

Jonathan Hayes

From: Jonathan Hayes
Sent: 02 August 2024 17:47
Subject: School is Easy Updates - August 2024

Hi all

Please find our **School is Easy** update for **August 2024** 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 any questions about this month's content, please reach out to me at jon.hayes@schooliseasy.com.

August 2024

*****Last Chance***** *Back To School/Enrolment Campaign 2024*



1 Month To Go!

If you haven't started already, there is only 1 month until the launch of your "Back to School" enrollment campaign.

Use the campaign guide in the Help Centre [HERE](#) to run the full campaign **as prescribed**. The campaign is specifically designed to include an email element AND a phone call element. Using these two streams together will drive maximum enrollments.

Giorgia Gullino (SIE Richmond) had fantastic success doing exactly this last year, generating an additional **\$21,000 in sales** for her business right at the start of the school year! The campaign is pre-packaged and very user-friendly. Take a look at Giorgia's campaign numbers below, and to book a training session on how it works, contact your support manager.

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%

Transition to OPUS 2.0



As most of you know, the transition to OPUS 2.0 is well under way with many of you up and running already.

There are a number of written guides to help you with the transition, so please reach out to myself or the IT team if you would like access to any of these. We can also arrange special support sessions for help using the platform, so please let me know if you would like to book one.

Event Prospecting



Now that eventing season is in full swing, take advantage of “**Event Prospecting**” to boost your event numbers over the summer period.

Keep an eye open for the new *Eventing Guide* being released in the next SIE Toolkit!

Event prospecting can provide a high volume of (often FREE!) event opportunities in our territories, simply by getting out and visiting prospective partner venues (such as health clubs, gyms, bowling alleys, sports clubs, rec. centres, soft-plays, trampoline parks, swimming pools, cafes, etc.) Negotiate either a one-off pop-up event, or a longer partnership opportunity, with the business owner or manager.

Why not push yourself outside of your comfort zone this summer and book some extra events to increase your leads!



Last Chance New Summer Lawn Signs



Last chance to take advantage of our fantastic new summer lawn sign designs! They are available in the [Help Centre](#)!

Use lawn signs to boost leads AND visibility during the summer period while you have more time to engage in marketing activity. Add lawn sign distribution as a regular activity in your CMA campaigns and planners. If you would like help creating a CMA planner and a marketing budget planner, contact your Support Manager to book a session.

  <p>CALL 000-000-0000 schooliseasy.com</p>	<p>Help your child be the HERO of their own story</p>  <p>Summer English Tutoring</p> <p>000-000-0000 schooliseasy.com</p>	<p>SUMMER ENGLISH TUTORING</p> <p>CALL 000-000-0000 schooliseasy.com</p> 
	<p>Help your child be the HERO of their own story</p>  <p>Summer Math Tutoring</p> <p>000-000-0000 schooliseasy.com</p>	

Sports Club Partnerships



Please take advantage of our comprehensive “*Sports Club Partnership*” user guides, to plan a campaign. We have a written guide AND a two-part video guide, to help you embed this valuable activity into your community marketing. As always, please contact your support manager for help planning this activity.

- [Written Guide](#)
- [Video Guide: Pt1](#)
- [Video Guide: Pt2](#)



For one-to-one support growing your business, please reach out to book a support call with me. Look out for our September update!

Kind regards
Jonathan.



Jonathan Hayes
Franchise Development Manager
School is Easy

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