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ACCELERATING ENTREPRENEURIAL SUCCESS PODCAST

EPIISODE  
**144**

**Donna Galante**

Show Notes at: <http://www.aesnation.com/144>



**AESNATION.COM**  
John Bowen and Donna Galante  
Episode #144

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Best of success,



John Bowen  
Co-founder, AES Nation

**John Bowen:** As entrepreneurs we all want to make a huge difference, and one of the best ways is to follow those who have made a huge difference, and I've got a remarkable entrepreneur with us today, who has a great story of how she really reinvented herself in 2008, 2009, and some lessons learned that are going to be applicable for all entrepreneurs.

She is an orthodontist. Been an orthodontist for over twenty-seven years. She's extremely successful. As a matter of fact, her practice, and she has four practices, is in the top one percent of all revenue in North America. When you think about that, that is focused, it's deliberate, and the lessons, I got to tell you, they're going to be amazing. You do not want to miss this remarkable guest. Stay tuned.

Donna Galante, I am so excited to have you here. You and I met at Joe Polish's master mind group. I'm sitting there wondering whether I really want to learn anything from an orthodontist, and going back to those braces days and everything, and I tell you, you took the whole room, and you just got everyone so focused on what was important. I wanted to invite you, and thank you for joining us, and we could share your message with the entrepreneurs who are watching and listening to AES Nation.

**Donna Galante:** Well, thank you for having me here. I'm looking forward to our time this morning together, because I think it's an honor, and I love your podcast, and I'm really privileged to be part of it this morning. Thank you for inviting me.

**John:** Donna, let's go back. One of the things that's so interesting is business is business, and we think ours is unique, whether we're an orthodontist, whether we're a manufacturer of widgets, whether we're doing something that's professional services, and I think the lessons you had and have shared are so good. I want to make sure everybody gets those, but I want to get a little background. How did you become this really super-successful entrepreneur, and make it through 2008 and transform yourself?

**Donna:** Well, okay. Obviously, I went to dental school, and then finished dental school, and then decided to go back to dental school and become an orthodontist. I'm a specialist, and I just do braces, and now Invisalign has become a big part of our practice. Quite honestly, I don't think I started out thinking that I was an entrepreneur. Back when I graduated school in 1986, I thought of myself as an orthodontist, and I was going to open my practice, and hang up my shingle, and patients were going to start coming in. Quite honestly, that's pretty much kind of what happened. Over the years, patients would come in, and the practice kept growing, and dentistry in general, it's a great profession to be in. People need our services.

What was funny is in 2007, we did something which I thought, at the time, was absolutely amazing. We moved one of our locations from this tiny fifteen hundred square foot office that we were literally exploding out of, into a very large commercial building that we purchased in

2007, forty-five square hundred feet, because we needed the space at the time for our expanding orthodontic practice. The rest of the story is where it gets really exciting, because shortly after we moved in in November of 2007, took out a big loan. It's a lot of debt service in purchasing a building of that size, moving a practice. Within about six months, and I always tell the story, our phone stopped ringing. It was really true. I would be in the office sometimes on a non-patient day just doing administrative duties, and it would be eerily quiet.

I remember, I'd call the office on my cell phone just to make sure the phones were still working, and I used to think maybe my husband didn't pay the phone bill or something. It's hard to believe, but maybe some of you listening to this have a similar experience. We went from eighty new patients a month to barely, barely getting in about fifteen patients a month, starting in about April of 2008.

**John:** Donna, let me stop you here just for a second, because I want to bring everybody to that time, because I didn't know this detail of your story. I think all of us as fellow entrepreneurs who were doing business during that period ... I built, with two partners, an office building, a forty-four thousand square foot office building in 2006, 2007, and I can just remember, we thought we were going to take the whole building. We then took half, and then all the other challenges, but this is a time where everything slowed down, and unless you were a bankruptcy attorney, there was a slowdown going on. Many people just didn't ... It was easy to just hide. When we have no phone calls, and I love your husband ... Yep, the phone's there. I did pay it. It's working.

