

Jaime: Welcome to Eventual Millionaire! I am Jaime Masters, and today on the show, I have Don Williams. I've been waiting to interview him for a really long time. He's owned over a dozen companies. You can check them out at donwilliamsglobal.com. Plus, he has a new podcast called The Proven Entrepreneur. And one of his books is called Romancing Your Customer, which I absolutely love. Thanks so much for coming on the show today, Don.

Don: Jaime, thank you so much for having me. I've been waiting with baited breath for this opportunity to be on your show. I am grateful. Thank you so much!

Jaime: Well, we'd better deliver then, right? We've both been waiting forever. Thank you.

Don: We have. Lots of pressure. Lots of pressure.

Jaime: No kidding. So, when it comes to romance – it's funny, everybody's like, "Romance is dead." But I mean, nowadays, let alone dating online, but customers are metrics nowadays. So, tell me a little bit more about romancing your customer.

Don: So, great question, and thank you so much. So, a couple years ago, I took 30 years-worth of customer experience. Experience, okay? 30 years, I've worked for Fortune 500 companies on marketing and sales, and customer insurance. And so, I see business from the metaphor of romance. And so, from first glimpse to, "I do" is very parallel to marketing and sales. Yeah, and, "I do" is very parallel to onboarding with clients, signing the contract, bringing in the cash register, taking the order. And then, for those of you that are married, you know that that is a little different relationship than the dating relationship.

Though guys – I'm talking to you here – pull a little bit of that romance across the line, if that will serve you very well. And so, customer experience is a lot like marriage. And then, for your family, love is the same thing as your company culture. And then, the hardest person to romance, the biggest challenge, is always self-love, self-care, and can I be a great leader if I don't take great care of myself? And the answer is no, you cannot. And so, I just see – and have forever – business from that metaphor. And if you will take some of the principals from romance and apply it to your business, you will see literally the magic happen. And it's not that hard.

It's just not that hard. And so, in my consulting practice, I tell customers, "If you wanna win a lot of business, all you have to do is beat your competition, and they're not that good."

Jaime: All right. They're not that good.

Don: And they're not.

Jaime: I love that analogy though. It really sort of breaks it down to the nuances. But it also sounds like a lot of work. 'Cause dating and marriage can also be a lot of work. So, how do you determine, especially with the time that you have, what you really pay attention to, especially first?

Don: Great question, and here's the easiest answer: Begin to see things from the other person's point of view. So, I don't care who that other person is. Prospect, customer, teammate, spouse, child, friend, mate. Makes no difference. When you see things from the other person's perspective, you'll begin to practice romance.

Because for most of us, even entrepreneurs – I've been an entrepreneur for 35 years, and I'm very active in the entrepreneurial community – our greatest endeavors were not an acquisition. It was not a hire. It was not a campaign. The greatest endeavors of my life – and I'm gonna guess yours too – were affairs of the heart. And so, when you apply that passion to your business, it's almost impossible not to have huge dividends.

Jaime: It's funny, 'cause I always look and see the other person's side. My kids actually get mad at me, 'cause I'm like, "Well, they probably think this." And they're like, "Mom, listen to me sometimes," right? It's hard to visualize what other people are going through or thinking without sort of taking the time to do it. Do you have any tips on how to do that?

Don: Yeah. No. 1 tip, ask. They'll tell you. Yeah, they'll tell you what's important to them. Just ask. I mean, I make most of my living, and have for years helping people do more business. Increase sales. And one of the easiest things you can do is quit using declarative statements like you're the holder of supreme knowledge from the universe and start asking questions. Statements tell, questions sell. And so, just ask them, "What's important to you? How would this have to look? How do you feel?" Not what do you think.

Jaime: Mm-hmm.

Don: “How do you feel.” And you’ll be on the path. It would just happen. So, see things from their perspective. Our own perspectives are almost irrelevant. And that’s hard, because we wanna put self first. That’s human nature. But that’s not great leadership. That’s not great selling. That’s not great marketing. That’s not a great team culture. Our job really should be to determine and cast that vision, get the best people on the planet to enable it, and support them. Give them every tool they need to go get the job done for us.

Jaime: I know as a company starts growing and growing and growing, the CEO sort of gets farther and farther away from the customer, right? And that sort of disassociation starts to happen. So, what methodologies do you use especially as somebody’s growing, that the team can start asking as a templated thing, or as a commonality, instead of it being like, “Oh crap, I forgot to do that, ‘cause I haven’t talked to customers in forever?”

