



Fail Faster, Succeed Sooner with Dr. C: The Academic Entrepreneur Archives Available

December 13th 2018: Easier, Simpler, and More Profitable: Wide Awake with Martha and Chris

This week we welcome guests Martha Hanlon and Chris Williams from Wide Awake Business. Get insights into your business when you tune in live as Martha and Chris share their failure-to-success business experiences. More importantly, they identify effective strategies you can put to use immediately to easily, simply and more profitably redirect your efforts for your business. You'll find Martha and Chris to be straight-shooters who bring fresh perspectives and unique styles together to show you how to reframe a situation that might appear to be a failure but is really success when understood di

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Featured Guests



Martha Hanlon

Martha Hanlon founded Wide Awake Business in 2004 with the desire to deliver to small businesses and family-owned companies the type of insights usually available only to large corporations. She devises business plans that get and keep customers and enable businesses to grow more easily and profitability.

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Christ Williams

Chris Williams is Co-Founder of Wide Awake Business. Since 2008, nearly 5,000 business owners have relied on her sales and marketing expertise to boost their sales by more than \$538 M. Chris began her business career as a teenager, working in her family's multi-million dollar San Francisco Bay area company.

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