

Jonathan Hayes

From: Jonathan Hayes
Sent: 02 June 2023 20:08
Subject: School is Easy Updates - June 2023

Hi all

Please find our School is Easy updates for **June 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.

June 2023

Welcome to our newest franchisee!



A very warm welcome to the newest member of the School is Easy franchise family, **Mayank Parmar**.

Mayank joins us as the new franchisee for SIE Calgary and has made some great early progress (read more about this below). Mayank completed his franchisee training in April and comes to us with experience in the fields of education and sales, and has a passion for helping improve the lives of children.

"I'm a big-picture guy and follow my core values. I'll enjoy seeing the vertical growth of School is Easy and I'm fortunate to become a part of this network. My goal is to help young Canadians thrive in their education and career".

Please join me in wishing Mayank the very best of luck in his business. You can read more about him [HERE](#).



About Me:

Mayank made the decision to migrate to Toronto, Canada, in pursuit of promising career prospects. Eventually, an exciting opportunity arose for him to relocate to Northwest Calgary, where he embraced the role of Assistant Director of Admission at a prestigious private educational institution. In this capacity, Mayank plays a vital role in guiding and supporting young Canadians as they explore their educational and career aspirations.

Franchisee Successes!



Congratulations to a few of our franchisees who enjoyed successes in May, with their community marketing activity.

- First of all, congratulations to **Giorgia Gullino** (SIE Richmond) who put up 20 lawn signs last week and has already received 3 phone calls from parents. Giorgia also ran an event last weekend which produced 4 strong leads which Giorgia has already followed up – Great work Giorgia!
- Congratulations also go to our new franchisee **Mayank Parmar**, (SIE Calgary) who launched his community marketing campaign last week, and has already completed a range of valuable activities including leaflets, signs, business visits, school visits and school radius marketing, plus his first event coming soon – keep up the good work Mayank!

A huge well done to everyone who has been out in territory driving leads for their business this month! Check out Giorgia and Mayank's activity below –



Car 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 at any time.

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



Lawn Signs



We have created a fantastic new batch of School is Easy lawn signs (huge thanks to Andrew Pugsley and his team!) for use in our community marketing activity. We have a mix of traditional SIE designs, as well as

our new HERO branding – **both look great and are currently producing direct leads for franchisees out in territory.**

Signs are available in the SIE [Support Centre](#) and for purchase via our School is Easy portal in [Safeguard](#). (see below for details on 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"

New content in Support Centre



If you have visited the **School is Easy Support Centre** recently, you may have noticed there are some new resources available. We have been adding new content over recent months, which is all available for download.

In response to requests for new community marketing resources, we've created a selection of new collateral which can be accessed here – <https://siesupport.zendesk.com/hc/en-us/categories/5386129399188-Lead-Generation-and-Follow-up>.

We've also added new 'how-to' guides and consultation tools among others. Take a look around and see what's available. If you have any questions about the content or need help locating it, please reach out to me.

Lead Generation and Follow up

*On going: Building relationships & Community by getting in front of your target audience Marketing Follow up with all Leads "how did you hear about us?"
Schedule appointment to meet*

Lead Generation and Toolkits

 Winter Spring Toolkit 2023 

 Marketing [training]

 Generating Leads in Your Community [resource]

 Winter-Spring Toolkit 2022

 Autumn-Winter Toolkit 2021

 Summer Toolkit 2021

[See all 7 articles](#)

Collateral and Templates

 Lawn Signs

 Leaflets / Flyers - HERO design

 Leaflets / Flyers - Original Design

 Postcards - HERO Design

 Presentation Folder

 Posters

[See all 11 articles](#)

Safeguard – Print & Promotional Item Orders



Safeguard is the place to order all of your School is Easy print materials and promotional items. Community marketing is critical to our business and it's the ideal time to top up on marketing collateral to use across all of your community based activities during the spring/summer period.

