



Listen to Learn Just ONE Thing!

WHY LISTEN?

- Keep up on things. Continuing Education.
- Find a golden thread of an idea.
- Learn something new.
- Stay 'tuned-in' to your industry.
- Gain knowledge to provide value to customer or employer.
- Share what you learn.



WHO LISTENS?



Entrepreneur Shop Owners, Technicians, Jobber and WD salespeople and principles, auto care industry professionals and future entrepreneur shop owners

WHEN and WHERE TO LISTEN.

Commute, lunch, Car, office, home, gym, airport, beach, lawn mower, running track, any where and any time!



Podcasting is a medium of intimacy, connection and storytelling that allows multitasking.



COMMENTS.



- Like a college course in the school of hard knocks where wisdom and experience rule



HOW TO LISTEN.

- Stream from desktop
- Apple iTunes
- Stitcher Radio



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