Don: Well, that’s good. And they, I’m learning. I wish I had all the answers. I don’t have all the answers. But I got to meet with Ari Weinzweig from Zingerman’s last week, okay? Kind of cult favorite business. Super super cool guy. I’ve always felt like entrepreneurs were rebels. He thinks we’re anarchists, and I actually like his term better.

Jaime: I just cackled. So, yes, it totally is.

Don: Yeah. I think “Rebel” might be a little too gentle for the average entrepreneur. But one thing he shared that hit me right between the eyes is he said either he or Paul – they own 12 businesses in Ann Arbor, Michigan, starting with the Zingerman’s Deli. World famous deli. And he said either he or Paul handles new employee orientation for every class. I was like, “Wow!” And so, yesterday, in one of my businesses, we onboarded six people in a training class, and I stepped down three or four levels and said, “Hey, I’m gonna run first-day orientation today.” And I’m embarrassed to say this. It’s probably been 20 years since I did that. I know it’s been 20 years.

It may have been 25, but for sure it’s been 20. And you know what? I learned some things that I didn’t know, I refreshed some things I knew but have not thought of in 20 years, and I found a couple things that – at the end of the day, when we did our post-mortem with the person who normally does that job, I was like,

“You know, and this and this this.” We have to do better at that. We’re not doing that. We’re not romancing our new employee. And if we want people to give us their very best, I need to give them my very best, and they’ll reciprocate.

Jaime: A million times yes. I love that you just explained how you’re like, “Oh, I learned something from someone else, and then I just implemented it right now too.” ‘Cause we don’t know everything. And there’s unfortunately, or fortunately, there’s always room for improvement on everything. Which is kind of annoying sometimes too. How did you determine to take your focus away from what you probably already had on your plate, and then shift it to this?

Don: Well, I have a full day today, because I didn’t do any of my normal stuff from yesterday. But it was good. And so, it was good for the new staff, and good for the person who normally handles that orientation. And it was good for me. And so, to kind of go back to your original question, I would say go find out yourself. Go look at it. Go talk to them. Go see what they’re actually doing, and you’re gonna find some things that you can probably do better. And I’m not being derogatory or critical in any manner, but you probably are gonna find things you can do better. And we know it’s not about perfection. It is about progress. And so, I like the whole concept of the one percent.

Be the one percent, improve one percent, strive to be the one percent. I don’t care how you look at it, it’s just a good concept. Be at the front of the line. Be better leaders. And we used that term a lot lately. I mean, there are so many books on leadership. Good grief. But a lot of these self-acclaimed “Leaders” have no followers. And it’s like, “Now can you really be – I’m pretty sure – And I’ve not looked it up. I should – I’m pretty sure Webster’s dictionary would say something to this effect: You must have at least one follower. And if you do not, you are not a leader. And as entrepreneurs, we’re leading one way or the other. Good, bad, or indifferent.

There’s no tie games. You cannot tread water. You’re either moving the ball forward, or you are floating backwards. And so, it was interesting. Like I said, I’m a 35-year-old entrepreneur, founded a dozen companies. Some have been wildly successful. A couple true duds. Our companies were probably fine. I was a dud. I didn’t get the job done. And then, some in the middle. But when Ari shared, “We do every new employee orientation,” I was like, “I can do that. And probably, it would have a huge impact on people

that are joining the team.”

Jaime: Yeah and getting back into it. I think that’s what’s so tough, is that this day and age, we’re all talking about outsourcing, and getting away, and then going on vacation forever. Which again, lot of entrepreneurs need vacation, don’t get me wrong. And we sort of pull ourselves away from the “Messy work,” or the “Admin work” or the stuff that you have people for. And so, having no ego and being able to sort of slide into every role – not that you have to every single time – but being able to do that, and admitting to yourself that you’re probably not as good as you probably could be, right?

Don: Yeah.

Jaime: Thank you Don for actually admitting that on camera, right?

Don: Absolutely.

Jaime: I mean, it’s a lot. We’re not good at everything, and admitting that, and trying to get better, like you said, is sort of that first step. Yeah, go ahead?

Don: Go ahead.

Jaime: No, please.

