

Don't recruit. Meet and connect
Meeting parents without being a salesperson

3.

Credits:

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Tim Kubrock, Principal, Lodi Academy

Many thanks to each of you for sharing what is working at your schools and creative ideas.

Binder tab: Put this in front of the January tab and behind "Handle leads effectively, part 7: Talking to potential parents in an Education Success Consult" (since this expands on that topic).

School size: All

Marketing process step:

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?
- 5) How do we track results?