



YOUR CURRICULUM

WELCOME PARTY

Mon 1 Nov 2021, 7.30pm

Join our live Welcome Party where you can say hi to the team and get to know your fellow coaches

[Zoom/welcomeparty](#)

1 PREPARE

2 PROMOTE

3 PERSUADE

1

POWER UP YOUR IDENTITY

Week 1 (w/c 1 Nov 2021)

Make your school shine to prospective families and stand out above the competition (messaging and visual identity).

2

POWER UP YOUR PLATFORMS AND DEFINE A 'HOT LIST'

Week 2 (w/c 8 Nov 2021)

Get your website and social media platforms ready to 'pack a punch' and identify a warm pool of prospective families.

3

BUILD THE 'KNOW LIKE TRUST' FACTOR

Week 3 (w/c 15 Nov 2021)

Discover how to get prospective families to Know, Like and Trust you at a deeper level.

4

PROMOTION TIME! YOUR WINNING MARKETING CHANNELS

Week 4 (w/c 22 Nov 2021)

Understand the first top marketing channel to drive amazing visitor numbers to your WOW Open event.

5

PROMOTION TIME! YOUR WINNING MARKETING CHANNELS

Week 5 (w/c 29 Nov 2021)

Continuing on from last week, we share additional marketing channels with you that will optimise visitor attendance at your WOW Open event.

6

WOW EVENT & CONVERSION

Week 6 (w/c 6 Dec 2021)

How to create the 'WOW' at your Open event and build a powerful conversion programme that drives swift and easy enrolments!

AFTER PARTY

Thurs 9th Dec 2021, 7.30pm

A live, fun session to let your hair down and celebrate your successes!
[Zoom/afterparty](#)

1-2-1 ROUND UP SESSIONS

We spend time with you ensuring you got everything you needed to out of the Programme

BONUS MASTERCLASSES

Throughout the 6 weeks, there will also be some bonus masterclasses to enjoy. Details will be shared during the course.



#StickmanSMASH

