

Jonathan Hayes

From: Jonathan Hayes
Sent: 07 July 2023 18:14
Subject: School is Easy Updates - July 2023
Attachments: SIE Fall_Autumn Toolkit 2023.pdf

Hi all

Please find our School is Easy updates for **July 2023** below.

Our monthly emails are designed to keep you in the loop with all 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.

July 2023

Marketing Toolkit – Fall/Autumn 2023



A reminder that the new School is Easy **Marketing Toolkit** for Fall/Autumn 2023 was released on Tuesday 4th July.

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

Franchisee Success!



Congratulations to **Mayank Parmar**, (SIE Calgary) who enrolled his first student this week!

Having only launched his community marketing campaign a few weeks ago, Mayank has been generating leads steadily out in his Calgary territory. After receiving a number of leads from his lawn signs, Mayank booked just his second in-home consultation with a client, and managed to secure a 24-hour enrolment for science tutoring! Great work Mayank!



New Client Enrolment Form




If you have visited the **School is Easy Support Centre** recently, you may have noticed there are some new resources available. One of these new documents is our new client enrolment form which contains a number of updates.

Search “Enrol” in the search bar or go to Enrol Students > The Enrolment Process > Client Student Enrolment and Agreement [template]_v2:

School is Easy > Enrol Students > The Enrolment Process

The Enrolment Process

 Client Student Enrolment and Agreement [template]_v2

 Client Student Enrolment and Agreement [template] 

 Client Student Agreement, Electronic [template] 

 Parent Welcome Letter [template]

 Teacher Communication Card [template]

 How to edit Enrolment & Agreement in Google Docs [guide] 

New School is Easy Blogs



Our fantastic new blogs are available on the School is Easy website. The two latest articles are here:

5 Benefits of One-on-One Tutoring for Students of All Ages

School is Easy Tutoring June 29, 2023

8 Tips for ESL Students: How to Improve Listening and Speaking Skills

School is Easy Tutoring June 29, 2023

All of our blog content is available on the School is Easy website here -

<https://www.schooliseasy.com/tutor/tutor-blog/>. The Content team creates new blogs regularly, which you can share across your social media platforms, newsletters, and other communications with parents, students and schools!

All previous SIE blogs can also be found on this page (they are archived in date order). There is a huge volume of content to choose from (52 pages!) So why not dig into the archive and unearth some great free marketing resources.

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 to book a call.

Download the new brochure from Support Centre here - <https://siesupport.zendesk.com/hc/en-us/articles/15985889834644-Vehicle-Wrap-Catalogue>



Career Plug



Don't forget to use the summer period to bolster your tutor numbers!

At School is Easy we recruit tutors in two ways **1)** Community-based recruitment activity **2)** Digital recruitment. **CareerPlug** offers a great opportunity to boost our tutor applications through digital recruitment, as we head towards the new school year.

The CareerPlug recruitment platform posts your tutor adverts to multiple sites, such as Indeed and ZipRecruiter. We have a partnership arrangement which provides a significant discount for all School is Easy franchisees. For further direct support please see below –

- Call the Hiring Expert team directly at 512.579.0164 (M-F 9 AM - 5 PM CST) or email support@careerplug.com
- Visit our [Help Center](#) for a library of help articles, how-to videos, and more
- In your Dashboard click on "Get help from a hiring Expert"

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. Look out for the August email...

Kind regards
Jonathan.

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



Jonathan Hayes
Franchise Development Manager
School is Easy

+44 (0)7986 484332
jon.hayes@schooliseasy.com
www.schooliseasy.com