



SpeakerNet News

P R E S E N T S

Marketing on a Budget: Ideas to Get Your Business Moving

A teleseminar with Michael Scott Karpovich, CSP

Interviewed by Rebecca Morgan, CSP, CMC

Contents of this report:

- Synopsis of the teleseminar from the SpeakerNet News Web site, with an overview of the program contents and background information for Michael Karpovich.
- Edited transcript of the teleseminar interview. The verbatim transcript has been edited to improve readability and to provide a list of additional resources.

SpeakerNet News

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Marketing on a Budget: Ideas to Get Your Business Moving

with Michael Scott Karpovich, CSP

What do you do when you don't have enough money to do an expensive promotion? How can you keep in front of your prospects and clients through an effective, low-cost plan? What works to get business in the door? Michael will share inexpensive ideas that have worked for him in his 24 years in the business.



You will learn:

- A way to keep in front of your customers through a series of mailings
- What to say when you make outgoing calls
- How your thinking can get in the way of success
- How a postcard series can be one of your most effective marketing tools
- Using low-cost domain names to bring traffic to your key sites

Note: This program was originally titled “Crisis Marketing: Getting Booked Fast When You Just Gotta Eat!” but we retitled it since Michael focused primarily on low-cost ideas, rather than quick-turn techniques.

About Michael Karpovich:

Michael is often asked to keynote state, regional and national conventions across the United States and Canada. He is best known for his work as an inspirational keynoter for educational professionals, children, healthcare associations and mental health professionals. Since he started speaking in 1979, Michael has spoken to an average of 300,000 individuals each year.

www.karpovich.com

SpeakerNet News Teleseminar
“Marketing on a Budget: Ideas to Get Your Business Moving”
with Michael Scott Karpovich, CSP
Interviewed by Rebecca Morgan, CSP, CMC

REBECCA: Let me introduce our guest expert, Certified Speaking Professional Michael Karpovich. In the last 15 years that I’ve known Michael, he’s proven to be one of the most creative people in this business. His creativity extends beyond his presentations and choices of tennis shoe colors into how he markets his business. Since his niche is the education market, he’s had to get very creative to find ways to get paid. He’s here today to share with us his creative ideas on how to get booked fast. Michael, thank you for joining us today.

MICHAEL: I’m excited. Thank you.

REBECCA: Let’s get started with all of us being on the same page. Your term for getting money in the door fast is “crisis marketing.” Let’s make sure we’re talking about the same thing. What situations would necessitate crisis marketing?

MICHAEL: I have been in crisis consistently. Not that I’m always in crisis, it’s just that I seem to revisit it all the time. In my mind, a genuine crisis is an event in your life which causes pain. If you don’t have pain, it’s not a real crisis.

I think we all have crises, especially at this time in the speaking industry we are all revisiting our businesses in different ways. When I was starting in this business, a crisis for me was that I didn’t have enough money to rent an apartment. Later on, I didn’t have enough money to make payroll. In a way, they are both the same crisis, but just on different levels.

REBECCA: Does this mean we're slow learners, Michael, if we keep facing the same kind of crisis over and over again?

MICHAEL: Not at all. The environment is changing for each of us. The reason we face it again and again is because that is what life is like. I would never say that it's because I'm a slow learner that I revisit the crisis, it's just that I did not anticipate having problems making payroll because I never had staff before. And for some of us, yes, it is a matter of learning the same lesson over and over again; it's just hard to realize sometimes when encountering a lesson that this is a lesson I have to hold on to.

One year I was incredibly busy and I found myself speaking all the time. One thing I learned before this happened was the way to get out there is to market. Well, when I was speaking, it was harder, because I was a one-person business at the time. The speaking went up and the marketing went down and the following year I starved. I have to consistently remind myself that when things start going good, it feels like they should continue to go good, but I can't forget to keep marketing myself.

REBECCA: How does our thinking get in the way of success? What you're saying is it isn't really the case that "I must be really stupid to be in this crisis marketing again because I obviously didn't learn whatever I needed to learn the first time." The end result may be the same but the way you got to that end result is a new situation. It's not that you're stupid; it's just that you hadn't foreseen or didn't have a way to circumvent this particular situation that led to the crisis marketing.