

Handle leads effectively (part 1)

Best practices for helping interested parents choose your school

“You have to have a big vision and take very small steps to get there.”

Jason Calacanis

Yes, I've addressed this before--in one big, overwhelming dose. Consequently, I don't think it happened at many schools. So, because this is vital, I am breaking it down into several components and going through it again.

The next several Marketing Corners will talk about things like:

- Why the person answering the phone should **not** try to sell your school (even if that person is you),
 - Why you **shouldn't** answer the tuition question on the phone,
 - Why you **shouldn't** be mailing an application/registration packet to people who are interested,
- and finally,
- What you **should** be doing instead.

Get ready

- This afternoon, go buy a 3-ring binder in a bright color that is different from any binder colors in your office (or if you are lucky enough to have a secretary--different from binder colors on his/her desk).
- Also buy note cards. For A+ work, order plain notecards with your school's name and/or logo on the front. Not only will they be useful for this project but you can use them for writing thank you notes throughout the year.

Binder tab: Ongoing

If you are keeping a binder for Marketing Corner, this should go in the front, before the January tab. If you've been doing this since the beginning you will already have pages titled, "From first phone call (or email) to enrollment." That is a good overview. You can add these behind it.

School size: All