

Promote your seminar externally

Adapting a template to distribute and post in your community

“If you've got a small budget and you need to see results, don't be subtle--ask for what you want.”

Sarah White, Author
The Complete Idiot's Guide to Marketing Basics

For those of you who are planning an education success seminar, here is a tool you can use to promote it to your community. (See last week's message to decide whether or not you should promote this externally.)

Create a poster with all the pertinent details.

You can use the template I showed in Principals' Council by going to: [ncceducation.org>resources>marketing corner](http://ncceducation.org/resources/marketing-corner) and scrolling to September.

Follow the link below for instructions on customizing this template.

There are instructions for customizing the template in the same location.

Ask a volunteer to post these around your community (and remove them afterward).

Do two things before you post these around town.

- Fold along the dotted line at the bottom and cut between the phone number tabs. You want to make it **easy** for someone to tear off a tab and call you.
- Tear off 2-3 of the phone number tabs. You want people to see that others in your community are interested in this program.

Ideas for places to post:

- Community bulletin boards
- Coffee houses
- Kid-friendly restaurants
- Bulletin boards connected to child classes, sports teams, city leagues

Remember to have your volunteer(s) keep track of all the places they post these so they return and remove the posters after your event.

Binder tab: September

School size: All