

"Genuine. Reliable. Passionate. Enthusiastic."

Jennifer Acevedo, Editor and Chair, Packaging That Sells Conference

JimKARRH
managing the message

MANAGE YOUR MESSAGE... **AND GROW YOUR BUSINESS!**

Practical, interactive, and results-oriented keynotes and workshops tailored for business leaders, entrepreneurs, experts, managers, teams, and entire organizations

It's a noisy business world—and many professionals are finding it difficult to be heard, stand out, and grow. Even expert, experienced pros can feel overwhelmed by the many online and offline options. Some get frustrated when they see competitors winning more opportunities. They aren't part of the right conversations — or just might not know what to say.

There is a solution.

Thousands of professionals have learned, and put into practice, a simple way to grow without changing their products, services, or prices.

YOUR MESSAGE CAN MAKE ALL THE DIFFERENCE

If you have more confidence in your offerings than in your messaging...well, you aren't alone. Most professionals feel this way. The answer won't come from simply shouting louder or trying in vain to somehow "educate" the market.

Even in our increasingly digital world, the vast majority of customer word-of-mouth happens *offline* in everyday conversations. The key to growth is to manage that everyday business message—how you and the people close to your business talk about it.

WHAT IS IT ABOUT 'MESSAGE MANAGERS'?

Some professionals and organizations seem to have cracked the code. Their message is clear, crisp, and unique. They've earned an enthusiastic group of fans who share the story in a consistent way. Their business flourishes. Why couldn't you do the same?

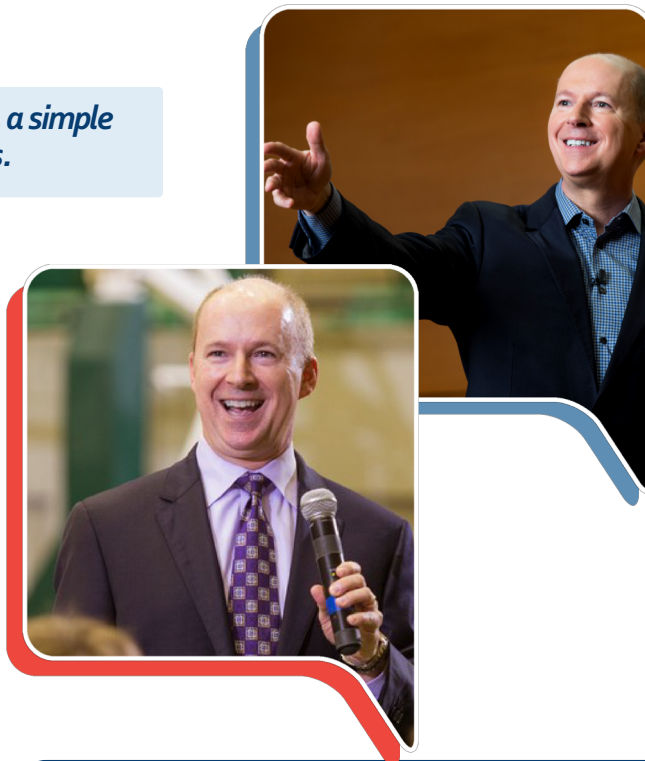
The fact is almost *anyone* can become a "Message Manager." This isn't just for trained creative professionals, or some game meant only for those with certain skills, experiences, or personality types.

With some clear, expert guidance, professionals can craft and share a message that matches their value.

Jim Karrh, Ph.D., breaks through common misconceptions and misinformation, using stories, studies, surprises, and good humor. Audiences are not only engaged in the moment, but they also get practical ideas to apply right away. They can change the course of their business simply by the way they talk about the business!



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"Dr. Karrh is engaging, humorous and full of powerful information. You can't go wrong with him as your keynote!"

Anne Fuller, President, Best Association Management

"Very hands-on, engaging and practical—Jim's clearly an expert!"

Mark McCaslin, Acquisitions, Strategy and Operations Leader

"Jim helped us put together our first all-employee training day. Employees from Mountain View to Miami all gave Jim top marks!"

Kirby Williams, EVP Marketing and Retail Banking, Stone Bank

JIM'S POPULAR PROGRAMS INCLUDE...

Loud, Clear, and Growing: How to Connect with Customers Through Everyday Business Messages

It's harder than ever to be noticed, understood, and appreciated in our noisy professional worlds. But you can stand out in a way others miss: simply put, by the way everyone close to the business talks about it (or fails to talk about it) every day.

In this **provocative and engaging keynote**, Jim demonstrates his simple, practical, and powerful *Message Management Model™*. Packed with examples, tips, and good humor, this program changes the very language of the organization and the effectiveness of everyone's customer conversations.

Make Your Message Matter More: Finding and Using Conversational Power to Stand Out

Finding new opportunities can be particularly tough when "you" and your ideas are the main part of the business—especially if you're the chief messenger. In this program **tailored for young professionals, entrepreneurs, and subject-matter experts**, Jim helps everyone craft an authentic message and share it effectively, consistently, and comfortably...without feeling false or sales-y.

Message Momentum: Accelerating Business Growth through Your Team

Every leader wants their team to share a consistent, engaging message and stories. But many also see the symptoms of mediocre messaging and don't know how to fix it. They might believe they, and their teams, aren't naturally equipped to turn customer conversations into a competitive advantage. In this program **for high-potential managers and teams**, Jim breaks through common misperceptions and false assumptions. Your teams will be ready to not only craft a new, effective message right away, but also to make it stick for enduring results.

"Jim's charismatic coaching style, coupled with his masterful use of hands-on exercises, made it so no one wanted the session to end!"

Caroline M. Ford, Executive Director, Arkansas Venture Center

Meet Jim Karrh, Ph.D.

Jim Karrh believes every professional and organization has messages worth sharing—what too many lack is a practical and science-based framework for better connections with customers. Jim has helped multiple clients in the Fortune 500 and Inc. 5000, plus many small businesses and associations accelerate sales, expand market share, boost productivity, and better engage customers.

Jim is the author of *The Science of Customer Connections: Manage Your Message to Grow Your Business* (2019, Career Press) and host of *The Manage Your Message Podcast*.

A recognized thought leader in marketing and buyer behavior, Jim has also served on the faculty of three universities. His research has been published in top peer-reviewed journals such as the *Journal of Advertising Research*, *Journal of Advertising*, and the *Journal of Applied Social Psychology*.

Jim is widely sought and quoted across the media for his insights into marketing, branding, sales, and consumer psychology. He is an award-winning columnist, a frequent podcast guest, featured in industry publications, and a guest contributor in outlets ranging from Entrepreneur.com to the American Marketing Association Executive Circle.

