Offering *Education Success Consultations* as your first parent meeting

> *"Success is neither magical nor mysterious. Success is the natural consequence of consistently applying basic fundamentals."*
>
> Jim Rohn

You can use that exact term or create your own. The point is: The name for your initial meeting with interested parents needs to convey that...

- You will be helping parents determine the best school for their child--whether that is your school or not
- Your meeting will be a two-way interaction, not a "sell job"
- You are an expert in education (which you are!)

Date completed	Action checklist
_____	Education Success Consult with principal

Use your term consistently

Parents and constituents need to hear the same term often enough (initially with some explanation) that they remember it. And can confidently tell their friends that you are committed to helping people decide what is best for their children--not selling your school.

Promote consultations in all communication

- Edit the *Inquiry Checklist and Tracking* form so whoever answers the phone uses your chosen term.
- Put a link for scheduling a Consult on the home page of your website--using your chosen term.
- Talk about consults and explain your commitment to helping parents, not selling your school, in your school's newsletter--using your chosen term. Invite current parents to share with their friends.
- Include an invitation to call or email to schedule a Consult in every church announcement about the school, bulletin insert, school newsletter--using your chosen term.

Today's message addresses the next portion of the Inquiry Checklist and Tracking form. Next week I'll talk about specific ways to talk with parents in that first meeting.

Credits: Dan Krause
   Dan is the author of *Marketing Christian Schools: The Definitive Guide* and the source for the term Educational Success Consultation.
Binder tab: Ongoing
   Put this in front of the January tab and behind "Handle leads effectively, part 5."
School size: All