



Episode 1,744: Doing Business in an Age of Shutdowns, with CEO Donald Wilson

Guest: Donald Wilson

WOODS: All right, I've known you for a little while, sort of, because of business interactions we've had, and I know about GearBubble. that's your baby. Before we get into your story and stuff, can you just describe what GearBubble does? I mean, it just seems like that's an amazing accomplishment that you created something like that.

WILSON: Thank you. Yeah, GearBubble by nature is a print-on-demand platform. And what that means is people take sales of mugs, T-shirts, jewelry, and things like that on the internet, and instead of the traditional model where you have to know how many products you're going to sell in advance, forecast, buy in advance, and kind of lose money, we just print it after it's sold, print it basically on demand. And we have unlimited scale for all of the most common products in the apparel and marketing industry.

WOODS: Okay, so that's pretty good. So the idea of it is that, I would think, not only could a seasoned person in this area use it, but it's newbie friendly, because a lot of this stuff that you would have had to do in the bad old days is now taken care of by you guys.

WILSON: Absolutely newbie friendly. Because if, for example, traditionally you wanted to sell a T-shirt, you'd need to know how many larges you want, how many mediums, how many smalls, how many extra-large, buy it in advance, and if you get it wrong, you lose money and all the waste that you had to order in the first place. And we eliminated all of that.

WOODS: All right, that's great. All right, let's start in on – well, first of all, I noticed, I was very pleasantly surprised to see – because in my Facebook friend world, I have numerous different groupings, let's say. I have my wonderful, slightly crazy libertarian people. I have my high school people who look aghast at the crazy opinions I have and try to stay polite with me because they liked me in high school well enough. And then I have my internet marketing people who've sometimes weighed in and out of discussions on my page, and sometimes they say I don't want to touch Woods' feed with a ten-foot pole, given the sorts of people in these threads.

But I noticed that you shared – I posted quite a long reflection on the issue of the lockdowns, and I know you're kind of an apolitical guy, so I was pleasantly surprised to see that you shared that. So thank you for doing that, because you might have gotten in trouble for sharing that. But where are you living right now? What kind of lockdown have you guys had?

WILSON: I'm actually living in Kansas right now, but I've been very different than the average person. I have actually traveled a lot during all of this, and maybe I've lost perspective, I don't

know, but I've kind of been bounced around everywhere within the USA. I used to travel outside of the country a lot, and it's been slightly a blessing for me because I can't go outside the country and I've been enjoying any small city that I can get to. And I actually haven't let it affect me that much. I've just been trying to live my life as normal as possible.

WOODS: Yeah, well, even that is seditious in this day and age, even to say those words. But it's funny, that's exactly what I've been doing. And I've just started to get the international travel bug right at this moment, unfortunately, so there's no country that will let us in, unfortunately, is the problem. Because I was thinking, at a time like this, I'd like to visit countries that you could still get a lot out of even if they are somewhat closed or social-distanced or whatever. Like Iceland, a lot of what you want to see in Iceland is outdoor and spread out, so you could still enjoy Iceland pretty much just as well. It's just that they've limited the countries from which they're admitting tourists. So it's been a problem. But you're right, it's been an opportunity for me to go — like next this week, as we're talking right now, I'm actually in Wyoming, for heaven's sake. When was I ever going to get a chance to go to Wyoming? But I want to go to all 50 states. This is number 48 for me. And you can enjoy Wyoming under any circumstances, right?

WILSON: Yeah, I've never been to Wyoming. What are you doing there?

WOODS: [laughing] Well, it's a legitimate question. Well, some hiking, which is sort of a new thing that I've just started to do and visiting some museums and there are various sites. But the problem is they're so spread out, so I got a rental car, and pretty much every day I'm in a new hotel. I'm driving a few hours, seeing some more things. I'm going to finish up in Cheyenne and maybe even see a few friends and stuff. So it's the least populous US state, and these days, maybe that's the way I like it.

