



Happy Enrollment Building

Happy Marketing

My Marketing Plan

1. I currently use a prospect profile or inquiry card to help track new prospects and inquiries.

True False

2. 3 specific benefits that using a prospect profile will have on my business, include:

a) _____

b) _____

c) _____

3. A prospect profile/inquiry card could easily help me obtain important information such as:

a) _____

b) _____

c) _____

d) _____

e) _____

4. I will commit to _____ hour(s) each day or _____ hours each month for marketing and enrollment building.

5. My monthly marketing budget is:



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6. I answered next to nothing for question 5! Okay – no worries. Here are low-cost and no-cost marketing ideas I can implement:

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____

7. Existing parents are a powerful marketing _____ source! I can easily tap into this source and get more referrals through:

- ___ a) Implementing a “frequent flyer” program
- ___ b) Providing a training session during lunch for my parent’s company
- ___ c) Getting my program’s information incorporated into a workplace’s resource book
- ___ d) Other _____
- ___ e) Other _____
- ___ f) Other _____

8. My staff is my marketing _____. Here’s how I’m going to involve them in my marketing efforts:

- a) _____
- b) _____
- c) _____



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9. I can get my name out to the colleagues of my parents by easily creating things that they'll want to _____ . A few items parents will want to keep at their desk include:

*This positions me as the helpful _____ .

10. Seasonal marketing is a big hit. Here are things I can do to celebrate seasons and holidays.

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____

11. The biggest change in enrollment happens:

- Late summer Early Fall January Early Summer

12. It's best to follow up with new customers:

13. Celebrations are fun and create _____ word of mouth.

I can celebrate _____ by _____.

I can celebrate _____ by _____.



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14. Philanthropic opportunities can generate media interest and _____. Here are a few ways I can put this no-cost marketing idea to work for me:

15. I'm doing well with my marketing plan! If I don't have one yet I will soon have one – a waiting list that is. Here's how I am going to stay in touch with the people on my list consistently:

- a) _____
- b) _____
- c) _____

16. I will reward myself for sticking to my marketing plan through:

17. Here are tips for investing my time wisely when it comes to marketing and enrollment building:



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18. I have lots of valuable information to share. I could easily discuss the following during a company's brown bag lunch (lunch and learn) and generate positive word of mouth advertising for my program:

19. In order to generate inquires and referrals I need to generate:

A _____ R _____ R _____

20. Popular advertising mediums include:

1. _____
2. _____
3. _____

21. With these mediums the key to success is f _____ and r _____.

22. With any advertising medium I need to create a call to _____. Here are some examples:



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23. Pull them in and toss them out means:

24. It's easier for me to convert:

_____ Calls or inquiries to visits

_____ Visits to enrollments

25. I can get creative ideas for marketing through:

26. A marketing idea that will most likely fall flat is:

27. Ideas that will generate positive word of mouth and are low-cost to implement include:



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28. A slogan should be _____ words or less.

29. Placing colored stickpins on a map can be used to help me identify where my customers are _____.

Quotes to remember from this audio program include:

The fortune is in the follow up.

Know me - or - no me.

Little things are everything.

We're good at telling and not so good at selling.

Remember to visit our Marketing expert, Julie Wassom at www.JulieWassom.com.