All of us as entrepreneurs, if you were doing any serious business then, you had these moments, these crises. I know our revenue dropped during that period forty-five percent, and that's a little wakeup call along the way. How did you deal with it? React to it I'm not as concerned, but how did you deal with it? That's a big concern we all have.

**Donna:** At first, I just thought it was a seasonal thing. I don't spend a lot of time watching negative news. I'm much more of a positive person, so if I have free time, I'm reading stuff that's positive, motivating, developing certain skills. I'm not sitting there watching the depressing news. Quite honestly, I hadn't paid attention to what was going on outside of my orthodontic practice.

At first I just thought it's just a seasonal kind of thing. Its spring, and everybody's getting ready for Mother's Day, and graduations, and planning summer vacation, but by the time summer ended, and summer for an orthodontist is the money. June, July, August, I mean it is like craziness. You never take vacation in the summer, because you're so busy. We had a devastatingly slow summer, to the point that by the time September rolled around, we were half capacity, and I was having to cut back staff hours. Certain staff were already leaving, because their husbands had already lost their job, and I realized I went from thinking this was

just normal, to almost being depressed about it, and then denial, and then, finally, I got my act together and said, okay, this is real. This is here to stay. Things have changed, and whatever we've been doing for the past twenty some odd years to that point, is not going to work anymore. I literally just said we got to do something different.

I used to come home at night and joke with my children, who at the time were ten and twelve, and say, "The way things are going, kids, I'm going to have to pull you at school, and you're going to be in the back sterilizing instruments, and you're going to be taking all the phone calls and making patient appointments," and my kids would sit there like, "No."

It was just such a free fall, and we decided we had to do something different. The hardest part was our patient base is mostly kids and families. They're the ones coming in, getting the braces. The moms and dads are bringing their kids, and seventy-five, eighty percent of our practice were kids, teenagers. These people now were losing their jobs, losing their homes, and you can bet they're not going to get braces for their children, because they can barely pay their mortgages.

We had to look and say what other market are we missing? What are we missing that is untapped, and we discovered it was a combination of this market of adult patients, and combine that with Invisalign. Most adults, like yourself, you don't want to wear braces, but you want straight teeth, right? So we decided that we were going to focus our attention on getting really good with Invisalign, which is a clear, movable ... They're braces, but they're removable. You wear them all the time, but you take them out to eat. They're virtually invisible, and the company has been around since 2000, and we were doing Invisalign, but probably it was about less than ten percent of our practice, so 2008, 2009, we just started to target this adult baby boomer population, who we discovered weren't ... They were affected a little bit by the downturn, but a lot of them were very stable, because they had already owned their homes. They weren't working anymore. They had some money, fairly secure in their retirement, and we targeted those retirement communities really full on, just direct mail. Anytime we could get into those communities and bring a talk to the groups.

Within about a twelve month period, twelve to eighteen month period, we were able to recoup our losses. Most of the other offices in my area were struggling, and there were several bankruptcies. Whoever has heard of a dentist that goes bankrupt? It was really a scary time. Everyone was hunkering down, or they were just in that denial depression stage, and they never came out of it.

**John:** Let me catch up with you, Donna. This is so important, because one of the things, as entrepreneurs, we talk about the ability to pivot, and when I was listening to your story at the Genius Network, it was one of those blindly obvious things that so often that we don't have happen, that we don't make the change until we have the heart attack. One of the things we

want to do is, for all our fellow entrepreneurs, look now. Don't wait for the heart attack, because nobody gets out of life unscarred. We're going to have these things, and there's a real opportunity here, because, as you were saying, I'm thinking I've got family members in their seventies who are getting braces. I've got all these friends in high tech, who are in their fifties and sixties that are doing it, and it was kind of like I thought we were supposed to do that in high school, and the whole thing.

