

Business For Superheroes Podcast Transcription: Episode Forty Four: Psychedelics and Hostage Negotiation Techniques



In an industry stuffed with marketing bullshit, empty promises and shiny-suited liars, one woman's had enough. She knows what it's like to have the wrong clients, no money and no time for fun, but she also knows how to fix it, and, on the Business For Superheroes Show, she promises to tell the down and dirty truth about business, sales and running away with the circus! Here's your host: Vicky Fraser...

Vicky: Hello and welcome to the Business For Superheroes Show! I am Vicky Fraser and this is Joe, my husband.

Joe: Hello!

Vicky: Are you alright?

Joe: I'm feeling a bit dazed and confused. I'm feeling like I've had a cold and not slept particularly well and spent the whole weekend in the attic.

Vicky: That's what happened.

Joe: I know!

Vicky: And I have got a really sore - you know when your throat feels like it's swollen so you are having to swallow past a ping pong ball or something?

Joe: Nice.

Vicky: I have a hurty throat.

Joe: Awesome.

Vicky: So, this episode is brought to you by an empty glass, in Joe's case.

Joe: It's not often that I've drunk the drink before we start.

Vicky: And cranberry juice in my case. Chin chin!

Joe: Cheers! What are we talking about today?

Vicky: Right, today. Right then. Several things I think because I've been - we're both listening to a lot of podcasts at the moment aren't we?

Joe: Yes.

Vicky: Because they're awesome. There are so many good podcasts out there.

Joe: Much better than this one!

Vicky: I don't really know what to say to that.

Joe: Nowhere near as good as this one.

Vicky: Well some of them are way better than this one, but not all of them - as you implied!

Joe: Not all of them, no. Some of them are dreadful.

Vicky: In fact somebody emailed me the other day to say how much he enjoys our podcast and my book and all the rest of it. And how I'm ranking up there with the marketing greats like Bill Glazer and Dan Kennedy, which had me in stitches because it's patently not true but it was such a lovely email to receive.

Joe: That's nice. Thank you crazy person on the internet!

Vicky: So, that was that really. This week we're listening to a lot of podcasts aren't we?

Joe: I'm listening to a lot of podcasts in my car because I have a car with bluetooth and stuff in it.

Vicky: And I listen to a podcast every time I drive myself anywhere - which isn't that often but I go to Hereford two or three times a week to my pole class and I go to Symmonds Yacht to my gymnastics class and I'm always listening to a podcast. And avoiding wild boar.

Joe: Mmm, wild boar!

Vicky: Very exciting.

Joe: Not a wolf.

Vicky: Not a wolf, no. Anyway, that's a different story for a different day. So, podcasts. I have been listening, over the past couple of days, to The Cracked Podcast - which is awesome. The Cracked Podcast is spelt cracked - as you would expect it to be spelt - and they just talk about stuff. Quite often it's science-based but it's not a scientific podcast. It's just interesting things, interesting topics that they will come up with and talk about. The one that has caught my attention, that I've been listening to for the past few days, has been all about drugs. And it's absolutely fascinating because our drugs laws are completely batty.

Joe: Yes. War on drugs doesn't work.

Vicky: It's just moronic. This is probably just going to turn into a bit of a political rant for a moment but it really winds me up because the way we deal with drugs as a society - in this country and in the Western world particularly, and probably America is a good example as well - is just fucking stupid. It is. It panders to the Daily Mail-reading, non-thinking section of society who live in this black and white world of, "Drugs are bad" but are also drinking three glasses of wine every night with their meal because of the hypocrisy.

Joe: It's perfectly fine. I nearly said, "Hi, Daily Mail readers!" but they won't be listening to this podcast probably.

Vicky: They won't be listening to this! So this is a fascinating podcast because they were talking about PTSD - Post Traumatic Stress Disorder - which is suffered by many soldiers and people who've been attacked or had traumatic

stuff happen to them. They have found that one of the best treatments for PTSD is MDMA - we're having an acronym-based podcast here. MDMA is--

Joe: Commonly referred to--

Vicky: As ecstasy. I can't remember what it stands for.

Joe: Oh lots of very long words. With "acid" at the end.

Vicky: Yeah, and also there's MDA and MDMA, and MDMA has Methamphetamine in it, or Amphetamines in it. Amphetamines.

Joe: MDMA?