So anyway, it's been fun, but let me get back to — I just couldn't help mentioning that I was pleased to see that. What's your background? And I don't want to ask how old you are, but gosh darn it, I'm curious. But what is your background?

WILSON: Well, I'm 34, first of all.

WOODS: Holy cow, you're a kid. Okay.

WILSON: I'm not that old. My background, probably normalish? I used to work in a job that I hated. I was a debt collector, which is a thankless job of calling people that hate to hear from you all day, and I went to school full time in one city, worked full time in another city, and just kind of worked my butt off 20 hours a day. Didn't sleep at all and went to college full time, worked full time for other people, driving on the same highway I hated every single day and wanted to do something different. So I started some stuff on the side with internet marketing, and eventually it took off and kind of here I am today. But I think I started pretty normal, actually.

WOODS: And the trouble is, a lot of times when people try to do what you now do rather successfully — you have your own company and stuff — it's such a slog, they just say, I don't even know if this is worth doing. I mean, maybe I should just drive for Uber to make extra money or something like that. There's nothing wrong with that. We need people who do that.

But I think some people just find it such a tough nut to crack. It just seems like you have to just strain and work so hard and so long. I mean, was that your experience?

WILSON: It's hard to say. I think I've dabbled in it a bit. I would go to work and then go to school, and then after about 10 o'clock at night once I wanted to pull my hair out from whatever college class I was attending, I would come back to the Warrior Forum – I don't know how familiar you or your audience are with that – back in the day. And I would buy info products. Some of them I put into action. Some of them I would not put into action. And eventually I got one that worked after I don't know how many I bought. I bought several of them. And one was called One Penny Likes from a guy called Simple Spencer. I don't remember exactly how long it was ago, because everything kind of blends together at this point. But I started a little pit bulls fan page for myself, and it just erupted. It took off. We went from 0 to like 70,000 fans in a weekend with only like \$60 in spend and then promoted CPA offers from it and all kinds of stuff. And made a good amount of money, but the first several, several products I tried – and I put them into action for the most part – they didn't really work for me. I tried, but I also didn't have very much time either as a full-time student and working full-time and then working on my business on the side. It wasn't quite a business at that point; it was more of a side hobby. With the small amount hours I had left, I kind of put in as much as I could, and eventually after chugging along, it did eventually work.

WOODS: Ultimately, though, you got into print-on-demand, which unless you were doing print on demand stuff for pit bull stuff, is kind of somewhat different.

WILSON: I can tell you the segue of how I kind of got there. First I got this huge pit bull fan page, and then we started German shepherd fan pages, and Rottweilers and stuff, because I'm just a dog lover. I don't actually have any dogs myself, but I'm a huge dog lover fan. So we first found CPA offers when they were hot. There was something called a pet photo contest –

WOODS: And by the way, what is a CPA offer?

WILSON: CPA is cost per acquisition. So basically, I had a fan page full of a bunch of fans, spammed people in the news feed basically, and would say, *You think your dog's cute? Submit their photo for this pet photo contest.* And every photo that got submitted, I got paid \$1 for it. And we got paid pretty well for it. Eventually, that offer ran out. You can only spam the same thing so many times. And we found merchandise with a company called Teespring, and I became the number-one referring affiliate in the history of Teespring. And I talked to those guys and I said, *Guys, this is great. You have T-shirts, but people want mugs. People want jewelry. People want posters. People want canvas. They want all these other things. Why don't you put them on there? Why don't you put an upsell on there?*

And they were a venture capitalist-backed company. They didn't listen to anything that I said. So I said, *You know what, guys? I'm going to build my own. Because shirts are great, but I drink coffee out of a mug. I don't drink it out of a T shirt.* So all these people want all these different things. And long story, I got sued by Facebook and all kinds of other crazy stuff along the way –

WOODS: Wait, wait. Hold on, hold on, hold on. What?