By changing that, because now, all of a sudden, you have this resilient group in a down turn, that still had money that wanted this. They didn't know they wanted it. You had to communicate it, so you had to create a marketing campaign to make them aware. They became aware, and, boy, I mean the results, not only were you able to recover, but you've thrived through this whole thing.

**Donna:** Yeah. There's been so many benefits. It's one of those things where you're in the darkest depths sometimes of your business, and you're just waking up in the middle of the night, and you're not knowing exactly what to do. You're in that denial depression mode, and then when you finally figure it out, like you know you need to do something different, and declaring bankruptcy was something that my husband and I just ... That was not even in our verbiage. We didn't even talk about that. While that probably, looking back on it, would have been a very viable option for us, to be honest with you, but we didn't do it.

Because we didn't do it, and we hunkered down, and we really decided to get ... Because with Invisalign, and it's an appliance that's very advanced, and I know you're in Silicon Valley, and that's where it originated. The corporate headquarters is in Santa Clara, and it's a very high tech customized appliance. It really takes a lot of time and energy to learn how to do it well, and a lot of extra education, and that was the thing that so many orthodontists and dentists have been fearful of, because there is a learning curve to it. You know what, John, we didn't have a choice. I just had to do it. I mean we just had no choice.

We jumped in, and I can look back now, and say it was the best thing that ever happened to our practice and to my husband and I, to our employees even. They will tell you the same thing, and certainly I'm now able to treat a vast amount of adults that would have walked around with their crooked teeth, their poor periodontal conditions, and our practice now is about forty-five percent adults, versus about fifteen percent seven years ago.

**John:** It's amazing. One of the things in free markets, I love capitalism, because by delivering all this value, you do well by doing well by others, and you've really done that. What I want to do is go into some the lessons learned. We talked about this. Let me go to the first one. This is one of those blindingly obvious ones that we're blind to, is, number one, recognize the problem. It's so easy to go through the phases that you talked about, Donna, where we ignore it. We kid ourselves, where hope is not a strategy. We've got to have something more than

that. Talk about recognizing the problem. How can you do that now, with what you've learned, without getting hit over the head, having the heart attack?

**Donna:** Well, I think that's a great question actually, because, right now, I'm seeing some things on the ... Actually there's some really big massive changes going on in the dental profession in general, and that has to do with how dentists practice. There is this what I would call corporatization of dentistry. Private equity has come in and sees how valuable, productive, financially stable a dental practice can be, and, right now, there are a lot of dentists signing on and selling their practices to these private equity groups that are batching the offices together, and becoming kind of a corporate monstrosity, so to speak. The whole private practice dentist orthodontist, I think it's changing. It's been happening, but I would say it's accelerated in the last twelve months.

With that being said, we're looking at and thinking to ourselves how do we adapt now to this new practice model, and the idea about Invisalign now, maybe it isn't so special. It's become more of a household word. People are very aware of it. Many other doctors have come in, and decided to start doing more Invisalign, which is great, because the more people talk about it, the more it becomes a household word. We're in the process now of looking at what can we do differently now, or what can we add to our practice to keep us ahead of this changing world. We already have implemented a few things, and we have a pretty good strategy in place right now to change our practice model once again, and be competitive, at least for the next five to seven years again.

**John:** This is so critical. One of the things we all have to do is think about how can we differentiate ourselves, and actually even a higher standard, how do we become distinctive. With the low interest rate environment going on, the ability to consolidate, do roll ups in every industry. I actually was involved in one in the financial services in the late nineties, early two thousands. They're extremely profitable. They aren't necessarily big value creation, other than for the free principles that are doing it, but it's something that they're going to become more professional, these practices. Whether you're an orthodontist, whether you're professional services, whether you're a widget manufacturer, this is happening, and so we really got to recognize the problem.

Then, Donna, one of the things I like, and, number two, was make changes right from the beginning of the process. What are we talking about here?