Vicky: Has Amphetamines in it.

Joe: Does it?

Vicky: Yes so it's quite speedy, so a lot of people don't like it because it's not very pure. Anyway, the point it.

Joe: Hang on, MDMA is a chemical compound. It's not an Amphetamine is it?

Vicky: Well it has an Amphetamine-- I thought it was quite speedy?

Joe: I'm not sure.

Vicky: But they had a dude on the podcast and they were saying that this is the case. That's why a lot of people prefer MDA because it doesn't have that speedy, racing.

Joe: Maybe it is Amphetamine, not acid. I don't know.

Vicky: Maybe it is. Anyway, they treat people with it. It was basically a podcast about psychedelics and the guy who runs the podcast has taken a lot of psychedelics in his time and is now completely sober because he had bad experiences and got a little too dependant on it. But then two of the blokes he was talking to take psychedelics a lot for research, for creativity, for all sorts of

reasons and they are perfectly fine with it. It very much depends on what type of person you are, I think, and how you use it. But they were talking about psychedelics and why they've been banned - which usually is for cultural and political reasons, so Nixon banned loads of psychedelics because he didn't like the type of people who were taking them. If you think back to the sixties it was the hippies, so that was why marijuana was banned.

Joe: They weren't going out and getting jobs and doing sensible, responsible, corporate things were they?

Vicky: They were dodging the draft.

Joe: Counterculture.

Vicky: Yeah. Also it's really linked to race and class as well. If you think that cocaine and crack are basically the same thing, it's just the method of delivery that's slightly different. Cocaine is like rich, white guys snorting and hookers and toilets, or whatever - probably not all of those three things at the same time actually! That would be gross, anyway I've drifted off into a land of hell. But crack is predominantly taken by poor, black people and that's why crack is now like, "The worst thing in the world" and cocaine isn't. It's all bullshit. The way that it's all classified is bullshit as well. They were talking about psychedelics and how they've been used to treat PTSD because MDMA, specifically ecstasy, has the wonderful quality of making you really open. It makes you love everybody and everything, that's what it does. It's an altered state of reality. It's not a psychadelic in the sense that you would think LSD is - you don't necessarily see shiny shapes and Jesus with a fiery sword coming out of his mouth (which is where John got the image of Revelations from) - did you know, and this is going off on a tangent here but it's too good to miss.

Joe: Is this the fungus that grew on wheat?

Vicky: No, no, no because it was John of Patmos that wrote Revelations. Patmos is an island in the Aegean - or a Greek island, I don't know if it's in the Aegean. It's a Greek island and the next door island has magic mushrooms growing on it and one of the typical trips that you would have from mushrooms is that you might see something like Jesus with a fiery sword coming out of his mouth.

Joe: Seven-headed dragons and stuff.

Vicky: Seven-headed dragons and that kind of shit. So, next time some Bible-thumper gives you some nonsense about--

Joe: There was a different theory about a psychotropic fungus that grows on bags of wheat.

Vicky: Yes, what's it called?

Joe: I want to say Ergot.

Vicky: Ergot, yeah that's it. It is Ergot. That may well have been because Exodus, there's a lot of resemblances to some of the scenes from Revelations. And Exodus was written at a different time, by many different people.

Joe: While they were dragging food around deserts.

Vicky: Dragging food around deserts and getting off their tits. So, there you go. But PTSD, they're finding that MDMA is a really good treatment for it. Not just giving people drugs and telling them to go party, but they're giving it to them in the context of having therapy with people because it makes them open up and talk about their experiences.

Joe: Which is what you need.

Vicky: Which is exactly what you need because they've done studies and looked at soldiers who have served together in wars, and they've both -- Two soldiers might have both seen the same horrific thing, like their friend got blown up and died - and that is the primary cause of PTSD in soldiers apparently, seeing someone that you love die in a horrible way, which is perfectly understandable. They'll study these people afterwards, they'll watch them when they're home etc. And one of the soldiers will be fine, he'll go on with his life and be fine, and the other soldier will have PTSD. The only difference is that the one who is fine will go and talk about it to people. He'll talk about his experience or he'll write about it but he will get it out there.

Whereas, the one who suffers from PTSD will bury it and then it comes back. You can't bury shit like that.

