

## **Official Press Release**

### **AutoConversion Introduces Group Coaching Webinars for Business Owners and Leaders**

**Naperville, IL - April 15, 2019** - AutoConversion, a multimedia network that features a variety of B2B programming for technology businesses and professionals, today announces the introduction of Group Coaching Webinars for Business Owners and Leaders as part of the White Collar Therapy Initiative.

White Collar Therapy is a community-driven marketing initiative that was introduced by AutoConversion in the Fall of 2018. The program features a bi-weekly show and podcast, hosted by Robb Holman and Ryan Gerardi. It is meant to be like therapeutic entertainment for career-minded professionals. There is also a Facebook group for fans to interact with the show hosts and each other.

Holman is CEO of Holman International, a global leadership consultancy revolutionizing the way business leaders operate. Gerardi is the Founder and CEO of AutoConversion, and Executive Producer of the show and podcast.

"When we launched the show last Fall, we knew it was only the beginning, Gerardi explains. "But we had to test our ideas out before evolving them prematurely. Here we are 8 months later and building on the whole idea. That's real progress. This is truly special."

The addition of Group Coaching Webinars, which comes in the third season of the show, gives viewers and listeners the opportunity to benefit from White Collar Therapy beyond just the show. It creates the benefit of membership and will offer a more dynamic experience for these members.

"White Collar Therapy Group Coaching will change how people live and lead," says Holman. "It's a perfect opportunity for the community to interact with our proven Inside Out Leadership principles and experience real transformation!"

In the webinars, Robb will explore specific chapters from his book, breaking down the curriculum in a tangible manner, giving attendees the experience of learning from Robb's teachings through inspiration. The webinars will also feature special guests who can provide contrast on these ideas, introducing members to other business leaders and coaches, and vice versa. They will also include an interactive Q&A segment. For more information and to sign up go to [www.whitecollartherapy.com](http://www.whitecollartherapy.com).

### **About AutoConversion**

AutoConversion provides media, advertising, and technology solutions for B2B brands and small businesses. Our mission is to help attract awareness of, spark interest in, and generate demand for your branded message. For more information visit [www.autoconversion.net](http://www.autoconversion.net).

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