Don: Oh. So, I’m a big proponent of travel. Pre-COVID, in the 12 months before COVID, my wife and I were out of the country 60 days, and out of town another 30. So, we were home 75% of the time. My primary business fortunately, I can do anywhere. And so, during normal times, I choose to do typically from a beach. And I don’t like to go back. I’ve been to some of the best beaches in the world. I don’t like to return. And somebody asked me, “Why not?” And I was like, “Well, when I’ve hit them all, I’ll start over again.” And so, I do think as entrepreneurs, it’s easy to fall into the trap of being busy.

Jaime: Mm-hmm.

Don: And you can work 20 hours. If you’re an entrepreneur, I assure you, your thing-to-do list can take 20 hours, and then be another 20 tomorrow, and the next day, and the next day. But as leaders, I know that we should only do our highest leverage activity, and somebody should do everything else. But that doesn’t mean that

something as important – and it took Ari sharing it – something as important as onboarding new people, maybe that’s one of my highest-leverage activities.

Jaime: Yeah.

Don: Being certain that new teammates have an exceptional experience. Which that’s all romancing your customer’s about, is delivering exceptional experiences to other people.

Jaime: Well, and when we look at digital marketing – ‘cause there’s a lot of tactics, and all those. And unfortunately, some of it’s skeezy, where they’re trying to squeeze that romance period as fast as humanly possible to get to “I do,” right? So, what is the length of time? Does it have to be a time thing? Is it a connection point thing? What is the actual length? Or is it a level of depth? Tell me a little bit more about how you can even get to, “I do,” and if we should try and do it quicker or not.

Don: So, great great question, and my buddy Nicholas Kusmich, who is probably the No. 1 Facebook ads guy, on this planet anyway, he – what’s he call that? “Sex with strangers,” he said now. And of course, obviously, there’s some shock factor in that statement, but he said, “Just like you would not have sex with strangers, it’s probably equally unrealistic to expect people to buy big-ticket items from you as strangers, and you should give into a relationship before you ask.”

And so, I mean, you have to test to kind of find out the right cadence. Maybe it’s give, give, give, ask. Maybe it’s give, give, ask. It’s gonna be different on different product services and experiences. But the principal remains common: Give first, ask second. And a couple years ago, I wasn’t even on social media. I was like the last guy in America to be on Facebook even. And the last guy to have a cell phone, and the last guy – I mean, I’ve been the last guy to watch –

Jaime: Now you have a podcast! You can’t say that! You’re before other people right now.

Don: Well, yeah. So, what they told me the other day is Apple has at one time hosted over 2,000,000 titles, of which about 500,000 are active.

Jaime: Wow!

Don: So, that means three out of four didn't make it. Or quit for whatever reason. They're not still going. And then, out of that, they're new and noteworthy, okay? I think that's less than one percent. And I help with them.

Jaime: And you hit it, by the way. So, you didn't have to, and you hit it, by the way. So, congratulations.

Don: Thank you so much, and a big thank you to my marketing and tech team. I absolutely have the easiest role. I just talk. And I'm a good talker. So, they do all the work, and I'm grateful for them. But I'm a huge proponent of social media, and I do think you should if you've not started, start. And two, start with branding. Start with letting the world know who you are, and what you stand for, and what your company stands for, and you'll accidentally generate business just from that.

And that'll give you some time to figure it out. And I probably also would recommend please don't start with funding a big ad spend until you've been there a while, because you can throw away some money pretty quick in digital if you don't know what you're doing. And if you're just getting started, odds are you don't know what you're doing.

Jaime: Thank you for saying that! I mean, it's funny, –

Don: Yeah.

Jaime: – somebody told me it was like a slot machine. It's like, "Yeah, and slot machines you don't win a lot, by the way."

Don: Yeah.

Jaime: I mean, there's so much more to learning in the space, and even to the changes that happen that newer entrepreneurs just don't know. So, tell me a little bit more about some strategies that they can use on social, because when you say "Branding," what popped up in my head is I just see people going, "This is me! Look at me! Hey, I got –" "You know what I mean? And I don't know that that's what you're meaning. So, can you give me the nuances of what that kind of looks like?"

Don: Well, I think a better message is what your customers say. So, if I'm looking at you or your business as a perspective supplier or

bender for me, I expect you to say good things about yourself. And even when I say that, I will tell you, there are many businesses that I don't want to self-promote, and I'm like, "Oh my gosh. If you won't promote you, who is going to?" I mean, come on. You have to.