Joe: So making them get a bit smashed and then talk to someone is actually very good for them,

Vicky: Yeah, and the reason I get so frustrated with our ridiculous drugs laws is because they prevent that kind of research being done openly. How many people could be helped by that kind of thing? This is not about giving people a packet of pills and telling them to go clubbing. Although I think people should be able to do that if they want to, if they're grown ups. But it's really interesting. People have used psychedelics throughout the ages to aid creativity.

Joe: That's it, there's some stuff that's culturally acceptable like your gin and your tobacco and all that sort of stuff. Stuff that's culturally unacceptable but in other places it might be, it's crackers.

Vicky: It's highly arbitrary and we're probably going to get letters for this but you know what? Good. Write me letters, I love letters.

Joe: What the hell are we talking about today?

Vicky: So, today we're talking about that part because I wanted to get people thinking about different perspectives on things. I'm not telling you to go and take drugs.

Joe: Get a whole new perspective with chemicals.

Vicky: No, but there are other ways to do that. Meditation will have the same effect. If you want to learn how to meditate, that can induce this kind of altered state of reality. That's a good thing to do as well.

Joe: I had a chili in the pub over the road a couple of days ago that was so hot I pretty much hallucinated.

Vicky: Do you remember that jerk chicken?

Joe: Ah jeeppers. Jerk chicken, we did a thing a couple of years ago, my niece and her fella came over for dinner. We did a jerk chicken and the recipe starts out in a really frightening manner by saying, "Take six Scotch Bonnets and blend with a quarter of a pint of white vinegar". You just think, "Jesus, this is going to be brutal!"

Vicky: I looked at that and was like, "I'm not putting six Scotch Bonnets in anything that is going anywhere near my face."

Joe: So we just went for four.

Vicky: Three I think it was.

Joe: Was it? Well, it was brutal. It was just pain - hot, hot pain.

Vicky: It didn't kill the flavour like some things can. The flavour was still there, it was very flavoursome but it was endurance food. We had to go out and buy more milk.

Joe: Oh man, we were all sitting there in the garden hallucinating away, sweating, trying to eat this food.

Vicky: It was exciting. We haven't had it since. I'm vegetarian now anyway, again.

Joe: You'd have to jerk something else. Vegetables? Jerk vegetables. I don't know.

Vicky: Anyway, as well as getting people to think differently - and remember, I'm not telling you to go out and take anything illicit, at all, that's entirely up to you, you're a grown up. But, I wanted to talk about hostage negotiation techniques.

Joe: Okay, that's a swerve.

Vicky: Oh I don't know, it might be that they're trying to negotiate--

Joe: You mentioned this a couple of weeks ago actually.

Vicky: I did because it's all about persuasion. That is what I'm in the business of doing. It's what you're in the business of doing. And it's what everybody who is listening is in the business of doing.

Joe: Taking hostages?

Vicky: No! I hope not. Persuading.

Joe: Oh right, I was thinking like robbing banks.

Vicky: No, don't do that.

Joe: Booby-trapping the front door and stuff.

Vicky: Well you can booby-trap your front door I suppose, it's your front door but don't rob people, that's bad. Persuasion - everyone who runs a business is in the business of persuasion because you have to persuade people to buy your stuff. But more than that, anybody who interacts with other people, ever, is in the business of persuasion. There comes a point at some point where we all want to persuade somebody to do something.

Joe: Even if it's for their own good.

Vicky: Even if it's for their own good.

Joe: Especially if it's for their own good.

Vicky: Especially if it's for their own good. Particularly if it's for my own good. So I wanted to talk a bit about hostage negotiation because essentially hostage negotiation is getting people to change their minds.

Joe: Let the people go. Don't blow up the bank.

Vicky: Step away from the big bomb. Ah, you've completely derailed my train of--

Joe: Persuade people. Change their minds. Come on now, stay with it.

Vicky: Okay, so when you're thinking about persuading somebody to do something most people start from entirely the wrong place. There's five steps to persuasion, to persuade people to do something or to change their minds. Most people start at step number four, which is influence.

Joe: I think you should do this.

Vicky: I think you should do this and this is why. That's entirely the wrong place to start from and that's why most marketing is shit - because that's where most marketing starts from.

Joe: I've got a thing, you should buy it.

Vicky: Exactly, which is essentially what most businesses do. It might sometimes be a little more sophisticated than that but quite often it's no more sophisticated than that!