WILSON: [laughing] Yeah, we can back it up a little bit. So basically, this is probably not the most beginner thing to say, but there is this thing called UID scraper. Each person on Facebook has a UID, which is a unique identification number, kind of like a social security number but for Facebook. We had a tool that I promoted that would scrape UIDs from groups, and it would allow you to say: this is everybody that's in this Facebook group. You can put an audience into Facebook and you can run an ad. Facebook did not like that, because it was basically mining their data, which is the number-one most important thing to Facebook, which was their data, because that's how they made all their money.

When I was using it, it was compliant tool. A couple years later, I had my face all over the sales page because it converted paper better like that. Facebook had changed their terms of service. Then that tool became uncompliant, and I was telling everybody: don't use it, don't use it, don't use it. Facebook did not care. When they found the sales page later for it, since my face was on it, they thought it was my tool. So one day I woke up – actually the day that I moved from Kansas to Las Vegas, I woke up and I couldn't log into Facebook. And then I checked my email and I get a letter from Facebook's legal team. And Facebook was suing me for a breach of data and compliance and all kinds of different things. So I spent nine months in litigation and hundreds of thousands of dollars in legal fees.

WOODS: Oh!

WILSON: I couldn't talk to my family. I had just moved, so I lost all my social connection to everybody in the world. And how I was connecting with them was through Facebook. Couldn't see my friends through Facebook, didn't know what their kids were doing with back to school, kind of anything and everything. But it was a blessing in disguise, because during that time, since Teespring wasn't listening to me, I didn't have a Facebook account, I lost my entire company in business, I kind of needed something to do. So during that time, I was like, all right, it's time to build the platform that I want it.

So I fought that legal battle for about nine months, eventually settled with Facebook, got my account back, started GearBubble, and kind of put literally every dollar I had into that process. Had I not gotten my account back, I probably would have gone bankrupt. It's hard to say at this time. But the gamble paid off. Now I have GearBubble. We've done over \$100 million in sales, birthed out of this very character-building experience that I don't feel like, still to this day, I really deserved. But it happened.

WOODS: All right, I'm probably going all out of order here, but I'm asking questions as they occur to me. With GearBubble, which I know about and I know a lot of people who use it, but is the idea that you guys – let's say I've got a mug design. You guys put the design on the mug and you ship it out for me, stuff like that. But is it also a platform where I can – is it like Shopify, where I can build my own store? I have my own GearBubble store of items?

WILSON: You absolutely can. We have two versions. We have a classic version, which is GearBubble.com, and then we have GearBubble Pro, which is almost like a white label one, which allows you to sell all the products we offer, but it's on your own branded domain, but you can also sell anything else that you want just like Shopify. You could sell box offers, you can sell private products, you can sell drapes, curtains, jewelry, whatever it is that your heart desires, just like Shopify.

WOODS: But is this – and again, I'm getting a little bit off where I was going, but to me the hurdle to that would be I'm not an artistic person. Maybe I can come up with snarky sayings, but I'm not artistic, so even though you guys do the actual physical creating of the mug itself and slapping the design on it or whatever, *where am I going to come up with a design* would be my stumbling block.

WILSON: You know, most of the designs that sell are actually very simple. You can make them yourself in Canva. I can't make designs very well either. I'm really bad at it. Or you can hire someone on Fiverr for like five bucks to do it as well. If it's really that much of a stumbling block, \$5, if you sell one product, you're going to make about \$15 profit, so it's really not that much. But usually, if you're going to sell anything that's printed merchandise, you do have to have some sort of design you can print. But luckily, the stuff that sells the best is actually very simple. Like you could make it in five minutes on Canva even with the YouTube instructional video. It's very easy.

WOODS: I have something that's couldn't be more different from GearBubble. I have a digital product called Liberty Classroom where people can take courses that are taught by me and by other people that I trust. And the thing is that when you open any platform, you have no guarantee it's going to succeed. I poured a lot of money into the creation of this thing, and I just thought I had read my audience well, and I thought it should work, but I had no guarantee of that. The very first day it opened when I saw the sales come in, I said, all right, this is going to work. Just from day one, I know this is going to be a success. Is that how it worked with GearBubble?

