

New Book By GoDaddy Founder Reveals The Untold Story of His Traumatic Life and Explosive Success

FIRE IN THE HOLE! by Bob Parsons with Laura Morton

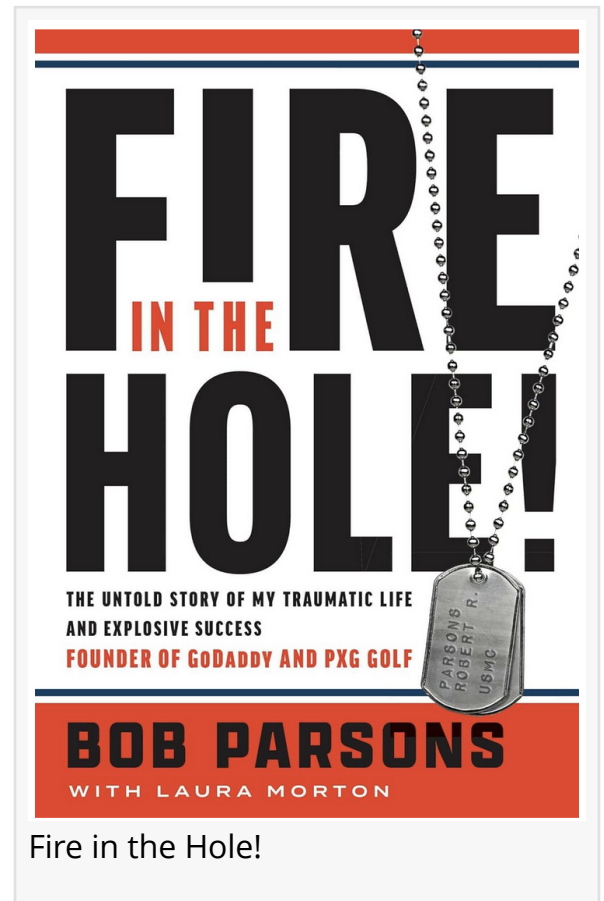
UNITED STATES, May 6, 2024 /EINPresswire.com/ -- Everybody has heard of GoDaddy, but how many people know the real-life story of the highly successful, philanthropic, and colorful man behind the company? For the first time, GoDaddy and PXG founder [Bob Parsons](#), in a highly confessional account, shares the story of his life, from his humble upbringing to his meteoric rise as one of early tech's pioneers.

[FIRE IN THE HOLE!](#) The Untold Story of My Traumatic Life and Explosive Success (Forefront Books) by Bob Parsons is an unflinching yet inspirational account of his path to success, from a hardscrabble childhood to his combat service as a U.S. Marine during the Vietnam War – and beyond.

A descendant of coal miners, Parsons grew up in the 1950s in a blue-collar, working-class neighborhood in East Baltimore. Money was tight, given his parents shared a mutual fondness for gambling and were not particularly good at it. In his book, Parsons talks about the financial struggles his family faced, as well as the emotional neglect he experienced as a boy.

He writes: “We were just getting by when Pop’s business failed ... my dad racked up so much debt from gambling and credit cards that everything came tumbling down. In the end, he practically gave the business away. And, when he did, we went from not having much to having nothing. I mean absolutely nothing.”

An admittedly so-so student, he recalls the struggles he faced in learning, as well as the corporal punishment dished out by Catholic school nuns. But his early experiences reveal an innate resiliency that got him through a harrowing tour of duty in Vietnam, his early years at his first



company, Parsons Technology, as well as his bold business decisions that would eventually make him one of the wealthiest people in the world. With a net worth of \$3.6 billion, Parsons is No. 314 on the Forbes 400 2023 list of the richest people in America.

He's an everyman who has made it. He's authentic. And his reflections on life, business, and giving back are heartbreaking, heartwarming, humorous, and inspiring.

In the book, Parsons:

- Shares how he survived his grueling tour of duty in Vietnam with the U.S. Marines infantry.
- Reveals the struggles he has faced throughout his lifetime because of PTSD, as well as the efforts he has made to treat it, including novel therapeutic uses of psychedelics.
- Offers the lessons he has learned during his career, from the launch of his first business, Parsons Technology, to the creation of his present-day business empire, which includes YAM Worldwide and Parsons Xtreme Golf (PXG).



Bob Parsons

The book has already garnered praise from many high-profile celebrities:

“

Bob Parsons is an American original. He is a visionary and inspiration and has the stories to prove it. *Fire in the Hole!* is as interesting and outrageous as the man himself.”

*Rob Lowe, actor, producer,
author*

“I can't sing the praises of this book enough. You'll see the man behind the extraordinary success and the heart inside that man.” —NICK JONAS, award-winning actor, singer, and songwriter

“I have learned so many life and business lessons from Bob, and I am sure you will too!” —DANICA PATRICK, former professional IndyCar and NASCAR driver, first woman to win an IndyCar Series race

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inspiration and has the stories to prove it. *Fire in the Hole!* is as interesting and outrageous as the man himself.” —ROB LOWE, actor, producer, author

“*Fire in the Hole!* is not your typical memoir. It's hilariously funny, heartwarming, inspiring, and authentically Bob throughout. Get ready to laugh, cry, and be amazed by the incredible journey

of Bob Parsons!" —JADA PINKETT SMITH, talk show host and actress

Since 2012, Parsons and his wife, Renee, have donated nearly \$300 million to more than 96 charities and organizations worldwide. Having suffered from PTSD, he works to find new and effective treatments for himself and others. He strongly believes in paying it forward. And he is always moving forward, creating new companies, and re-creating himself. FIRE IN THE HOLE! encourages readers to dream big and imagine all that's possible – even if the cards seem stacked against them.

FIRE IN THE HOLE! is available on [Amazon](#) and other popular retail outlets where books are sold.

BOB PARSONS lives in Scottsdale, Arizona, where, among other things, he owns one of the country's largest Harley-Davidson dealerships. Parsons is the CEO and founder of YAM Worldwide, which is home to his entrepreneurial ventures in the fields of motorcycles, golf, real estate, finance, marketing, innovation, and philanthropy. He is a U.S. Marine Corps Vietnam veteran and a recipient of the Purple Heart Medal, Combat Action Ribbon, and Vietnamese Cross of Gallantry. He attended college at the University of Baltimore on the G.I. Bill and graduated magna cum laude. His alma mater presented him with an honorary doctorate in 2008 and named him Distinguished Entrepreneur in 2010. Visit bobparsons.com.

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