

**THE  
ROCK  
AND  
ROLL  
GUIDE TO  
CUSTOMER LOYALTY**



**Joe Heuer**

**RockandRollGuru.com**



**THE  
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*~ Rock and Roll Press ~*

# **The Rock and Roll Guide to Customer Loyalty**

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Or at least a severe verbal reprimand!

Cover and layout by Douglas Golner

## **Also by Joe Heuer**

*#DREAMtweet: Enlightened Inspiration from a  
Rock and Roll Guru*

*The Rock and Roll Guide to Patient Loyalty*

*The DENTIST'S Rock and Roll Guide to  
Patient Loyalty*

# **Deadication**

To my beloved Grateful Dead, who inspired the loyal tribe that led this book.



# **Why I Wrote This Book**

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I love rock & roll.

I believe we came to this third rock from the sun to serve.

I was inspired to share my love in a manner that integrates my passion for both rock & roll and service.

Writing it was fun.



# **A Note from the Rock and Roll Guru**

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This is not meant to be a motivational book, so if you're motivated after reading it don't you dare blame me!

I am not a motivational speaker. Motivational speakers are the professional wrestlers of the corporate world. In fact, I don't believe in motivation. Motivation reeks of fear and is based on moving away from something.

I believe in inspiration. Inspiration implies moving toward something groovy.

I was inspired to write this book, and I have no emotional investment in whether or not anyone believes what I write. So I've got that going for me...which is nice.

However, if this book does inspire you, that is way cool.



# **Rock & Roll Preface**

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I use the words customer and tribe interchangeably. Feel free to insert your own term, whether it's client, patient, member, fan, family, or Loretta for that matter. I prefer tribe because, to me, it implies loyalty.

Loyalty is an incredibly powerful emotion. Translated into rock & roll-ese, loyalty is a vibe.

Therefore, I'll also use the phrases 'vibe of the tribe' and 'customer loyalty' interchangeably.

Loyal tribe members serve as your cheerleaders. They make noise. They communicate with each other. They spread the vibe. They attract other people to the tribe.

What are you doing to rock the vibe of your tribe?



## **Opening Act**

Rock & roll is a powerful trigger. Who doesn't remember the first time they heard The Beatles or Bob Dylan or "Layla" or "Stairway to Heaven?"

The mention of those classics instantly takes most of us back to another place and time. In other words, we emotionally access a splendiferous vibe.

What are you currently doing to help transport your tribe of customers into that outrageously groovy vibe, the type of vibe that will inspire their loyalty?



# **The Grateful Dead Tribe**

I belong to a totally far-out tribe. We're called Deadheads and we just may be the most loyal tribe in popular culture. We refer to ourselves as family, and we treat each other as such.

Our tribe revolves around the music and community of the Grateful Dead. The Dead inspired our loyalty in part by providing us with tremendous value while asking nothing in return. They allowed us to tape their concerts and trade them amongst ourselves. They even created a tapers section at their shows where we could get the best sound. Their only request was that we not sell the tapes. Trading them, however, was highly encouraged.

The Dead actually became **THE DEAD** by giving their music away! No other band would have even considered such a thing. By doing this they inspired our phenomenal loyalty. In appreciation, we helped The Dead create an empire.

The Grateful Dead bathed the tribe in love, and we reciprocated in kind.

There is a mind-blowing lesson here for your business or organization. Find a way to provide value to your customers upfront. Demonstrate your unconditional love for them, and you'll create the vibe that inspires their loyalty.



**If you wanna spark a  
loyal tribe,  
you gotta channel the  
Blues Brothers and  
venture out on  
a mission from God.**



# Sound Check

Are you gettin' in tune with your customers?

A good place to start is to get rid of all those nonsense customer satisfaction surveys. They serve no purpose other than to annoy people.

Here is the only one question you need to ask: Would you recommend us to a loved one?

No one will recommend you to their personal tribe unless they feel good about you.

If the answer is no, you may want to follow up by asking why, but don't waste their time unless you plan to actually do something with the information they share.





