

FREQUENTLY ASKED QUESTIONS

THE SAVVY MARKETERS

Who are The Savvy Marketers?

Tim Hart and Kathleen Hart have a combined 40 years of executive-level experience with leading advertising and public relations agencies as well as nonprofit organizations and small businesses. As your lead instructors, this brother-and-sister team has combined their experience with Big Business process, planning and management skills with a Small Business agility and sensibility to create a training program for teaching sound marketing practices.

Tim owns Hart Communications, a San Francisco public relations firm, and was formerly an executive with global agencies including Ketchum, Golin/Harris and Weber-Shandwick, as well as with the American Cancer Society. Kathleen is a former Senior executive at global ad agencies J. Walter Thompson and Young & Rubicam. Their complementary skills uniquely combine to relate the best, industry-standard practices to small businesses in an affordable, user-friendly format

Why do you focus on small business?

We're passionate about small business. We're small business owners. We believe that small business is the engine of our economy -- responsible for more than half the jobs in the United States. However, small businesses are often "oversold" -- marketed to by everyone from telephone conglomerates to computer makers to magazines -- but are "underserved" by the same companies whose offerings or customer service are ultimately not a fit for real small businesses. When it comes to marketing, we've found the most important and affordable way to compete as a small business is to arm yourself with knowledge -- knowledge of how marketing can work, which options are out there for you, and how to make informed choices so you can avoid expensive mistakes.

BASIC TO BRILLIANT IN 90 DAYS COURSE

How does your course work?

Our Savvy Marketers course runs for 90 days: one hour per class, one class per week, for 12 consecutive weeks. We meet with you and other students in a virtual group setting in a Webinar format -- you participate on a conference phone while watching our presentation on your computer, regardless of your location or time zone. In addition, we'll hold a separate weekly "Office Hours" conference call that's a virtual drop-in center where students can ask questions, test ideas, get advice, etc. in an open, voluntary drop-in forum (remember popping in to see your professor after class?)

How can I learn more before I enroll -- can I talk to the instructors?

Absolutely. We regularly schedule free preview calls where we can introduce you to the program and you can ask questions of Tim and Kathleen to help determine if our program is right for you.

What's unique about small business marketing?

Small businesses often are run on a bootstrap basis -- people putting their own limited funds into getting the business off the ground. Marketing sometimes can feel like an "extra" that will fit into the budget "someday." However, developing and keeping a local audience is key to business success and small businesses have to be just as aggressive as big ones in getting the word out. Additionally, we've found that small businesses often have to be more "scrappy" in their marketing -- ingenuity and creativity may have to fill in where dollars may be lacking. But that means that as a local business you can also have more fun with your marketing -- necessity is indeed the mother of invention. Remember it's not always about the dollars -- but about being Savvy!

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You say I can learn to market like the "big guys" what do you mean?

As we often say, armed with the proper skills, tools and techniques, the only difference between your business and General Motors when it comes to marketing is budget. The principals and practices for large and small businesses are essentially the same and we want to show you industry-standard thinking and methods that can help you compete in ways that fit your company and your budget.

How will this course help my business?

We believe that developing skills and insights about marketing practices and principles will be helpful for the lifespan of your business -- helping guide your message, your outreach and your methods. We've made it a priority to provide you with easy-to-use tools and templates -- such as calendars, budget worksheets, creative briefs and more -- that you can put to work today. From the first day of class you will be using these tools to better define your goals and plan your year-round activities and spend so that they are appropriate and realistic for your business.

ENROLLMENT

How do I enroll in the course?

Easy. Just select a class and click on the "Enroll" button on our Course Info page. Enter your information and credit card in the secure payment page and you will receive a confirmation almost immediately. From there we will send you a link to your special Savvy Marketers student page, which is where you will find information, documents, templates, etc that you will use in the course. As a confirmed student you will need to enter the password we give you to enter this page. This password will expire at the end of your course.

What if I have a small group at work – can we take the course together?

Absolutely. In fact we encourage small businesses to share this training with their employees -- it spreads the skills efficiently, and fosters a team motivation for new business building. It's easy to gather your group around a conference call. We do recommend that you limit the number in your group to three, and make sure each person can see the computer monitor clearly to get the most from the presentation.

TUITION

How much does the Basic to Brilliant in 90 Days course cost?

\$1,185.00. Visit the About Our Courses page to enroll online easily using PayPal.

Can I pay in installments?

Yes. You have the choice of paying either the entire tuition at once or in 3 monthly installments. Just select the appropriate button in our enrollment area to choose which option best suits your needs. Because we use PayPal, any payment method accepted by PayPal is accepted. In either case you will only have to enter your information once on this secure page.

I'm on a tight budget. Can I afford this course?

At The Savvy Marketers, we understand the anxiety of belt-tightening a small business suffers -- especially in these tough economic times. We believe our marketing courses provide a good value. Priced below other training programs, Savvy Tuition is an investment today that can yield big results for you down the road. And, to help you stretch your company's dollars even further, we encourage you to share this class with your employees. If you can comfortably gather up to 3 people around the same computer and speaker phone, you'll multiply your employees' skills and marketing power -- all for the price of ONE paid tuition.

What about the privacy of my information?

We use PayPal, which handles all of the transactions for The Savvy Marketers. Click here to view PayPal's privacy policy.

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What is your cancellation policy?

We of course hope you stay with us through the course but understand if you find you need to change your plans. You may cancel for a full refund up to 48 hours prior to the start of the course. After that we cannot refund your tuition we're happy to discuss rescheduling you for a future session.

TECHNOLOGY

What is a Webinar and how does it work?

A Webinar is a type of Web conference, where you participate simultaneously on a phone conference call while you watch a presentation being delivered on your computer. The technology allows phone meetings to come to life and add an important visual element to the learning experience. When you enroll in the course we will email you simple instructions on how to participate in the Webinar.

What if I can't make it work on my computer?

When we send you your confirmation as an attendee we will also provide you with a troubleshooting number to ask for help. We recommend that you test your computer for compatibility with our conference software as soon as you get your confirmation -- a free and automatic service that takes just a few minutes.

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