But I do expect you to say good things about you and your business. I don't necessarily expect other people to say good things about you and your business. And so, if you've done a great job, start asking people – anybody who's ever said, "Wow, that was amazing," start asking those people to do Google reviews, LinkedIn reviews, Yelp reviews, Amazon reviews, Apple Podcast reviews, every review you can get. Because I literally want people – I'm a big believer in this concept. The concept of wow.

Jaime: Tell me more.

Don: And so, on a scale of 1 – 10, 10 being the best, I believe wow starts at 11, and goes to infinity. And so, with my own customers, – and after every meeting, and every talk, and every workshop, I ask customers, "So, on a scale of 1 – 10, rate the meeting." I want to hear the word "Wow." Do I always get it? No. But I always am working to deliver that level of experience. And it's funny, there's a part of your brain called the Reticular Activator. And so, things that you – it's almost like Siri and Apple. If I talk about going to Tahiti in the presence of my telephone, Apple will begin showing me – and it's Android too, so don't anybody get high and mighty on me here – they will begin showing me ads for Tahiti.

And it's like an AI reticular activator. Your brain works the same way. If you talk about going to Tahiti, and more importantly if you can project how you'll feel when you get off the plane onto the tarmac, and when you go out to that over-the-water bungalow, and the water that is more clear than your swimming pool, and 50 feet deep, and you can still see the bottom, and if you can see that and feel that, your brain will start working out a solution to get you to Tahiti. 'Cause your brain really doesn't know the difference between imagination and reality. It just knows thoughts.

And so, if it is your goal, and you talk with your team about delivering a wow experience – which I just celebrated my 20th anniversary a couple weeks ago, and it is my goal to deliver that redheaded a wow experience. And so, because it is my goal, and because I talk about it and think about it – and for the most part, I do. I don't walk on water, and sometimes I totally drop the ball. I

am a man. But for the most part – and that’s the interesting thing about the romancing your customer. I have so many people who come up to me and said, “You know, that worked at home too.” And I’m like, “You know it does, actually.”

And so, wow is just a matter of, “I want to deliver the most phenomenal experience possible.” And if you set that to be your goal, you’ll be successful some of the time, the majority of the time. Probably not all the time, but that kind of goes back to the reviews. If you don’t have somebody who hates you, you haven’t done enough marketing. ‘Cause they’re out there. You’ll know that you’re really making progress when you get to the point that somebody just scalds you on Google, or Amazon, or wherever.

Jaime: Wait ‘til the day, right?

Don: It’s coming.

Jaime: Well, hopefully it’s coming. Hopefully. Everybody –

Don: Hopefully, yeah.

Jaime: – did their marketing, so it definitely will come. It sounds actually a lot of fun to wow your customers. And I need examples. ‘Cause that’s the other thing. People will sit there on a blank page, and go, “Well, I don’t even know where to start to get to – 11 to infinity. That’s a high expectation.

Don: Yeah. So, here’s a specific. So, when we onboard a new consulting client, and I’m really good and really expensive – though, because I deliver so much more than I charge, it’s kinda free if you look at it right. If you give me \$100,000, and I give you \$2,000,000, you probably don’t care about my \$100,000, okay? But when we onboard a new client, unbeknownst to them – so, romance always includes an element of mystery or surprise. If you call your wife and say, “I’m bringing new flowers today,” that does not have the same effect as you showing up unannounced with flowers today.

If you stop on the side of the road, and we’re in Texas, no Bluebonnet should be in trouble, but you pick Indian Paintbrush, and you carry that home, that has a different experience than flowers from the flower shop. Because there was some effort involved, okay? And because I intend to bring magic to my client’s cash register, we send them a mailing tube with their own big – now, this is not a normal magic wand. This is not a normal magic

wand.

Jaime: I was gonna say.

Don: This is a big magic wand. And the reason it's a big magic wand is because we only work on projects where we can deliver big magic. And so, the client gets this non-descript brand cardboard mailing tube. It rattles a little bit. It makes a little noise, and there's some other stuff in there. But I almost always get a phone call or an email that says, "Wow! I got this magic wand that says, 'Expect big magic.'" And that does two things. 1.) I do want to expect big magic, because I can't produce it if we don't expect it. It's not gonna happen, okay? And so, I wanna activate that reticular activator for everybody. And what I would tell you is this: view new information with open-minded skepticism.