## **Satisfaction**

**A customer service term meaning excessively mediocre, and something the Rolling Stones could never seem to get.**



**Do you go to a concert  
because you're *satisfied*  
with the band or because  
they ROCK your world?**



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*“To me, people are more important than anything else. Rock ‘n’ roll, anything else, people are more important.”*

Keith Richards

And this wisdom comes from a cat who fell out of a tree in Fiji.

It is a universal principle. People come first. Tasks are a distant second.

Keef knows all.



# **Customers**

**People you need to start treating like rock stars, since they currently possess your future fortune.**



# **Fantabulous**

**A delicious word coined by  
Van Morrison that describes  
how you want your customers  
to feel about you.**



***If you were put on trial  
for delivering the mind-  
blowing service that  
inspires a loyal tribe,  
would a jury have enough  
evidence to convict you?***



# **The Customer Service Trio**

The Shakespeare of rock & roll, Bob Dylan, made it clear that we must serve others during our time here on this planet.

Customer service is not complicated. It is so simple, in fact, that everything you need to know about customer service you learned in kindergarten.

Ladies and gentlemen, give it up for the customer service trio.

1. Be kind.
2. Help.
3. Play nicely in the sandbox.

That is all there is to customer service, and anyone who tells you otherwise is misguided.



# **Be Kind**

Are you kind?

Being kind is one of the basic tenets of the Deadhead tribe. It doesn't take any training or special skills. Kindness comes from the heart.

A sincere smile is the simplest and quickest way to share your kindness. Seriously, how complicated is that.

Being kind is a beautiful way to live, and it attracts other kind people into your world.

Your kindness need not depend upon how other people treat you. When people are rude or angry, your kindness can help them to see the light.

Place your attention on kindness and it will rapidly become a joyful habit.



# **Help**

The Beatles created a song, an album and a movie around this four-letter word.

**People want and need help.**

**Service is helping.**

**Help kindly.**



# **Play Nicely in the Sandbox**

Play nicely in the sandbox. I know you learned this principle, and hopefully mastered it, in kindergarten.

In terms of customer service, playing nicely in the sandbox has to do with your internal customers, or coworkers. Treat them with the same care, courtesy, respect and compassion you would appreciate receiving in return.

Brothers Ray and Dave Davies of The Kinks must have skipped kindergarten, because they clearly never learned to play nicely in the sandbox. Although they were the foundation of one of the greatest rock & roll bands of the British Invasion, the brothers Davies couldn't seem to get along, and they even wound up fighting on stage. As much as I love The Kinks, that's just poor customer service.

Consequently, they haven't toured together in many years, depriving me an opportunity to give them hundreds of dollars for tickets, t-shirts and other assorted merchandise. Again, substandard customer service from The Kinks.



# **A Lesson from Rock Stars**

**When your work becomes play,  
you are well on your way to the life of  
your wildest dreams.**



# **Rock & Roll Wisdom**

**Always act from inspiration. The belief that logic and inspiration are somehow connected is pure balderdash.**



**Rock & Roll  
Customer Service  
Mantra**

*How can I help make  
your day ROCK?*



# Your Band

I was originally gonna call this section The Band, but then I put on “The Last Waltz,” followed by “Live at Watkins Glen” and “Music from Big Pink,” and the next thing you know an entire afternoon had passed and I hadn’t written anything (although I did have a ton of fun). But I digress.

Think of your band as your coworkers, or internal customers. Customer loyalty always begins with internal loyalty. No ifs, ands or buts. I have never seen any organization that had a loyal tribe without it.

The primary reason people leave your band is ineffective leadership and lack of appreciation. You cannot possibly earn the loyalty of a tribe if you can’t even inspire the loyalty of your band mates. This doesn’t just apply to people in formal leadership positions. This includes you, irrespective of your job title or responsibilities. Creating an uplifting vibe is the charge of each and every person in an organization.

I agree with Neil Young that it’s very cool to frequent places where working people are happy.

How can you expect band members to treat your tribe like rock stars unless they are being treated that way?

What are you currently doing to make your workplace one that attracts and retains radically happy and loyal band members?



