

## Jonathan Hayes

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**From:** Jonathan Hayes  
**Sent:** 01 September 2023 18:03  
**Subject:** School is Easy Updates - September 2023

Hi all

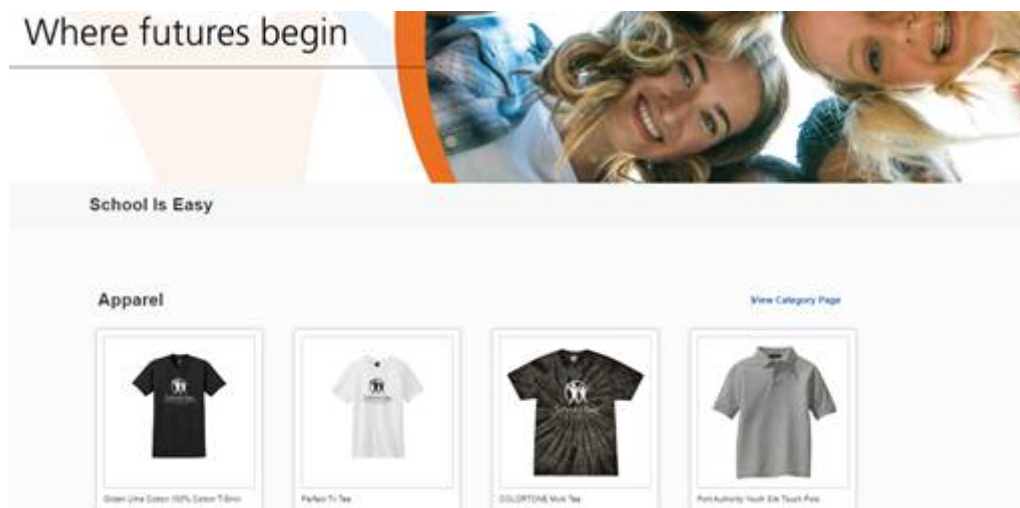
Please find our School is Easy updates for **September 2023** below.  
Our monthly emails are designed to keep you in the loop with all of the new **School is Easy** network info and updates. If you have questions about any of this month's content, please reach out to me at [jon.hayes@schooliseasy.com](mailto:jon.hayes@schooliseasy.com).

## September 2023

### 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.

### New Client Enrolment Form



We have recently updated the School is Easy client enrolment form and it is available for download now in Support Centre - <https://siesupport.zendesk.com/hc/en-us/articles/17188184585492-Client-Student-Enrolment-and-Agreement-template-v2>. The updates to the form enable us to enrol clients more effectively and aim to make the process smoother for all parties. If you have questions about any of the updated content, please contact us.

## Franchisee Success!



Congratulations to Giorgia Gullino (SIE Richmond) who has been running our *Back to School Enrolment Campaign*.

Giorgia launched her campaign on Monday and has had a fantastic start by enrolling 2 new customers already, selling them 3 packages of tutoring in total. Even better is that all 3 enrolments were for 60 hours (the largest of Giorgia's packages in this campaign), meaning **she has already passed the \$10,000 mark!**

Giorgia has been following the campaign as prescribed, and attributes her success to the phone calls she has been making every day. Huge congratulations Giorgia, best of luck for the rest of the campaign and please let us know how you get on!



## Back To School Enrolment Campaign 2023



If Giorgia's success has peaked your interest, there is still time to run your own *Back to School Enrolment Campaign* this year. It's a straight-forward promotion that relies on simple email and phone activity, to generate leads from your existing contact list.

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/training 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.



## 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.

**You can also talk to the vendor about laptop wraps!**

[Download the new brochure](#)



## Lawn Signs



Our new lawn signs continue to generate lots of leads.

We have a mix of traditional School Is Easy designs, and our new HERO branding. Both look great! All lawn signs are available for order via both of our dedicated School is Easy portals [Safeguard](#) and our new site [OrderMyGear](#).



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  
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)



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