

Front Lines

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A Pod for Ponds

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Otherwise called a Pondcast ... or at least that's what cleverness Aquascape, Inc. has come up with for CEO and Founder Greg Wittstock's new The Pond Guy Pondcasts.

If you have a pond installation business, or are interested in starting one, then this podcast is right up your alley. Each 20-minute pod profiles the journey and success of Certified Aquascape Contractors.

"The best way to be successful in life is to find someone doing what you want to do and do what they did," Greg says. "Every interview walks the listener through an experienced contractor's journey to becoming a water feature professional. Their priceless business advice comes from years of doing it."

The Pond Guy Pondcasts discuss each Certified Aquascape Contractor's business model by breaking down the number of employees, annual revenue by division and best practices. Interviewees also assess their passion for working with water features and how this enthusiasm improves their work-life and business' success.

Episodes drop every Tuesday and Thursday at 4:00 p.m. CST. To listen, you can visit www.aquascapeinc.com/professionals/pondcast or the-pond-guy-pondcasts.simplecast.com. It's also available on Spotify, Apple Podcasts and Google Podcasts. **GP**