**Treating your internal  
customers like rock stars  
goes beyond providing red  
M&M's and Dom Perignon.**

But that's a good start.



# **A Standing Ovation**

Gratefulness is one of the pillars of loyalty.

Giving your tribe members a standing ovation is simply a metaphor for expressing your appreciation to them.

Be outrageous in demonstrating your love and appreciation for your customers. It's easy to do when you remember they are the people paying for your kids' college education so you don't have to suffer from mal-tuition. They're also putting a roof over your head in an exclusive neighborhood while sponsoring your early retirement.

It's not enough to merely feel love and appreciation for your customers. You must constantly find little ways to bathe them (or shower them, if you're a James Taylor fan) with love. When your customers know you love and appreciate them, the likelihood of inspiring their loyalty increases exponentially.

Please remember this principle applies, first and foremost, to your internal customers. They are the foundation of your company.

As the crowd goes wild...



**Give your tribe a standing ovation by making every day customer appreciation day!**



# **Rock & Roll Philosophy**

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Love is a consistent theme in rock & roll cuz it's the ultimate key to success in any undertaking. Imbue your endeavors with the joyful light of your love and there will be no competition.



# **Tom Petty Loves Me**

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I have been a huge Tom Petty fan for more than thirty years, and I know Tom loves me. Lest you think I'm delusional, let me explain.

Late last year Petty released "The Live Anthology," an amazing four-disc box set culled from more than three decades of concerts. And he released it for less than most bands charge for a single album.

Why did he do this? Because Tom Petty loves his fans and wanted to make these live recordings affordable to ALL of his fans. This is his way of demonstrating his love and appreciation for me.

Consequently, Tom Petty has a loyal tribe and continues to sell out 25,000-seat amphitheaters.

Tom Petty might be the unofficial poster boy for the legalization of Mary Jane, but he's also an incredibly savvy businessperson who has consistently demonstrated his love and appreciation for his customers over the last thirty-plus years.



**To inspire the loyalty of your  
tribe, give them a Lovin'  
Spoonful of good vibrations  
at every opportunity.**



## **A Concert to Remember**

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Every concert, or encounter with a customer, is a moment of truth. In each moment of truth, your challenge is to create a memorable moment that makes your customer say “WOW,” or it’s first cousin, “KEWL” (not to be confused with the more mild-mannered “cool”). There are opportunities in virtually every interaction with another person to inspire a “WOW” or “KEWL.”

Inspiring a proclamation of “KEWL” is accomplished by demonstrating that you care about the other person in a manner that elicits a positive emotion, or vibe.

Develop the habit of going beyond the call of duty by using your creativity to turn the ordinary into the extraordinary.



# **Lip-synching**

**The rock & roll equivalent of  
the fake customer service smile.**



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# **The Boss Rocks the House**

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Going above and beyond the call of duty is how Bruce Springsteen became **The Boss**. I still remember my first Springsteen show more than thirty years ago. This was not just a concert; it was a “WOW” experience.

Bruce & the legendary E Street Band inspired a loyal tribe by delivering marathon kick-ass rock & roll shows night after night. They create amazingly memorable and emotional experiences that are unparalleled. Thirty years later, I still get chills thinking about the four-hour epic adventures I was fortunate enough to attend in 1980.

Every time I think about seeing The Boss live, I always smile and say “KEWL!”

While I realize you’re not Bruce Springsteen, you need to realize that you have the ability to rock the house in your own way.

How are you creating the memorable experiences that make your customers say “KEWL?”



**The quickest way to earn a person's  
loyalty is to treat them in a manner  
that makes them shout**

**Yowza Yowza Yowza**

I bet Frank Zappa would have agreed.



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# Utopia

**Todd Rundgren's quest to find the perfect customer service experience.**



# **The Rules of Rock & Roll**

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Rule #1: Make your own rules.

Rule #2: Ignore the competition.

Rule #3: Never follow the herd unless you wanna step in bullshit.