WILSON: No, not at all. The first day that we went live we sold one unit.

WOODS: [laughing] Oh, no.

WILSON: One unit. I mean, the platform was still pretty beta-ish. You couldn't track your order properly. I'm a big fan of getting it out and then kind of perfecting it as you go, so that you don't get stuck in this perpetual perfection phase. Because had I had tried to make it perfect, maybe I would have never launched it.

WOODS: Yeah, that does hold a lot of people back.

WILSON: Yeah, I'm a big fan of making sure it's not perfect, because done is better than perfect in my world. Because if you work really hard, you're always going to find something you can improve, something you can tweak. And then what you'll be working on for a long time ends up being something that really didn't matter that held you back for weeks and weeks, if not months and months and months. And I was fighting a legal battle with one hand and building a platform with another and having no revenue coming in from being sued with another, so I kind of had to launch it, as well, so I was forced into it a bit, too. But yeah, the first day, we sold one product. The second day, we sold two, and then it kind of went more and more and more and more and more, and now here we are, millions and millions and millions of units sold.

WOODS: How long have you been around?

WILSON: Five years, maybe six now.

WOODS: Okay. Is this your main job, running GearBubble?

WILSON: Yeah, it's the only thing that I do.

WOODS: Oh, wow, okay. So you don't do affiliate marketing or anything like that?

WILSON: I do a little bit of digital education, affiliate marketing, pretty much anything that's e-commerce-related that can help GearBubble grow. If there's maybe some new, awesome TikTok ads course or something out there like that that somebody uses to sell GearBubble products, then I'll educate our audience on that if it's related to GearBubble. But outside of that, no, everything that we do, one way or another feeds back into GearBubble.

WOODS: One of the questions I like to ask my business people is about a failure they learned from, and I'll give you an example of a failure I've learned from. I just told you about a product that I had. And when it first came out, it did really well because I was pitching it to my existing audience and they just ate it up. It's the natural kind of thing they would want. But then I thought I should be more ambitious. I should try to go beyond my natural audience, people who already heard of me, maybe who read my books or my blog or whatever. And maybe I should try to go out to a cold audience who doesn't know me, but yet might like the product and pitch it to them.

So I went to – I've told the story before on my email list. I went to Glenn Beck. And I thought, I'm going to run an ad with Glenn Beck, and I'm going to have a nice landing page just for his people with a really great offer. And we did that. I paid them for the ad. And the ad generated nothing. And when I say nothing, I don't mean to generated like 300 bucks and I'm rounding that off to nothing. I mean it generated nothing at all. And what I learned from this was that I learned something about the difference between warm and cold traffic. Warm traffic would be people who know me and like me and trust me, and they know if I put something out, it's going to be good quality. That's warm traffic. Those people are not hard to persuade. Somebody who's never heard of you before, you've got to make that person an absolutely irresistible offer for them to make that leap of faith, and I was not making – the offer was not as irresistible as it should have been for that type of cold audience.

And boy, did I learn that the hard way. It was sad. The Glenn Beck people actually pitied me. [laughing] They said they'd never seen an ad campaign flop this badly. I thought, the thing that I least want to be on this earth is an object of pity. So I hated that particular incident in my life, but I learned something from it. Do you have something like that, that just was a flop, but at least you learned something?

WILSON: I mean, I still have flops to this day. I actually like flops, because it means I'm trying something new. If I wanted to do something that succeeded all the time, which I do – flopping is growing to me, because you learn stuff. Like you just said it yourself. You learned a lot, and it inspired you not to be the pity person there. So I actually like it when something doesn't do well, because that's where I learn the most. I have launches all the time that we try something completely new. I usually do that with my own traffic, because it's something completely new. And it'll flop, but people don't remember those. Frankly, people only really remember the whole month; they don't remember all the different flops.

