

YOU HAVE BOOKED A WORKSHOP NOW WHAT...

PROMOTE! PROMOTE! PROMOTE!

—THE—
COLLEGE FUNDING COACH®
Little-Known Secrets of Paying for College



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SPREAD THE WORD

Thank you again for hosting us at your school. We appreciate the opportunity and always welcome your feedback. Our goal is likely the same as yours- we want to provide valuable information for your families. We believe our workshop is an experience and we want to ensure the best possible results. The key is to **spread the word** early and often. This document is a tool box to help you in that effort. We believe that it is critical that we communicate openly and honestly to ensure the best result for our common constituent the families of your school. If you have any questions or concerns, please send us a note or call.

WAYS TO PROMOTE

- PTA/PTO/PTSA Meetings
- Invite Surrounding/Feeder Schools
- Print Flyer and Send Home via Back Pack Mail
- Newsletter
- School Marquee
- Connect-Ed
- Social media, email, text
- School Calendar
- Website
- Social media status using PTA or School's
- Post Flyers in School and Guidance Office