These are the rules that brought us Chuck Berry, Little Richard, Buddy Holly, Elvis Presley, The Beatles, Bob Dylan, The Rolling Stones, Led Zeppelin, the Grateful Dead and so many more fantabulous rockers.

These are the same rules that brought us Harley-Davidson, Disney, Nordstrom and Zappos.

Obviously, the rules of rock & roll translate seamlessly to business.

What rules are you playing by?



# **Your Rock & Roll Rules**

**If you make the rules should you win the game?**

**Of course!**

**If you can make the rules you can win.**

**If you can win you should.**

**If you should win you must.**

**If you must win you will.**

**Make your own rules!**



**If what you are currently doing is not creating a loyal tribe, it's time for some ch-ch-ch-ch-ch (you know where I'm going with this) changes. No, I wasn't stuttering, but I am listening to David Bowie as I write this.**

## **Rock & Roll Translation**

**If what you're doing right now isn't working, it may be time to improvise by taking a walk on the wild side and letting your freak flag fly.**



# 11

**Crank it up to eleven.**

**It's one more than ten.**

**Goodness gracious sakes alive, ten just  
ain't gonna cut it any more.**

**Spinal Tap knew.**

**What are you doing to make your tribe's  
experience an eleven?**



# A Lesson from Caddyshack

There is a fabulous lesson regarding perspective to be learned from the movie *Caddyshack* that relates directly to the concept of inspiring loyalty.

In this classic flick, Carl (played by Bill Murray) is the assistant groundskeeper at a golf course. Carl's challenge is to catch the gopher that's tearing up the course. After several failed attempts, Carl finally has his BFO, or Blinding Flash of the Obvious, when he realizes that if he wants to catch the gopher he has to think like a gopher.

Sheer profundity!

While I'm certainly not suggesting you think of your tribe members as gophers, the lesson here is if you want to create customer loyalty, you've got to learn to think like your customers.



# **The World's Shortest Rock & Roll Seminar**

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**1. Decide.**

**2. Do.**



# **Rock & Roll Attitude**

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Aerosmith counseled that an adjustment of your attitude might be in order.

Carly Simon suggested a positive relationship between dancing and your attitude.

And Patti LaBelle sang about getting a new one altogether.

While the idea that attitude is everything is philosophically misguided, having a positive attitude is certainly a fundamental building block in any endeavor.

Although a positive attitude will not magically eliminate all your challenges, it will certainly irritate enough folks to make it a worthwhile undertaking.



**Move beyond a positive  
attitude and develop a  
ROCKITUDE!**



**A ROCKITUDE** inspires you  
to act in a manner that brings  
appreciation, love and joy  
to every person you encounter!



# **Rock & Roll Passion**

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Passion is more than a persistent preoccupation with an idea other people consider unreasonable.

Passion is the spark that helps you serve effectively, while bringing an enhanced level of energy, enthusiasm and creativity into your life.

I want to stand next to people who exude the fire of passion. Jimi Hendrix did, too. It's a ton of fun to be around people who are on fire, because they tend to radiate love and joy.

When you spend time with people who are on fire, their vibe is contagious. The more time you spend with them, the more you ignite your own fire. And when you fan the flames of your own fire, you have an opportunity to spread that fire to others.

Share your passion with the tribe and they will carry it to the world, because passion persuades.



# **Rock & Roll Doctrine**

**Ignore the odds, the risk involved  
and the reasons why it can't be  
done. And avoid people who focus  
on those things.**



# **Stop Trying and Start ROCKIN'!**

Freddie Mercury and Queen never *tried* to rock the house. They simply ROCKED the house every night.

Trying is a noisy way of not doing something.

Stop telling folks what you'll try to do. Trying presupposes failure.

Do what you say you are going to do or you will lose credibility in the eyes of the tribe.

Rock & Roll isn't about trying...it's about doing!



# **HypROCKisy**

**Promising rockin' service in your brochure, then delivering service that gives your customers the blues.**



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**ROCK your tribe with kick-ass service or they will forget you quicker than Pete Best, the poster boy for what might have been.**



# **Rock & Roll is FUN!**

We all know Cyndi Lauper's anthem about fun, and my favorite Edgar Winter song urges us to have a good time.