But we get that all the time. Like I just tried to run a TikTok ad last week. Completely flopped. We spent \$1,000 on it, made no money whatsoever. So I actually encourage flopping in my life, because it tells me what I did wrong. I learn a whole lot more from what I screw up than what I get right. So yeah, we flop pretty consistently. We put out a new product sometimes. We'll spend a whole lot of money on a production line on something, and then we put it out: boom, flop.

Like when we put out leggings for GearBubble, for example. We're like, okay, leggings are a hot product. Women wear them everywhere. Put them out: crickets. No sales, whatsoever. Eventually later, we'd get like 6 sales and the 20 sales, but when you put hundreds of thousands of dollars into a production line, 6 sales doesn't really cover the bills for it. So we get it quite often. It just means that we're trying to innovate, usually. Sometimes it works, and when it works, it works really, really, really well. And sometimes it doesn't, and you learn from it and you move on and you try again.

WOODS: Yeah, yeah, yeah, no doubt. Now, one thing I've been trying to do during this crazy 2020 year, particularly I have two email lists and I have a business email list, and my theme, my recurring theme has been: I bet going into 2020, you had no idea that one day we'd be living in a world where all of a sudden, your business would be deemed non-essential and would be shut down for some indefinite period or could operate only at 50 or 25% capacity. Or whatever it is, some kind of restriction could be placed. And it would depend on what state you lived in, just things that were totally beyond your control. And your livelihood could be endangered. And who could have predicted that something like this would happen?

So what I've been trying to tell people is, now that we know that this can happen, maybe now is not a bad time to think about what can I do to protect myself against this kind of thing in the future? What could I have, at least on the side, that is something that they could not shut down? Or would it be very, very difficult, it wouldn't even occur to them to try to shut down? And so the idea of starting – I'm not saying that we don't need brick-and-mortar stores. I would be very sad if we didn't have them. But right now, my brain is thinking I want un-shut-downable. To me, that's the best thing about everything I do. Every single thing I do is un-shut-downable in the sense that, no matter what Dr. Fauci says, my business continues. And likewise for GearBubble – although I wonder, have you had to deal with supply chain disruptions or anything like that?

WILSON: We're definitely not – I mean, it's been a wild year, to say the least. Nobody could have predicted any of what has come this year. I wouldn't say that we're un-shut-downable, but we're pretty close. We've had a whole host of logistical issues. Our business has actually boomed. Like especially when it was Mother's Day, Father's Day season, our business was erupting. We were selling tens of thousands of units every single day. And we had a lot of problems. We had issues with some of our warehouses in Philadelphia, because the actual governor was making us have people shut down from it. They were having us social distance. One of our suppliers for two-tone mugs, we were selling like 6,000 two-tone mugs a day, and they were starting to get backed up. And there was nothing we could do about it, because literally the police were at the door of the warehouse and said: either you social distance or we're going to shut you down.

So our sales were going up, up, up, but our capacity was going down, down, down, down, down. I'm like listen, guys, people need a job right now more than ever. You can't just come through and shut us down. But we kind of had to obviously follow the law. We had to do it the

way that they wanted it to get done. Eventually, we got all the orders out. A few trickled in here and there a little bit late, but we did the best we could.

It's just been a wild, wild ride this year in every sense of the fashion. Like we have warehouses all over the country. The ones in Kansas weren't affected that much because the warehouse was smaller. So they have different laws there and we could operate at full capacity. But some of our mug warehouses, they had more people that were working in them in. And like we have one in Chambersburg; we have one that's in a different part of Philadelphia. The one in Philadelphia wasn't affected that much, but the one in Chambersburg is huge. It's giant company that we use; it's a huge factory that has 15,00 employees in it. So that was spaced out, and we had police at the door every single day, and they were literally going to shut the entire factory down, had we not followed the rules. And we did the best that we could for capacity-wise within what we could possibly do.

But every single nook and cranny of our business has been impacted. But we've also got a lot more business, as well. Like a lot of the people that were drop-shipping from China have come to us because that doesn't work at all, period. Like you can't get stuff – like ePacket, you try to bring in, what used to take two or three weeks was taken two, three, or four months, and then it just wouldn't even get there. So it's actually been a little bit of a blessing, but a whole lot of character building experience, as well.