Be open-minded enough to listen, and skeptical enough to try. Maybe more than once, maybe two or three times, just in case you don't hit the ball on the first swing, you know? And so, that's a really good example of romancing your customer. So, anybody who's doing any digital lead generation, so somebody who's doing a form submission, heavy landing page, so here's what most clients do: They're doing some digital spend, they're getting some clicks, they're getting some people with the landing page, they're getting some people to fill out the form. They send those over to their sales department, and they sit there.

Now, if we're gonna think about things from another person's point of view, if I go to your website, and I fill out a form, I obviously want something. I mean, I wouldn't do that if I didn't want something. So, now that we are in agreement that I want something, my question to you is when do I want it? And the typical answers is soon. I'm like, "Oh no, that couldn't be more wrong. I wanted it at least one second before I hit your landing page. That's when I wanted it." And so, I did a search, I hit something that I thought was going to give me what I wanted, I filled out a couple forms, or a long form, or whatever, and I hit submit.

And if you really wanna see things from the customer's perspective, within 30 seconds of when they hit that submit button, you should be on the telephone. And I get clients all the time. They're like, "Well, I sent them an email." I knew early on this redhead, I wanted to spend a lot of time with. Would I have emailed her? It was important to me. Would I have sent an email? I

have two sons. Grown now. But when they were dating, when they were in high school and college, they'd be like, "Well, I texted this girl." And I was like, "Oh, trust me. Pick up the phone." And they're like, "Oh, you're so old." And I'm like, "I may be, but trust me. Pick up the phone, okay? She wants to hear the words."

And they're like, "Oh dad, they don't." And I'm like, "Oh yeah, they do." And so, if it's important to you, onboard new clients, respond immediately, as close as you can to that moment when they wanted something, and then move as far up the pyramid of communication as you can. So, the richest form of communication is 36 inches apart nose to nose, in the same room, facing each other, like knee to knee, okay? Because literally, in that environment, our bodies are – we're communicating foundationally with just energy.

Jaime: Mm-hmm.

Don: And then every inflection, every pause, are emphasis on the syllable, okay? And our brains are making a million decisions a second on how to say what to say, and when to say it. When you can't do that face-to-face thing, you can do a video conference. So, we're on Skype today. We could've been on Zoom, we could've been on FaceTime, okay? There's a zillion different platforms out there. We don't get that palpable energy transference, but we'll get everything else, okay? When you can't do that, get on the phone. Do audio, okay? If you close your eyes and you listen to my voice, I can paint pictures for you.

I can emote, and you can receive emotion. And people buy emotionally. They don't buy logically. They can't be illogical, or the brain will veto. But it doesn't start there. It starts in the heart. And then, all of the text communication, email, text. I had somebody the other day said, "Can I fax it?" And I was like, "No, I cannot fax. No, I cannot. I will not." We're not going back to caveman times. And so, the more complex and the more valuable the conversation is, move up that pyramid. You wouldn't propose an email. Maybe you should quit trying to sell an email.

Jaime: So, where's the line though? 'Cause you're a sales guy, right? And you can do it in a way that doesn't even feel like sales, I'm sure. But the people that aren't so great at sales, – I remember I was a Kirby Vacuum Cleaner salesperson a long time ago. I hated it. You could palpably feel how much I hated it, right? What about those people that don't feel like they're good at sales? Where is that line

of too sales-y?

Don: So, that's a great question. And man – I love you anyway, but the fact that you sold Kirby Vacuum Cleaners –

Jaime: I sold zero, by the way. But I tried.

Don: Even that you tried, that took real courage to go out there and knock on a door, okay? And I think every kid in America ought to have to do that. I don't care if they're selling candy bars for their soccer team. I don't care what it is. And don't send them out there by themselves, people.

Jaime: Yes.

Don: It's not 1960 in Mayberry anymore, but –

Jaime: My dad gave me mace. Yup, totally.

Don: Yeah, but I still think they ought to go knock on a door, –

Jaime: Yeah.

Don: – put a Colgate smile on their face, take one step back from the door where they're not crowding the door, let the person come to the door, and say, "Hi, my name is Don Williams, and I am –" whatever you're doing, okay? And guess what? You'll sell some stuff, okay? I mean, it'll happen. So, the question was how do we keep from being too sales-y. So, I will say this:

Depending on your personality, and depending on your profile, there's no born salespeople, okay? But there are people that are born with maybe a little more proclivity to being a good salesperson. So, for me, I actually on all of the personality profiles, I'm a very strong introvert. And when I tell people that, they're like, "Oh no!" And I'm like, "Oh yeah. It doesn't have anything to do with how outgoing you are. It has to do with how you recharge your batteries."