Fun is not a four-letter word in business. If you don't believe me, just count! And with all due respect to Cyndi, the other half of the species wants to have fun, too.

Our customers are just big boys and girls, and I guarantee you they wanna have fun, whether they admit it or not. Unfortunately, most companies are staffed by the terminally adult and treat fun as if it's an infectious disease. On the contrary, fun is a contagious secret weapon for creating loyalty.

We all know the workplace is dysfunctional under the best of circumstances, so use that to your advantage. Put the *fun* back in *dysfunctional*!

This journey (the journey of life, not the band Journey) is supposed to be fun.



# **If fun is not a priority on your daily agenda, then you are an idiot.**

I didn't mean to go all heavy metal on you, cuz that's not my style...but this is what I believe.



# **My Rock & Roll Mantra**

*If you always do fun things there will  
always be plenty of fun things to do.*



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# **Rock & Roll Creativity**

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Rock & roll thrives on creativity. Use yours to make a greatest hits set list for delivering rock star treatment to the tribe.

Creativity is just your imagination, as Smokey Robinson might say. It's refusing to take yes for an answer in your quest for the 'YOWZA' moment.

Creativity is most definitely NOT 'thinking outside the box.' If it is necessary to constantly think outside the box, it's a bad freakin' box! Throw it away or, preferably, recycle it.

Please don't tell me you're not creative. All you gotta do is improvise. I realize this leans toward jazz, but that certainly works for the jam bands, and it will work for you.



# **The Rock & Roll Creativity Formula**

**C=MSU**

**Creativity = Make Stuff Up**



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# **Hunky Dory**

**How you want your customers to feel  
about doing business with you.**

And you thought that was just the title  
of a groovy David Bowie album.



# Rock Star Recovery at the Hard Rock Hotel

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If you think this section is about rehab, you're right. It's about customer service rehab.

We're all human and we all make mistakes. Rock star recovery deals with how we fix those mistakes. Customer complaints are a gift. They represent an opportunity to earn someone's loyalty. When people complain they are doing you a favor by giving you the chance to make things right.

Mrs. Guru and I experienced a case of rock star recovery in Chicago last summer. Since Eric Clapton and Steve Winwood were playing there together, we decided to enjoy a mini-vacation in the Windy City and booked a stay at the Hard Rock Hotel

The morning after the show there was a customer service glitch at the hotel. I'm not even gonna share what happened, because the vibe created by the recovery is the story here. When I brought the issue to the attention of Iris, the front desk manager, she immediately apologized, thanked me profusely for bringing it to her attention, and turned it into a rockin' recovery that left us smiling.

Consequently, we have already gone back, and I've recommended the hotel to several other people who have stayed there and loved it.



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**Complaints offer you an opportunity to rock your customers with a caring, compassionate and creative recovery.**



# **Rock Star Recovery System**

Here's a radical rock star recovery system to use when a customer complains:

1. Apologize and express appreciation to the person for bringing it to your attention.
2. Fix it.
3. Do something extra to put a smile on their face.
4. Offer a sincere thank you for the opportunity to make it right.



**Failing to invest in your  
customer service is like  
The Who playing a stadium  
concert without any amplifiers.**



# **Rock & Roll Humor**

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Led Zeppelin wondered if anyone remembers it. Crosby, Stills, Nash (and sometimes Young) sing about it being the key to your heart.

What is *it*? Laughter.

Humor is the great equalizer. When you make someone laugh, they feel good. When they feel good around you, they feel good about you. When they feel good about you, they want to do business with you.

Laughter is both contagious and a great connector. Laugh more. Laugh long and laugh loud. Laugh for the sheer joy of it. When you spread your love through your own laughter, you are performing a wonderful service to the world by inviting others to share in your joy.

Note: Do not tell jokes. You do not do it well, no matter what your family tells you. Just focus on the lighter side of life. Look around and you'll find funny stuff everywhere.

Remember, laughter is the best medicine...and rock & roll is a close second.