WOODS: Yeah, character building. That's a nice euphemism. [laughing] Yeah, no kidding. But at the same time, so what I've been trying to say is, especially given probably everybody listening to me spends too much time on social media – like no one even wants to be lectured to about it anymore because we all know it's true. I know in my case, it's true. I would be much more productive. I would have probably a couple more hours in the day, frankly, if I weren't in fruitless arguments with people I'm never going to convince you know what. It's not doing me any good whatsoever. I could be learning a musical instrument. I could be doing anything. And likewise, what you could be doing is doing what you did when you were juggling a million things, and at 10pm you were in the Warrior Forum trying to learn how to build a business. That's where you should be taking that time, especially in 2020 with all this wreckage everywhere, that's what you should be applying it to.

So I'm trying to find for my folks, like what's the easiest, most newbie-friendly thing for them to do? So I have talked a bit about print-on-demand, because that's a business model everyone can get. Like, it doesn't take me ten minutes to explain to them what they'd be doing. You'd be making T-shirts. You'll be making mugs. You understand English. It's a simple concept to understand. And obviously since you're the creator, you have a whole company dedicated to this, I'm sure you would know exactly what is it that a beginner needs to know, what are the pitfalls. So what can you say to somebody who thinks, yeah, it might actually be kind of cool, I'd feel like the master of the universe if I could say to people, I have my own online store? *Whoa, you do? How did you – did you have to cast a spell to do that? People don't even know how you would do something like that.* And to be able to make it make a few smackers selling merchandise that particular niche audiences would slit their grandmothers' wrists to be able to buy – maybe not quite that much, but you get my point? What do you say to them to say, look, this is doable? You could do this. This is not some undoable thing that you need to be a brain surgeon to do.

WILSON: Yeah, I mean, e-commerce and print-on-demand is really great, because the hard part about e-commerce is logistics and manufacturing, all those different problems. And we

solve all those for them. Like Q4 is upon us. Christmas season is coming. People have moms, people have to dads, people have brothers, people have sisters, they have aunts, nieces, nephews, uncles, cousins, all that stuff. And that's never going to change. That's why I really, really, really love e-commerce, because you can sell things that people are going to want year in, year out. Mom is going to need a gift for Mother's Day. Mom is going to need a gift for Christmas. Mom that drinks coffee is going to drink things out of a coffee mug. People don't go out in the streets naked. They go out with a T shirt on. You're selling products that absolutely every single person needs. It's just if you sell cool and unique products that you use on yourself, they're going to buy it from you.

Like I share stuff all the time on my timeline, whether it be a nurse product or a mom product or a brother product. And even without trying, people will say, "Hey, where's the link for that?" That's hilarious. I love it. "Where's the link for that?" And they want to buy those products. Or me even products that my other sellers design, I share them on my newsfeed, and almost every single time that it happens, I get people that want to buy that actual item. So instead of arguing with people about fruitless things, like you said, we post cool little funny products out there, which is one thing that this universe could use in this 2020 world, is a little bit of humor. And people love them and buy them.

WOODS: You and I have a mutual friend. He's a listener of my podcast, Adam Schneider.

WILSON: Love Adam.

WOODS: Yeah, he does this kind of stuff, too, and I'm pretty sure he uses GearBubble..

WILSON: He does.

WOODS: And he has helped some nonprofits that he and I believe in to help them get started with merchandise, because now he's like an expert. He has his own podcast on how to do stuff like this. And he told me what I guess I should have known already, but I'm not really in this area, that it's precisely at various holidays – Christmas, obviously, but people might overlook things like Mother's Day, Father's Day. There are particular clusters of time when these kinds of products just sell like crazy, because people are looking for a gift. They don't know what gift to get. They want to get something safe but funny and amusing that seems appropriate for the person. And those are the days – like he says that at Christmas, the last couple years he's grossed about 25K in the month of December because of Christmas. And this is something – and it makes me feel good because he found out about this because he listens to me. So with Christmas coming up, that does seem like a sensible thing to try. So presumably you have some thing that shows people like how it all works, what the steps are, and stuff like that?