**Donna:** Some of the things that we're doing is we're looking at what else is a big concern for people, and one of the things we learned with Invisalign, especially these adult patients, is that they're very concerned about their health and wellness, and that's a big part of our marketing message to this age group, because at a lot of the times, these adults, I have patients now in their seventies and even their eighties. I mean, yes, they have vanity. They

want to look good, but you know what they really want? They want maximum health. They know that their mouth is very important, as far as their overall health.

Now we're focusing a lot on addressing issues related to sleep apnea and obstructive sleep apnea, which affects about eighty million people in the United States. We, as orthodontists, are perfect for offering a solution through different types of appliances. For example, that will help people from snoring, stopping to breath at night, and it's all part of this approach, where we're trying to get in front of what is it that people need, and where is health care going these days, and it certainly is heading into this idea of, especially for seniors, their new wealth is their health.

**John:** What I like, Donna, is Dan Burris, who is a futurist. I did a podcast with ... You can search on our website, AES Nation, and Dan talks about hard trends, that we as entrepreneurs have to really focus on hard trends. One of the hard trends we know is that we're all getting older, and certainly the baby boomers are going, and then there's another trend of human longevity that's going on, and this disease of aging affects everyone, including all these research people, so the desire ... I love skiing, and skiing and having an eighty year old guy or gal ... It's usually mostly guys, but jumping into the chair with me to go for a run, because he gets a free pass. I'm looking forward to my free pass at eighty.

What happens is, as entrepreneurs, what we have to do is really identify where can we do that value in the right place, in the process. Earlier is better, and this is really good.

One of the things though that I love is on number three on your takeaways, lessons learned, is working smarter not harder. The temptation is when things start falling apart. I'm going to somehow do it. Donna, why did you have that as lesson number three?

**Donna:** Yes. Work smarter, because what happens is, and I was guilty of it in the beginning, too. I thought the harder I work, the more results I'm going to get, or the bigger results I'm going to get. The reality was that's not true. It wasn't happening. In fact, the harder I worked, the more exhausted I got, and the more frustrated I got.

When I say work smarter not harder, it's just focus attention, figuring out ... And it's kind of like who is your idea patient or client or customer, and really making sure that everything that you do, that your message is very clear, every piece of marketing, everything your staff is talking about or saying to people, how they're scripting things, and for yourself, as the owner of a business, yeah, sometimes you feel it's your responsibility to solve all the problems, all the problems in the world, including your practice, and the reality is it's not. You need to bring in key people to help you sometimes. You need to get maybe a consultant to come in, and sometimes you don't have the money at that moment, or you're feeling like I can barely pay the mortgage, how am I going to pay a consultant, but getting key people in to help you, and,



also, just being extremely focused, to the point where when we were focusing on this Invisalign mission, that's all we talked about. Patients came in the door, that's all we talked about. If they wanted braces, we educated them on the benefits of Invisalign. It was like laser focus.

Because of that, I feel like because we were so targeted, we were able to see results pretty quickly, without having to exhaust ourselves and try to find the next, "Oh, well if you're really ..." It was like we were so focused on Invisalign, that the blinders were on, and because of that, we were able to just really ramp up relatively quickly. The downfall was pretty rapid, but, like I said, within twelve months, things significant turned around, and by eighteen months, we were back to where we were in 2007 before the downfall.

**John:** That's so critical. In today's world, with all the tools that we have to stay focused, we, also, have all these things trying to distract us. Many of our fellow entrepreneurs have data, and you can see really quickly what's working, what's not. This is something I have to constantly do myself, is focus on what's working, what is the marketplace telling us that we're delivering a lot of value for and we're being compensated for, so that value creation ... I mean the marketplace is so good, and sometimes we kid ourselves that if we keep on running really hard, it's going to make a difference. If you're doing the wrong thing and the market doesn't appreciate it, running harder is only going to get you really tired.

Let's go to number four, focus on something that's so important, the customer service, customer experience. How did you deal with this, Donna?

