633,000 POSTS
ON INSTAGRAM

162,300,000 VIEWS
ON TIKTOK



KEEP HAMMERING COLLECTIVE

PODCAST

4,400,000+ UNIQUE ALL-TIME DOWNLOADS

317,000+ UNIQUE MONTHLY DOWNLOADS

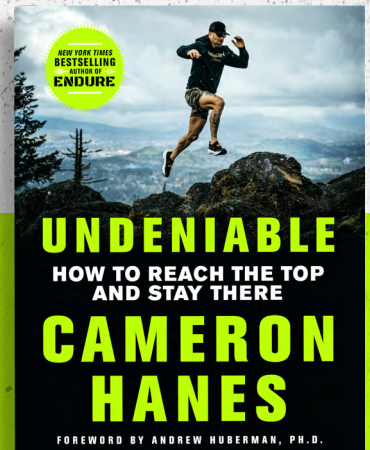
300,000+ SUBSCRIBERS TO THE KEEP HAMMERING
COLLECTIVE NEWSLETTER

- Audio podcast and video series featuring interviews with outliers who have accomplished extraordinary things to help listeners and watchers find motivation in their everyday lives.
- 88 episodes to date featuring interviews with track athletes, MMA fighters, NFL Super Bowl champions and experts in a wide range of other disciplines.

LIFT **RUN** SHOOT

MOTIVATION // INSPIRATION

- Short form video series in which Keep Hammering Collective podcast guests join Cameron for a day of lifting, running, and bow shooting.
- Launched in 2023, there are 43 videos in the series to date with a combined 5.9M views; average view per video is 145K.
- Notable guests include: Aaron Rogers, Tulsi Gabbard, Courtney Dewaulter, Des Linden, Eva Shockey, Katie Knight, Max Theriot, Chris Williamson and more!



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OUTLIERS IN UNDENIABLE



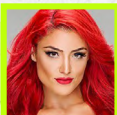
JOE ROGAN Podcaster
📷 @JoeRogan (19.3M followers)



DAVID GOGGINS Retired U.S. Navy SEAL
📷 @DavidGoggins (12.5M followers)



ANDREW HUBERMAN Neuroscientist
📷 @HubermanLab (6.8M followers)



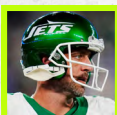
NATALIE EVA MARIE Actress & Wrestler
📷 @NatalieEvaMarie (6.1M followers)



COWBOY CERRONE Former Boxer
📷 @CowboyCerrone (4.3M followers)



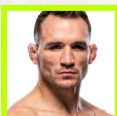
JELLY ROLL Grammy-Winning Singer & Rapper
📷 @JellyRoll615 (3.3M followers)



AARON RODGERS NFL Quarterback
📷 @AaronRodgers12 (2.2M followers)



CHRIS WILLIAMSON Podcaster & YouTuber
📷 @ChrisWillx (2.1M followers)



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📷 @MikeChandlerMMA (1.9M followers)



RICH FRONING JR. CrossFit Athlete
📷 @RichFroning (1.4M followers)



TULSI GABBARD Former U.S. Representative
📷 @TulsiGabbard (1.2M followers)



NICK BARE Founder, Bare Performance Nutrition
📷 @NickBareFitness (1.2M followers)



DALE BRISBY Bull Rider & YouTuber
📷 @DaleBrisby (1.1M followers)



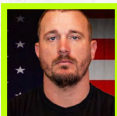
COURTNEY DAUWALTER Ultramarathon Runner
📷 @CourtneyDauwalter (631K followers)



MIKE GLOVER Former Green Beret
📷 @Mike.A.Glover (458K followers)



REMI WARREN World-Renowned Hunter
📷 @RemiWarren (397K followers)



DAKOTA MEYER Retired U.S. Marine
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NEDD BROCKMANN Long-Distance Runner
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DEREK WOLFE Former NFL Player
📷 @DerekWolfe_95 (305K followers)



EVAN HAFER Founder, Black Rifle Coffee Co.
📷 @EvanHafer (251K followers)



SALLY McRAE Mountain & Ultra Runner
📷 @YellowRunner (231K followers)



LEVI MORGAN World Champion Archer
📷 @BowLife_Levi (196K followers)



KEN RIDEOUT Marathon World Champion
📷 @Ken_Rideout (95.4K followers)



KATIE KNIGHT Fitness Coach
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KIP FULKS Co-Founder, Under Armour
📷 @13PacificWaves (49.2K followers)



BRANLIN SHOCKEY Filmmaker
📷 @BranlinShockey (36.5K followers)



TAYLOR SPIKE Long-Distance Runner
📷 @TSpike2 (23.3K followers)



MICHAEL WADDELL TV Personality
📷 /BoogerBottom (805K followers)