Jamie: Mmm.

Don: I recharge my batteries alone, not with people. I can do the gregarious what I think charming bit better than most extroverts, but it's not really my natural space. My natural space is alone in the forest, and I'm good there, okay? So, you can do it. Here's

what I'll tell you about people that think they're being too sales-y. No 1. They turn the dial too far back. If you're not only not too sales-y, it's like can you spell sales? You are so concerned –

Jamie: Yup.

Don: – with the other person that you're talking them out of it. And you're never asking them to buy. So, go back to the romance metaphor. The young girl out on the date with the young man, the first date, in her mind without a doubt, "Is he going to try and kiss me?" I'm just saying, okay? In his mind, "Am I going to try and kiss her?" You wanna be the kind of salesperson where your date doesn't wonder, okay?

Jamie: Oh my gosh. Just tell everybody that, because it's ridiculous. Yes.

Don: At some point, you have to kiss the girl, or let her go. Well, in selling, it's better to kiss too early than too late. Or try. And if it's no, it's no.

Jamie: Mm-hmm.

Don: No is not gonna be fatal, okay? You're gonna hear a lot of no's. Think about it like a baseball player. A hall of fame baseball player hits 300, so I get 30 hits out of 100 at bats. And they'll be in the hall of fame. And that person will make \$20,000,000 a year. Now, to be a professional baseball player, you have to hit 250. So, 25 hits out of 100 at bats, and you'll be in the pros. If you can hit 250, you will be a professional baseball player. 'Cause it's not easy.

Now, it won't pay \$20,000,000 a year. It'll pay \$2,000,000. But you'll play baseball. It's the same thing in sales. Swing the bat, take the shot, and if you're not good at it, get help. Get a coach, okay? It's just not that hard. And here's another good place to start: Quit looking at it as selling and look at it as helping. And if what you represent, the product service experience that you represent doesn't help people, find something else.

Jamie: Yeah.

Don: You're selling the wrong thing.

Jamie: Different problem, yeah.

Don: Yeah.

Jaime: Very different problem, with a different solution. Yeah.

Don: So, in my sales consulting practice, I know that I'm going to deliver a multiple of what I charge. And so, I'm fearless. Don't even make me tell you the whole story. Just write the check, because it will be free. And I've done it long enough, and I mean, I offer 100% satisfaction guarantee. If it doesn't work, I'll give you your money back, 'cause I don't wanna take money from people, or what I do doesn't work.

Jaime: And I love this. And I could talk to you forever, and I know we have to start wrapping up soon, so I'm gonna ask my last question. And it's what's one action – 'cause I know we went over a whole bunch of different things – one action that listeners can take this week to help move them forward towards their goal?

Don: So, let's talk about romancing your customer. One action that will help you – and this will be simple, and I prescribe this to paying clients, and I'm literally shocked at the percentage of people who have not done it before – but go get this modern space age technology human relations book called How To Win Friends And Influence People. Dale Carnegie wrote this book – I don't know – maybe not 100 years ago, but close. 90. And it is basically human relations 101. And if you wanna be a better salesperson and a better leader and a better teammate, product knowledge is really important, but people knowledge is invaluable.

And so, think about Steve Jobs. Steve was a tack. Wozniak was a tack. Brilliant tack. World class tack. One of the greatest minds in tech history. Jobs knew people. And he wasn't always nice, but it suited what he was doing. He knew people, and he knew how to get people to make great strides. So, something really simple. The book is – I don't even know. On Amazon. Is it gonna be \$10? I doubt it. It's an old book. But if you haven't read it – and even if you haven't read it in a long time, it's a quick easy read, but it's full of stuff that will make you money, and you'll have more fun.

Jaime: And having more fun is so important. Go pick out that book, and then get his book afterwards, by the way. 'Cause I love that you recommended a book that is timeless and has the longevity that can go on forever. Thank you so much for coming on the show. Where do we find out more about you, and what you do, and your dozens of companies that you have?

Don: So, thank you for asking. And here's probably the simplest way: I'm at donwilliamsglobal.com, I'm at provenentrepreneurshow.com, and from there, you can find everything about Don.

Jaime: I love it. And you've got an amazing radio voice also. And so, make sure everybody go check out the podcast. Thanks so much for coming on the show today, Don! I appreciate it!

Don: Jaime, thank you! It's been my pleasure!

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