**Donna:** This is my favorite part of the whole thing. When you lose thirty percent of your revenue, your marketing budget dwindles rapidly. We went back to the basics. I look back and I say I have lost sight of the basics. When you're so busy, and you're growing each and every year, sometimes doubling your practice overnight, and it's happening almost without a whole lot of effort anymore, and you get kind of lazy, and you really forget who is really putting money in your bank account. It's your patient. It's your customer. It's your client.

We went back to the basics, and it was simple things that we did. I'll tell you, it was just relentless focus on the little things, the tiny little things. The little handwritten cards. We still to this day send out probably a least a dozen handwritten cards a day that my staff is charged with doing to patients. I mean think about when you get a handwritten card in the mail. It's the first thing you open, isn't it? Of course, it is.

**John:** Yeah. It's so rare. Who is this? Even when I know it's marketing, I still open it up.

**Donna:** You still open it, right? It was the little things. We didn't have a whole lot of money, so we were trying to work with what we had. We had an email list of over five thousand

patients, and I know some of you listening to this are going to go, "Okay, so that's a no brainer," but we had never really used the email list for anything other than to remind patients of their appointment. Okay, so now I'm faced with a very low marketing budget, and I have five thousand emails. We started emailing people on a weekly basis, and it wasn't pitching them. It was purely educational. What is Invisalign? What are the benefits of Invisalign? How does Invisalign work? Back in 2007, a lot of people really hadn't heard of Invisalign.

Some other little things we did, I mean some of the stuff seems really a no brainer, but think about in your own businesses, how many times you don't do this. For example, the patients would come to the front desk to check out and reschedule. We forgot to ask them, "Mrs. Smith, how was your appointment today?" "Johnny, how was your appointment today? Was there anything the doctor could have done differently?" "Mrs. Smith, did you get all your questions answered by Dr. Galante?" I mean the stupid little questions, we had stopped doing. What was happening, patients were leaving the office and upset about something, and we never found out, because we never asked. We never asked them.

We started baking cookies. In the afternoon, if you came into our office, you would smell fresh chocolate chip cookies. I mean so simple, but I'm telling you, if we didn't have the cookies one day, because we were out of the dough, people would say, "Where are the cookies?" We had these little events. I hired Santa to come in during the Christmas season. We'd take pictures with Santa, and I hired this science magician to come in, and he would do these scientific magic tricks in the afternoon, so when patients came in, there was something going on, other than their teeth getting worked on.

It was all of this buzz that we created, that then what happened was, those patients, guess what they did? They referred other patients.

**John:** They want to share that experience. I want to go. This sounds like a lot of fun.

**Donna:** Exactly. We brought fun back into the office, and it made a huge difference, without a lot of outflow of money. Really, a lot of this stuff, I'm telling you, is really pretty low budget types of things that packed a powerful punch as far as getting new patients in the door and referrals.

**John:** Donna, let's go to number five. I know, because I met you at a master mind group. I don't know how many orthodontists there are in that group. It's rare, and in financial value it's rare, too, but you were emphasizing learning and education, and telling your fellow entrepreneurs, how do you use that effectively? How would you encourage them to use that?

**Donna:** I spend at least an hour a day, thirty minutes for sure on a tight day, learning something. My favorite things to do, honestly are listen to podcasts, because I'm commuting

to my offices. There's four of them, so I'm driving somewhere, listening to a podcast, and that's huge. If I am not listening to a podcast, you can bet I'm reading. I'm probably reading anywhere between three and four books a month, and all of that is just so important, because just because you get out of dental school or orthodontic school or financial services school where you got your MBA or whatever, there's always something to learn, and I'm telling you, I can't tell you how many times I learned one thing on a podcast that created a fifty thousand dollar a day for me the next time I was in the office.

Even related to your personal arena, like raising your kids, things about how to be a better parent. It's so important, and the people I meet that are constantly in this what I would call growth model, constantly learning, constantly innovating, constantly hungry for information, are the ones that will be able to make it through, no matter what the economy brings, no matter what happens in their world, because they always know there's a solution out there. They just got to go find it. There's no shortage of information.