Joe: Buy my shit.

Vicky: Apple have kind of got to the point where they can go, "We've got a new iPhone, do you want it?" And everyone goes, "Yes!" But we're not Apple and nor are you - unless Apple are listening in which case, that would be awesome.

Joe: Hi! I was going to say Bill then, but that's Bill Gates. Oof!

Vicky: [Laughs] Get out. After that clanger... So, stage one of the FBI's hostage negotiation, and stage one of your marketing persuasion, should always start with listening to people - and not just listening, but active listening.

Joe: Tell me the difference between listening and active listening because it sounds a bit counsellor.

Vicky: It can be a little bit counsellor. Okay, let me give you an example of what most people do when they're listening. Most people's version of listening is simply being quiet and waiting for their turn to speak. That's not really listening - I mean it kind of is because you're not interrupting them so I

suppose, technically, it could be counted as listening. That's what most people are doing in a conversation.

Joe: Waiting for their turn.

Vicky: Yeah, just waiting for their turn. It's very, very rare that you meet somebody - and you will know when you meet somebody like this because it's so rare, and because they make you feel so special. It's very rare that you meet somebody who is actively listening to you and is genuinely interested in what you have to say. As I say, when you meet that person you'll know it. Joe is now making a duck face at me.

Joe: No, I was nodding.

Vicky: You were duck-facing at me.

Joe: Here comes Noodle.

Vicky: So, active listening. I want to give people a few tips about how to do active listening because I don't think most people really know. The basics are just listen to what they say. Don't interrupt and don't disagree with people, don't evaluate what they're saying. Just shut the fuck up and listen. That's the first thing to do. The second thing to do is to acknowledge what people are saying, so nod your head, make "mmhmm" noises.

Joe: That's basically my job on this podcast isn't it? Just nod and agree.

Vicky: That's not true, everybody listens to it for you. And without being awkward - and this is quite a skill and one that needs to be practiced because you can sound like a weirdo - but repeating back the gist of what they've said from your frame of reference. So, saying what they've said in different words.

Joe: So you mean saying what they said, but using different words?

Vicky: [Laughs] That was a really poor example of doing that!

Joe: Those were, in fact, the same words.

Vicky: Those were, in fact, the same words, yes. Apart from one. So after someone has finished speaking you can sum up what they were saying, basically.

Joe: Okay, so sum up what they were saying?

Vicky: I am so going to slap you! [Laughs] Another basic act of listening is ask questions that show you've been paying attention.

Joe: Okay, so what sort of questions should I be asking?

Vicky: Well Joe, I'm glad you asked me that. I know that's very cheesy but that is a good, and very simple, example of what you can do. So, if somebody is telling you a story, even if it's just as simple as, "That's fascinating, tell me more about XYZ." "Tell me more about the unicycle clown that you encountered on the way to the canal." I have not been taking psychedelics! I am quite tired and have a sore throat, though. Okay, so active listening is the first place to start and the reason we do that in marketing is because one of the biggest mistakes that we all make is that we assume that we know our customers really well.

Joe: So are you relating the active listening to the sorting out your customer avatar, and working out who they are and what they want, and what their problems are? Is that active listening in marketing?

Vicky: Yes, it kind of is because you can do some of that on your own by extrapolating from what you know already, but the best way to do it is to talk to your current customers. If you have current customers talk to them, ask them questions, listen to them. Ask them what their problems are, and sit and shut up and listen. It's one of the best uses of your time that you can do. If you haven't got any customers, go and talk to people. All sorts of people. Ask them what their problem is and relate it to the business idea that you've got, or the product idea. Ask them what problems they're having and what they might be interested in to solve their problems. That kind of thing. Ask them all about themselves. Find out all about them as people as well because that's just as important as the problems that they're having with whatever socks they're trying to buy (or whatever).

Joe: Socks?

Vicky: Socks. I've been looking at socks today.

Joe: Really? You've been cold haven't you.

Vicky: Yeah. If you sell socks, you need to find cold people.

Joe: Find people--

Vicky: That live in cold houses.

Joe: That live in 16th century houses.

Vicky: With no curtains. And who are renovating.

Joe: No insulation.

Vicky: No double glazing.

Joe: Big holes in the house. Those are the people who will buy socks off you.

