

## Jonathan Hayes

---

**From:** Jonathan Hayes  
**Sent:** 02 August 2023 20:10  
**Subject:** School is Easy Updates - August 2023  
**Attachments:** SIE Fall\_Autumn Toolkit 2023.pdf

Hi all

Please find our School is Easy updates for **August 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](mailto:jon.hayes@schooliseasy.com).

## August 2023

### Back To School Enrolment Campaign 2023



The new school year is just around the corner and there is still time to run your *Back to School Enrolment Campaign*. If you've never run this promotional campaign before, it's a great place to start. It's a straight-forward promotion that relies on email and phone-based activity, to generate leads from your existing contact lists. The campaign is pre-packaged and has the potential to generate lots of extra revenue right at the start of the academic year, so don't miss out!

For full information on how it works, contact me for an email package. We can also run through the campaign on a support call.



### Welcome to the new academic year with School is Easy!

Enrol or renew with School is Easy Edmonton this term and look forward to a more rewarding start to the school year with...

FREE hours of tuition!

### New Tutor Onboarding Resources



We have updated our two tutor orientation resources and both documents are available in the **School is Easy Support Centre**. Our Tutor Handbook and our Session Log guide, can be used in your tutor onboarding process. Both documents can be edited to suit your needs.

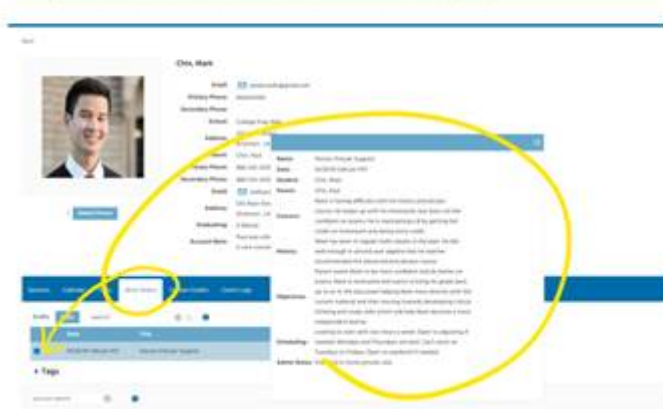
- [Tutor Orientation, Part I - Tutor Handbook \[Opus guide\]](#)
- [Tutor Orientation, Part II - Writing a Session Log \[How-to guide, Opus\]](#)

On the landing page click on – *Tutors and Staff > Hire and Train Tutors*. Both documents are located at the top of the list. If you would like help integrating these resources into your tutor onboarding process, please contact me.

### 3. Review the Student 'Work Order' before engaging with the student and/or parent.

1. Go to the student's record under the PEOPLE TAB or use Account Search to search for the student.
2. Under the student account, find the WORK ORDER TAB and put your cursor over the information "i" to view the WORK ORDER.

The Work Order can be saved or printed out as a pdf by clicking on the triangle to the right side of the Work Order in the list. It is essential that you read the Work Order before contacting the parent.



## Easy Numbers: Completion Guide



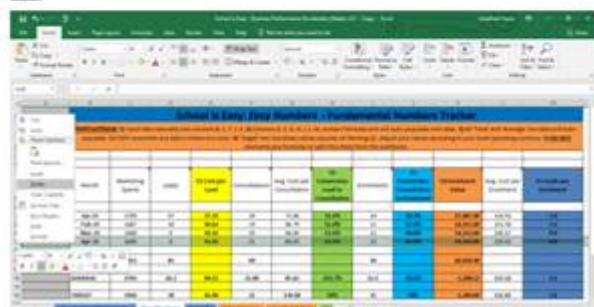
Following recent updates to the *Business Performance Accelerator* workbook, we have updated the accompanying *Easy Numbers* guide. Most of the updates in the latest version, relate to the *Easy Numbers* and *Easy 500* spreadsheets. The guide is available for download from Support Centre – [Easy Numbers: Completion Guide](#) and can be accessed directly via the link in your *Easy Numbers* spreadsheet.

**Step 1** – Delete any unwanted rows of data from your Easy Numbers sheet

Your sheet will come pre-populated with 2 rows of template data (January & February, rows 7 & 8). **It is essential that you DO NOT delete either of these rows, as they contain formulas that MUST be maintained.** The template data in these two rows is nothing to worry about as it does not reflect your business. You will replace it with your own "real world" data as soon as you have it available.

If you ever have unwanted rows of data in your sheet (other than the first two rows 7 & 8) that you wish to remove, rather than use the "clear contents" function and leave the empty rows in place, you must delete any surplus rows entirely. Right click the desired row(s) > Delete. See fig. 1 below.

Fig. 1



## Marketing Toolkit – Fall/Autumn 2023



A reminder that the new School is Easy **Marketing Toolkit** for Fall/Autumn 2023 was released last month.

The toolkit is attached to this email and it is available for download from the School is Easy *Support Centre* - <https://siesupport.zendesk.com/hc/en-us>. You can also download past Toolkits from this location. (You will need to be logged in for access).

## Vehicle Wrap Brochure



The new School is Easy car wrap brochure is now available. 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](#)



## Lawn Signs



Our new lawn signs are generating lots of leads and sales! **Our latest lawn sign success came this week with the sale of a 36-hour enrolment for Math tuition!**

We have a mix of traditional School Is Easy designs, and our new HERO branding. Both look great!

All lawn signs are available for purchase via our dedicated School is Easy portal in [Safeguard](#).



SCHOOL IS EASY LAWN  
SIGN - 18" x 12" - V1



SCHOOL IS EASY LAWN  
SIGN - 18" x 12" - V2



SCHOOL IS EASY LAWN  
SIGN - 24" x 18"



SCHOOL IS EASY LAWN  
SIGN - 24" x 18"

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](https://calendly.com/jon_hayes)



**Jonathan Hayes**  
Franchise Development Manager  
**School is Easy**

+44 (0)7986 484332  
[jon.hayes@schooliseasy.com](mailto:jon.hayes@schooliseasy.com)  
[www.schooliseasy.com](http://www.schooliseasy.com)