**John:** I totally agree. The cost of podcasts or a book, they're nominal at most, and the ideas are just amazing. As a matter of fact, let me go to the next segment, which is the book of the day, and I'm going to put on screen your book. Tell us a little bit about It's All About Millimeters.

**Donna:** After I got through this journey, and I came out of it, I decided I got to write down this story. The way it actually happened, a patient kind of gave me the idea in a way for the title of the book, because one day we're sitting ... If any of you are in the dental field listening to this, you know exactly what I'm talking about. You're sitting there with a patient, and you're looking at their teeth, and you're saying to her, "Well, it's off about a millimeter. I want you to wear these rubber bands just another four weeks until we can get that overjet corrected. We get that midline centered. It's off about a millimeter," and this particular patient looked at me, she said, "Dr. Galante, look, I love my smile. It looks great. I'm happy," and I said to her, I forget her name. I said, "But my world is millimeter, and a millimeter to me, it's like a mile," and she just started laughing. She goes, "Boy that must be tough to have to measure everything you do in millimeters."

I thought about it, and I thought is it a bad thing? Not really, because the reality is, it's those small things, and in dentistry, it's so true. It's those small things that we do, those millimeter changes, whether they're good or bad, they can make or break a certain situation. It can make or break the way your crown fits, maybe the way your root canal is finished, maybe your overbite is still off a millimeter, but in our daily lives, think about the small things that we do that make such a big impact.

I wrote the book sharing my journey in the first half of the book from a business perspective, about doing the little things to make the big impact, and in the second part of the book, I talk about more from a personal standpoint, some of the things that we can do to build better

relationships, to grow as leaders. Most of us listening to this podcast, I'm sure that you are goal oriented. You're out there trying to change the world, and the problem is, most of us set goals that are huge. They're ginormous, and you look at your goals and you get overwhelmed. One of the proposals in my book is that take it a millimeter at a time. Start off with one little small step each and every day, and if you do that, you will be blown away how many of your goals you'll accomplish without the worry that it's overwhelming or they're too big, because I never want to encourage people to lower their goals. All I would do is encourage you to take it a millimeter at a time to get to those big goals, and then that's how you succeed.

**John:** I love the story. I love the book. It's really those small changes can have a huge impact. Let's go something else small, the smart phone, and the next segment is the application of the day. Donna, what would be the app on your smart phone that you would like to share with your fellow entrepreneurs?

**Donna:** I recently started working with Fancy Hands, and that's definitely a company to look at. I absolutely love them. It's basically a virtual assistant for you. Recently, there's been a lot of birthdays in my family, nieces, nephews, and I just type in I need a gift sent to my nephew in Florida. Here's his size and here's his address, and I'm telling you, within five minutes I get an email back with a couple different choices, and I pick what I want, and off the gift goes. I just found it to be a great resource for us busy entrepreneurs, and very simple to use, very effective. You can put it on your phone. Anytime of the day, you want to go out to dinner, and you don't want to make the dinner reservations, you ask them to do it for you. They do some pretty amazing things for me. Right now, we're trying to plan a Christmas party for my employees, and they're doing the research on different venues for me.

You got a lot on your plate, and some of these things, you definitely should turn to Fancy Hands or some sort of virtual assistant, but Fancy Hands has been my go to in the past several months.

**John:** And it has mine for a couple years, Donna. I think it's like forty-five dollars a month for fifteen or sixteen, so inexpensive and just amazing.

Let's go to the next one which is resources. Let me pull up your website. Tell me a little bit about what the viewers and listeners would find at Dr. Donna Galante.com.

