

Jonathan Hayes

From: Jonathan Hayes
Sent: 02 October 2023 18:55
Subject: School is Easy Updates - October 2023

Hi all

Please find our School is Easy updates for **October 2023** below.
Our monthly emails are designed to keep you in the loop with all of the new **School is Easy** network info and updates. If you have questions about any of this month's content, please reach out to me at jon.hayes@schooliseasy.com.

October 2023

New Consultation Resources



Great news! Our new Consultation resources are here! They are all available for download now, in the **School is Easy Support Centre**. Resources have been split into two categories –

- 1) **The School is Easy Consultation** – resources to help you learn how to deliver an effective School is Easy consultation
- 2) **The Consultation Pack** – documents to create your School is Easy *consultation pack*

Click the image below to access the consultation folder in Support Centre. You can book a session with your support manager to work through any of the resources and build new content into your consultations.



Franchisee Success!



Congratulations to **Craig Rudolph** (SIE Edmonton) and **Giorgia Gullino** (SIE Richmond) who both had successes last month.

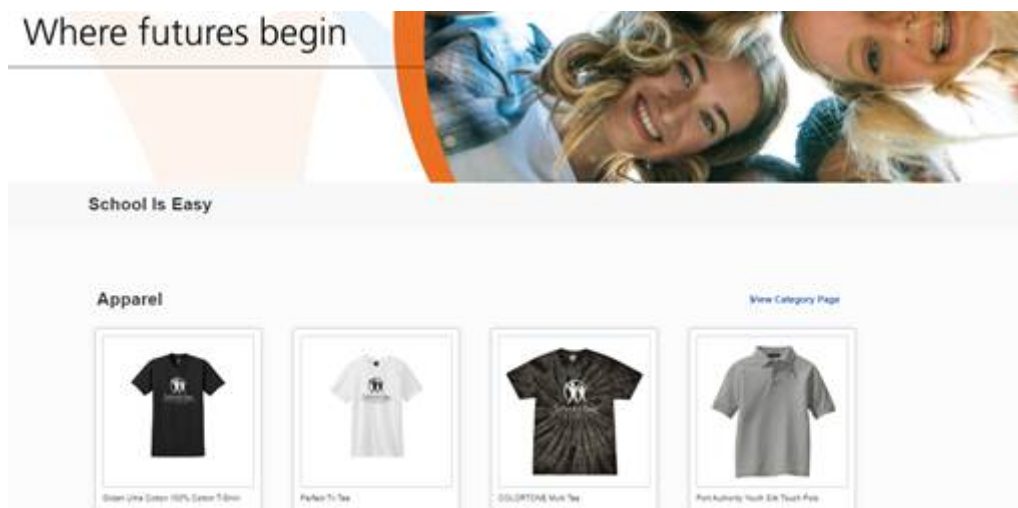
- Craig has conducted lots of great community marketing activity this year, including *lawn signs*, *school visits*, *tearaways*, *door knockers* and *social media*, all of which have produced several new leads for Craig's business. The door knockers Craig delivered last month, produced multiple leads and **two of those leads turned into sales!** Great work with all of your activity Craig, glad to see it's paying off!
- Huge congratulations to Giorgia who ended her *2023 Back to School campaign* on a high, having secured **7 new enrolments, totalling 424 hours of tutoring and a whopping \$21,060!** Such a great result Giorgia, the only problem we have now is how to beat this next year!?



New Promotional Products Website



We are thrilled to share some exciting news with you! As part of our ongoing efforts to support your success, we are launching a brand-new Promotional Products Website exclusively for School is Easy franchisees. This platform has been designed to streamline your ordering process for promotional items, making it easier than ever to enhance your brand presence.



The new site has a diverse selection of promotional items, including branded shirts, pens, banners and more. These products are carefully curated to help you promote your School Is Easy business. Access the new site here - <https://sieonlinestore.itemorder.com/shop/home/> and if you have any questions please reach out to me.

Update From The Marketing Team



Exciting News! We're thrilled to introduce a new addition to our newsletter: *SIE Spotlight*! This section is all about showcasing the incredible events, tutoring sessions, and remarkable team members in our franchise businesses. *SIE Spotlight* aims to celebrate your success, build connections within our franchise network, and inspire others with your achievements.

It's your time to shine and share your unique stories and images, so let us know about:

- *Upcoming events*
- *Special tutoring sessions*
- *A standout tutor or team member you'd like to highlight*
- *Engagements with the local community*

By joining in, you not only boost your business's visibility but also contribute to our vibrant and supportive franchisee community! Let's come together to inspire and celebrate each other's successes – your spotlight awaits! Please submit any of the above information to Frankie Negron at fnegron@launchlife.com

Back To School Enrolment Campaign 2023 - Results



If Giorgia's success has inspired you, please take a more detailed look at her campaign results here – [BACK TO SCHOOL CAMPAIGN SEP 2023 data - Giorgia Gullino.docx](#)

The campaign is pre-packaged and has the potential to generate lots of extra revenue right at the start of the academic year, or even ahead of the Spring term! For full information on how it works, contact your

support manager for a campaign email package. We can also book a support session to run through the campaign.

BACK TO SCHOOL CAMPAIGN SEP 2023		
CLIENTS EMAILED	280	
UNSUBSCRIBED	40	
EMAILED OPENED	50%	
ACTIVE PHONE CALLS	125	
NOT REACHED	100	
PACKAGES SOLD	7	4X70,1X56,2X44
TOTAL SALES	\$21,060	
TOTAL HOURS SOLD	424	240 in-home 184 online
TOTAL FREE HOURS	54	\$1,435 (6.81% of total sales)
TUTOR COST TOTAL	\$11,370	54%
GROSS PROFIT	\$9,690	46%
EFFECTIVE MARKETING COST (already accounted for in total tutor cost)	\$1,435	6.81%
ROYALTIES	\$2,106	10%
NET PROFIT	\$7,584	36%

Photo Submissions – Tutoring photos needed!



We are still in need of great tutor/student photos!

Please ask your tutors to take some snaps during their sessions (with parental permission of course) and use the link below to submit them. (You can also send pics to me by email if easier). Our wonderful Marketing team will work their magic on social media to generate more visits to your websites and social pages, meaning more business for all of us! [Send us your tutoring photos!](#)



Vehicle Wrap Brochure



The new School is Easy car wrap brochure is available in the Support Centre and via the link below. The brochure contains our stunning new wrap designs which can be applied to any vehicle. I am already working with some of you on vehicle wraps, but if you'd like a conversation about starting the process, or you'd just like to find out how it all works, please contact me.

[Download the new brochure](#)



For help with any of the content in this month's update or for one-to-one support growing your business, please reach out to me by phone or email, or use my Calendly link below to book a support session.

Kind regards
Jonathan.

Book an appointment with me here: https://calendly.com/jon_hayes



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