

# From the Studio

## A month of lesson's from the *Your Opportunity Knox* Radio Show

**R**adio has long existed on the principal that you can learn something from everyone.

Every guest, caller and on-air personality takes on a topic hoping that the relevance of their point will find a home in the heart and mind of the targeted demographic. What makes the *Your Opportunity Knox* Radio Show format so unique is that the hosts are engaging the Knoxville listening audience with conversation about the personal principles of doing business successfully. Being hardwired into the Knoxville small business community ensures guests that are



interesting, opportunistic and full of fresh, electrifying business ideas.

This month's high point for YOK programming was interacting with the owner of Slamdot, the local source for affordable web hosting and design.

Small business owners often rate their



Christman

Web site as the number one source of revenue they are neglecting and Sean Christman shared useful insight and knowledge about how to effectively turn your Web site from a black hole to a cash generating bright spot in your company's marketing plan. As always though, the conversation went deeper. Sean brought some business operating principals to the table that involved transparency, getting rid of bloat and operating as laser focused and effectively as possible. His lesson was about using technology as a leveraging fulcrum and not a stumbling block. We look forward to having Sean back on the air in the near future, as well as other great guests to continue our discussions on how to thrive, not merely survive, in this emerging small business marketplace.

**Listen to Your Opportunity Knox, co-hosted by Tom & Judy Irmen, every Saturday from noon to 1 pm on Knoxville's Big Talker, FM-100, WNOX.**

For more information about Sean Christman visit: [slamdotsites.com](http://slamdotsites.com)

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