**Donna:** What you'll find there is it's very much geared for the dental community. I have a blog I write, although I have to say the blog, when you read it, I'm not talking about necessarily teeth per se. It's more general topics, so that might be something that you might be interested in subscribing to. There's a free report that you can sign up for. I offer some Invisalign coaching to dentists and orthodontists, so that's more of a clinical coaching service. You'll find on there, you can purchase my book. You can, also, see some other vendors that I work

with. I have a sample download of some marketing materials that I offer complimentary for those of you that visit my website, so there's some really nice resources there, and I think you'll find some great things, whether you're a dentist or a financial planner, or you're a baker or a personal chef. You'll find some good things there on that site.

**John:** There's some great insights. Let me go and share my key takeaways with our viewers and listeners. As an entrepreneur, I love Donna's big five, and I'm going to start with them again. One, recognize the problem. I always think of it, don't wait until the heart attack. I've never had a heart attack, don't want to have that, but I've had business heart attacks along the way, and they look back, as Donna said, some of the best things come out of it, but let's do it ahead of time. Once a year, do your annual plan and pretend that you have the heart attack. Do the zero based projection, so everything has to be justified.

Number two, make changes right from the beginning of your process. I mean examine that whole process you're doing, and where can you deliver more value, and where are you not delivering value. Work smarter, not harder. This is one that so many of us as entrepreneurs, we're go getters. We have no problem working really hard, and, unfortunately, so often because we're working so hard, we're working on the business. Michael Gerber, we're not working in the business, and Michael was one of the key guys, a great book. If you haven't read that you should, No Matter What Business You Are, and getting focused on those important key drivers of your business.

Focus on the client service, the experience. Donna, not all of us ... I have a virtual business, Donna. I can't cook cookies. I can, but then I would probably put on another hundred pounds. There's so many different things that we can do, and it's huge. I just go on and on the little things that we do, too, but look in your business. Where are those little touches that don't cost anything, like the card that Donna talked about.

Then emphasize learning and education. It's one of the reasons I do a podcast is I love podcasts, and I get to share it with my friends here, as well as books, and I'm in three master minds. I spend over a hundred thousand a year on really just learning, and I do have a couple master's degrees, all the other stuff. Donna, you've got all that advanced education. That's just the start. We're on this long journey. We're going to have a great life.

Donna, I want to thank you, again, for your inspiration, your sharing your message. You're a remarkable individual, and I'm going to encourage everyone to go to AES Nation.com. You can download the transcription, all the show notes, everything Donna and I talked about will be there, and, above all, go execute these big five. Your current clients, your future clients, and all those future strategic partners, they're counting on you. Don't let them down. Wish you the best of success.

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*A Complimentary Service from Financial Advisor Select for the Members of AES Nation*

Dear Fellow Entrepreneur,

Like many members of AESNation, I'm a serial entrepreneur. In addition to co-founding AESNation, I'm the founder and CEO of Financial Advisor Select, a firm dedicated to helping successful people make informed financial decisions by introducing them to top financial advisors.

If you're like many successful entrepreneurs, you and your family already have a relationship with a financial advisor. You may even work with several financial advisors. If you are completely satisfied with these relationships and confident that your finances are on track toward helping you achieve all that is most important to you, we congratulate you.

However, you may not be entirely satisfied. You may be wondering if there's a financial advisor who is better-suited to address your family's very specific financial challenges. If so, you are not alone. In today's uncertain economic climate, many successful entrepreneurs are wondering if they have the right financial advisor.

To help you find out if you are currently being served well, Financial Advisor Select is offering a complimentary second-opinion service to all qualified members of AES Nation. Simply [contact us](#) to schedule an exploratory call with one of our personal financial concierges. We will introduce you to a financial advisor who we believe has the ability to address your particular needs. The financial advisor will then meet with you and provide you with a second opinion on your finances. There is absolutely no cost or obligation to you.

[Find out more about how Financial Advisor Select can help you and your family.](#)

Why do we offer this service? Because at Financial Advisor Select, we have just one purpose: to help successful individuals and families achieve financial peace of mind by connecting them to top financial advisors in their communities. We look forward to assisting you.

Best of success,



John Bowen  
Founder and CEO  
Financial Advisor Select