Vicky: If somebody had emailed me today and said, "We've got fluffy penguin socks" I would have been like, "I am all over that" and you would have come home to a house full of penguin socks. I do like socks.

Joe: Missed opportunity.

Vicky: Missed opportunity. So, that's stage one. We're getting close to the end of the podcast so I'm just going to quickly run through the other stages and then maybe we'll come back to them in other weeks. Probably not next week and the week after because we like to mix it up a bit.

Joe: Okay.

Vicky: [Laughs] I like the way you say, "Okay" like it's a plan. Not like we'll forget before next week.

Joe: Oh no, I quite like this one. This is good stuff.

Vicky: It is good stuff and it's really interesting as well. It's all psychology and people's' brains are fascinating.

Joe: Oh I'm listening to an awesome podcast about Nietzsche at the moment. Really good.

Vicky: Really? You'll have to send it to me.

Joe: I will.

Vicky: Cool and then I can talk about it in my emails and ting.

Joe: You can.

Vicky: So, active listening is stage one. Empathy is stage two - and I think that's far too big a topic to discuss in a minute and a half, so we'll come back to that. That's all about walking a mile in somebody else's shoes. Maybe we could play you a bit of a song that I found about that.

Joe: Jesus, really? Are we going there?

Vicky: I don't know if we're allowed. I'll have to find out because The Cracked Podcast play music all the time.

Joe: I think with the radio there's something like as long as you play less than 30 seconds you don't have to pay royalties, or something.

Vicky: I will investigate this so that we don't get arrested.

Joe: Well as long as our listener doesn't report us, we'll be alright.

Vicky: We have more than one listener, Joe.

Joe: Hi, Veggard!

Vicky: [Laughs] Hi, Veggard! Aww, you and Veggard, you've got a little bromance going. He was asking about you in Cork. He's really excited that

you're coming in December. So, stage one is active listening. That should be the basis of any kind of persuasion you ever want to do, and really it's a good way to learn stuff. Listen to people, you'd be surprised at how interesting a lot of people are. Not all.

[Laughter]

Vicky: Stage two is empathy - you have to put yourself in their shoes. Stage three is rapport - building relationships. This is what I do, this is what we're doing with this podcast.

Joe: Building a relationship with our listener.

Vicky: Veggard. Hi, Veggard! Then stage four is influence - and that's where most people dive in and that's why most people are really turned off by marketing and advertising. You don't meet somebody and then say, "Let's go for some sex." You meet somebody and go, "Hi, would you like to go for a cup of coffee".

Joe: And then you listen to them, you find out all about them.

Vicky: You get to know them. Find out what they care about, build a relationship. Don't invite them back straight away.

Joe: Then go for the sex.

Vicky: And finally, you go for behavioural change - which is what married people do to each other!

[Laughter]

Joe: Oh if only that wasn't a joke!

Vicky: People do try and change each other, though.

Joe: Well I don't try and change you.

Vicky: That's not true. You get really cross when I leave half a job done. It's only because I've got like ADHD.

Joe: No, you don't.

Vicky: So, just to recap, psychedelics are awesome, our drugs policy is bullshit, don't take drugs unless you want to (because you're a grown up) - but I'm certainly not advocating it! Try meditation to open your mind. If you want to negotiate with somebody and persuade them to do stuff, don't start with influence because nobody gives a shit at this point, and you just come across as a twat.

Joe: Start with listening.

Vicky: Start with listening, active listening. Don't just wait for your turn to talk. Actively listen, that's key. Then empathy, rapport, influence and behavioural change. And we'll talk more about those.

Joe: I feel like we might have skipped over the final four steps there.

Vicky: Well, you know, you don't want to give away the farm on the podcast. You've got to keep goodies back for my Inner Circle.

Joe: Some random, future point.

Vicky: Possibly! I think this is going to be a good series of podcasts if we can stay focused on it and not get distracted by cheese, or something.

Joe: Booze.

Vicky: We should do a podcast on cheese at some point.

Joe: We should do a podcast on cheese.

Vicky: So, active listening! Okay, my event.

Joe: The event.

Vicky: Oh man, I'm really looking forward to it.

Joe: It's going to be cool.

Vicky: It's going to be cool. I was talking to my buddy, Mark, today - Hi, Mark!

Joe: Hi, Mark! Our other listener.