All of our new HERO designs have been uploaded to our Safeguard account, along with our ***lawn signs, leaflets, presentation folders and materials to support our Sports Club Partnership*** marketing initiative. There is a range of size options including postcard, leaflet, & poster. We also have versions designed specifically for marketing to schools.

Login to our Safeguard account here - <https://aol.safeguardstore.com/Login/aol>. If you need help with your username/password, please raise a ticket in the *Support Centre* (see below).






 <p>SIE - HERO Flyer sports club partnership (UK) Size A5</p> <p>\$87.85 for 250</p> <p>Min order of 250</p> <p>☆ SG-AOL-HFLYSCP-UK</p> <p>Personalize</p>	 <p>SIE - HERO Postcard (Parents) Size A6</p> <p>\$59.95 for 250</p> <p>Min order of 250</p> <p>☆ SG-AOL-HPCARDPARENTS</p> <p>Personalize</p>	 <p>SIE - HERO Postcard (Schools) Size A6</p> <p>\$59.95 for 250</p> <p>Min order of 250</p> <p>☆ SG-AOL-HPCARDSCHOOLS</p> <p>Personalize</p>	 <p>SIE - HERO Postcard UK (Parents) Size A6</p> <p>\$59.95 for 250</p> <p>Min order of 250</p> <p>☆ SG-AOL-HPCARDPARENTS-UK</p> <p>Personalize</p>	 <p>SIE - HERO Postcard (Schools) Size A6</p> <p>\$59.95 for 250</p> <p>Min order of 250</p> <p>☆ SG-AOL-HPCARDSCHOOLS</p> <p>Personalize</p>
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Photo Submissions – Tutoring photos needed!



Huge thanks to everyone who submitted photos of their School is Easy business in May, in response to our recent request. We've had some fantastic pics (as you can see below 😊), but we are still in need of more tutor/student photos.

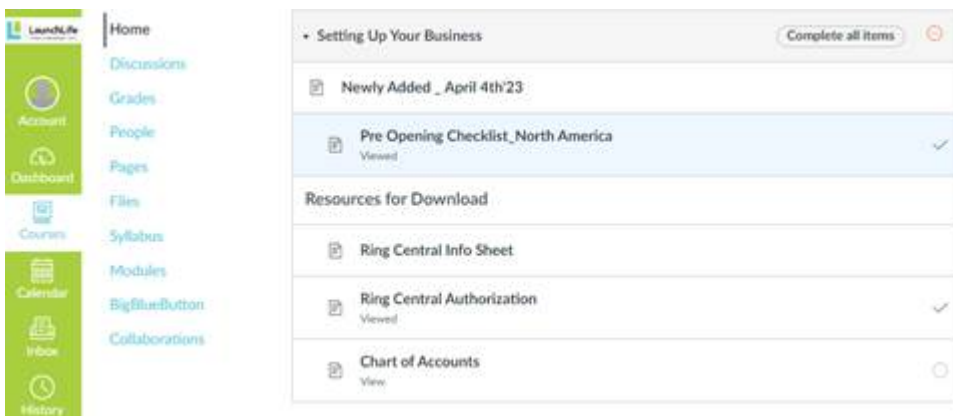
Please ask your tutors to take some snaps during their sessions (with parental permission of course!) and use this link to submit any you have, or send them to me. Our wonderful marketing team will work their magic on social media! – https://docs.google.com/forms/d/e/1FAIpQLScRpEsq1fbBOXeWDysE-TUSsigWvnMCv5cyldpqA7eqmpf8aw/viewform?usp=sf_link.



Training Hub



The School is Easy *Training Hub* is available for access to all of our training resources. Brush up on any area of the School is Easy business and download resources to help you drive your business forward. Access the Training Hub here – <https://my.launchlife.com/> and submit a support ticket (via Support Centre) if you need help logging in.



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 July email *and* the new **School is Easy Marketing Toolkit** coming soon...

Kind regards
Jonathan.

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



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