



Those who know don't talk. Those who talk don't know

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In business and in life, don't listen to what people say, look at what they do. In the modern world with technology and social media there's a lot of people who speak a big game, but there's no substance at the base of it. Their game is built on flash, not fire.

As Michael Jordan said: “Let your game speak”. Don't tell people how great you are or how you're going to achieve this or that. Let your results speak for you, underpromise and overdeliver. That's the best marketing strategy in the entire world. To not market at all.

-Sam Ovens