Vicky: Yeah and I was telling him I was really nervous and he was like, "Don't be ridiculous, it's going to be amazing!" I was just like, "Ahh okay." Omgosh and tomorrow, what am I doing tomorrow? Having a fucking photoshoot.

Joe: Photoshoot of doom.

Vicky: Thanks, that makes me feel great. I hate photographs of myself because I have what Joe calls my photo face. Which basically means that I look like a demented 1950s housewife who is high on Amphetamines.

Joe: Amphetamines and Valium I reckon.

Vicky: Yeah a combination, so both highly strung and spaced out, which is not a good place to be and that's exactly what I look like. I look like I'm in not a good place because I'm not in a good place because somebody is taking a photo of me. I know what I'm going to look like, so it's like a vicious circle. So a listener and long-term reader of my emails got in touch and asked me if he could come and take photos of me. He's turning up with a makeup artist-- No! That sounds really dodgy doesn't it?

Joe: It does, yes! Who is this man? What does he want?

Vicky: No, it's totally not dodgy. I was talking about how I hate photographs of myself and he was like, "Oh I like working with people to make them feel more confident" because everybody has this problem - men included - with having their photograph taken. He's bringing a makeup artist with him, so she's going to do my face. And I'm going to get my hair done tomorrow morning - and this is all tax-deductible by the way people. Top tip for business, if you're having business photos taken and you're getting your hair done and your makeup done, get your business to bloody pay for it.

Joe: Sweet.

Vicky: So, we're doing that but it's not going to be your normal, stuffy business photoshoot because I am not your normal, stuffy business person. It's going to be awesome. I'm really excited about it. It's going to involve several of my favourite things - not cheese, though, probably.

Joe: No cheese.

Vicky: No cheese. So yeah, that's what I'm doing tomorrow.

Joe: Looking forward to it. Looking forward to seeing them.

Vicky: I'm looking forward to seeing them as well and the reason that I'm doing this is because I don't have any photographs of myself. You may have noticed that the only kind of image of me is that illustration that the wonderful Julia did for me.

Joe: Hi, Julia.

Vicky: Hi, Julia! And that's great and it's wonderful but it's not actually me. It looks like me but it's not actually me. So when I write articles for magazines and newspapers they tend to want a photograph of actually me, and no matter how much I throw a tantrum, they won't accept the illustration - which I think is frankly mean. I don't really have any photographs on my website and I just don't have any photographs. So I wanted to have some photographs for my business but not me sitting behind a desk - the normal corporate stuff that people have, the headshots and shit.

Joe: Yes, the kind of stuff that goes on LinkedIn where there's just a smiley face and a suit.

Vicky: Yeah because that's just not me, I'm not a suit person. So there's going to be no suits in this photoshoot, and it's going to be very much me. It's going to be capturing my personality and the stuff that I care about, and who I am. That's really important because that's going to help me massively to stand out from all of the other copywriters out there who have the corporate

photographs - because that's what we're told that we need. It's nonsense, we don't need it. We need to look like who we are.

Joe: Be who you are.

Vicky: And we need to have that personality come through. That neatly links into my event in November. November 3rd and 4th, it's all about how to find and dig out your USP - how to pull it out, how to bring it into your marketing. There's going to be a section on visuals as well and included in that I'm going to talk about photography and how you can get the best out of photographs of yourself because it's something that fills a lot of people - especially women - with horror. So that's going to be part of it. I'm going to have all kinds of exercises to do, it's going to be a real hands-on workshop. It's going to be skill-building.

Joe: This isn't people talking at the audience.

Vicky: God no.

Joe: This is getting in and doing it.

Vicky: There's going to be a lovely dinner in the evening, which is on me. And there's going to be a bit of a fun surprise thing to do in the evening, and there's going to be a couple of nice surprises along the way as well.

Joe: Cool.

Vicky: I'm only limiting it to 15 people because I don't want a massive roomful. Half the tickets are gone. If that's all that come then that's fine because the people who are there will get more from it, but it would be nice to have a couple more people. If you would like a ticket go to www.businessforsuperheroes.com/events/who-are-you?

Joe: Cool, sounds good.

Vicky: And we'll be back next week, won't we Joe?

Joe: We will.

Vicky: Be good and if you can't be good, don't get caught. And go persuade somebody to do something - or at least listen to them!

Joe: Sweet. See ya!

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