# **Insane**

**How Jimmy Buffett believes we'll  
go if we don't laugh.**



# Disco

The “music” you’re forced to listen to  
in customer service purgatory.



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# **Rock & Roll Listening**

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Listen to your customers as intently as you listen to Pink Floyd's "Dark Side of the Moon" album.

Listening is not the same as hearing. Hearing is an automatic response to sound, while listening is an active silence that recognizes the other person's value. Listening intently honors your customers with the level of attention you would give to your favorite rock star. It also helps you learn about them.

One of the greatest gifts you can give to another person is to be one hundred percent present in their presence. This means focusing on them to the exclusion of all else for whatever period of time you're in their presence. Think of it like a Pink Floyd laser light show. When you develop that laser beam-like focus on the other person, they know you are fully present in their presence.



# **The Rock & Roll Communication Seminar**

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**Know when to shut up and  
listen to your customers!**



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# **Karmageddon**

**The recurring vibe of  
poor customer service.**



# **Your Rock & Roll Plan**

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What you want your customers to think, feel and say about doing business with you?

Answer that question in detail and you will create your own personal road map to earning their loyalty.



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# **Dazed & Confused**

How people feel about the current state of customer service.

# **Bad Company**

The name customers give to organizations that make them feel dazed and confused.

# **Spin Doctors**

The band Bad Company hires to rationalize their pathetic customer service.

Disclaimer: This is in no way a reflection on Bad Company, the splendiferous chart-busting English band led by the incomparable Paul Rodgers.



**Tribe loyalty is a result of  
dazzling one person at a time  
with ROCK STAR treatment!**



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**Creating a loyal tribe requires  
more than marching to the  
beat of a different drummer—  
you gotta boogie like your life  
depends on it!**



**If doubt creeps in regarding  
your ability to create a loyal  
tribe, just remember Jamaica  
has a bobsled team. So put on  
some Bob Marley and start  
jammin'!**



# **Encore**

Inspiring a loyal tribe is as simple as the three-chord rock & roll of The Ramones:

## **Chord #1**

Deliver mind-blowing service.

## **Chord #2**

Bathe your customers in love and its kissing cousin, appreciation.

## **Chord #3**

Make the tribe's experience an outrageously memorable one.



## **Encore #2**

I saw the Steve Miller Band for the umpteenth time last summer. Following his final encore, Steve closed the show saying, “Peace, love and happiness. Good night.”

That’s my tribe.



# **Rock & Roll Acknowledgments**

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To all the groovy rockers who have made this incredibly fun career as the Rock and Roll Guru possible. You are way too numerous to mention, and I love you all dearly.

To Lisa, Rachel and Alex. You rock my world every single day. I adore you.



# About the Rock and Roll Guru

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Joe Heuer is known worldwide as the Rock and Roll Guru. An entertaining speaker, author and full-time rocker, he shares the nuggets of wisdom he has gleaned from Rock & Roll with professional audiences throughout this third rock from the sun.

Joe believes that in addition to being a groovy musical genre, Rock & Roll is a way of life that has served as his constant companion and inspiration. He has lived numerous dreams, including a stint as the youngest collegiate head basketball coach in the country...who never played the game.

Joe has written several books, some of which have actually been published. His latest titles are *#DreamTweet: Enlightened Inspiration from a Rock and Roll Guru* and *The Rock and Roll Guide to Patient Loyalty*. He also writes the popular blog, RockandRollGuru.com, where he merges his encyclopedic knowledge of classic rock & roll with tips for living the life of your dreams and a healthy dose of humor and fun.

His wife calls him an idiot savant for his uncanny recall of obscure rock & roll lyrics and trivia.



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***To schedule Joe Heuer now to rock your  
next event, please contact:***

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# **The Rock and Roll Guide to Customer Loyalty**

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Thank you.

The band has left the building.



**THE  
ROCK  
AND  
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***From the opening act through  
the encore, you gotta dazzle  
your customers with  
ROCK STAR treatment!***

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***To schedule the Guru now to ROCK  
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