



**AllAmericanDirect.com**  
Indianapolis, Indiana, USA  
(317)-558-3806

**From:** Mike Mountford, Owner/CEO.

I first saw Donald Cooper speak at a Nationwide buying group seminar in Las Vegas. His session was on how to attract, lead and retain a top-performing team. This program was so good that I went back the next day and brought along our buyer for Donald's second session which was focused on business management and growth. Both the buyer and I agreed Donald was one of the best speakers we have ever seen, and I have seen many including Zig Ziglar, Tony Robbins, and Tom Hopkins.

Donald's style is informative yet entertaining enough to make an hour and a half seminar pass by in what seems like minutes. He delivers bottom-line tools and insights that you can use in real-life business situations. Then, he helps you to understand how to use those tools and insights by sharing extraordinary examples from his own extensive business experience and from his years of coaching business clients around the world.

After seeing Donald at these seminars, I decided to have him come to Indianapolis to work with our entire management team. It was a full day event, including dinner, and Donald was "on" the entire time. He was truly amazing. He never quit working. During both breaks, lunch and dinner, when most other speakers would have rested, he kept teaching. He also left us with a complete set of Implementation Tools and promised he would follow up. He was true to his word and four months later he is still sitting in our meetings via telephone and providing guidance, insight and motivation.

I know, however, that it's not what is done that counts but, rather, the results that you get. I can tell you that our company is more energized and focused than it ever has been. We have gotten more publicity in the last month than we have in the last six years. Our employees appear to be happier than they ever have been. We have made one critical hire, that Donald suggested, and we now have potential employees calling us. This had never been the case before. We are now more clear and more certain about our future than ever before.

If you're creating a business management event, or want to improve clarity, commitment and accountability in your business, I strongly suggest that you get Donald Cooper on the agenda. Your attendees will appreciate it.

If you want to take an honest look at your company where it is today and where it can be in the future, you should hire Donald Cooper. I did and it was one of the best decisions of my career as a business owner.

**Michael R. Mountford**  
Owner/CEO, All American Direct.com