WILSON: Yeah, I mean, definitely there's a lot of holidays where the sales spike a lot. I mean, during Christmas time people are going to be buying gifts for loved ones; during Mother's Day, people are going to be buying gifts for mothers. And especially this particular Mother's Day was really huge, because that was when COVID was at its really, really hot spot. People couldn't even go to the big box stores. They couldn't go to Bed, Bath & Beyond because it wasn't open, so they bought all their Mother's Day gifts online and their Father's Day gifts online.

It's really pretty simple. You look for the upcoming holiday that is going to happen. It's almost like if you were in stocks, you look for a rolling stock. If you can kind of time what's going to happen next, you're going to do well. What's going to happen next is grandma's going to need a gift. Your niece is going to need a gift. Your aunt and uncle and all those people are going to need a gift. They're going to love witty little coffee mugs. They're going to love little jewelry. They're going to love necklaces. They're going to love t shirts. So we like to sell people what they want, when they want it.

And then all you've got to do is come up with a funny little design. It could be, you know, "Best Aunt Ever," and that's how a funny little witty design, it's trendy. That type of stuff sells really, really big volume. You just make a simple, text-based design, upload it to GearBubble. You can share it out to your Facebook newsfeed or you can run a Facebook ad or however you want to promote it. Especially during seasonal times, they're going to do really well because we're selling people the stuff that they want when they want it. Like come November and December, people are going to be looking for and searching for these gifts anyways. You've just got to put your gift in front of them.

WOODS: And by the way, one way if you're just not an idea person – although almost anybody can think of something clever that people would like. But if you see something funny on a T shirt or on a bumper sticker while you're driving, there's no reason that couldn't be on a mug also. There's no reason you can't repurpose it.

WILSON: Absolutely. Some of the bestselling stuff is memes. You get a funny, hilarious meme, stuff that goes viral on social media, slap that on a T-shirt or a mug, and it'll sell really well. Because people like to share it. People think it's funny.

WOODS: Yeah, yeah, no kidding. Well, what I'm going to do is, for folks who want to be king of the universe with their own store – and again, this is not 1957. You don't have to stock this store with inventory that you cross your fingers and hope people will buy. This is 2020. There are ways in which 2020 is better than 1957, despite the fact that we're locked in our houses. And one of them is this, that you can have a store that doesn't have to have any inventory in it. So you can keep your costs like super-duper low. When somebody buys, then you get the thing. Then Don will, probably not personally, but he'll make sure that it gets made for you and shipped to the person. So it's 2020, but most people are still out there working at jobs like it's 1957, but this is something to give a shot to in 2020.

So I set up a – I always do this when links are long and complicated and people won't remember them. I just do a redirect link. So TomWoods.com/Don, for Don Wilson here, is a shortcut link so that you can watch exactly what's involved and how GearBubble works – as I said, a lot of people use GearBubble – and how you can have your own little store. And wouldn't that be awesome if you could do that? So I'm going to refer people over there if they want more information.

I am so glad that I had chance to talk to you and that GearBubble is doing so well. I honest to goodness did not know that story about your first day you sold one unit. That just blows me away. And yet, I would have just been panicked at that point –

WILSON: [laughing] I was.

WOODS: [laughing] Yeah, I guess you would be.

WILSON: I was panicked, but I kept after it. And I'm really glad that we did.

WOODS: Yeah, geez, that is so great. Yeah, no wonder you're able to travel all over the place if you're running a business like that. That's just amazing. I'm sorry about the headaches you've had to deal with, but it could have been worse. I mean, there are a lot of businesses where it could have been a lot worse, so I guess we count our blessings in 2020. Well, thanks for your time today, Don, and continued good luck.

WILSON: Thanks for having me, Tom.