

## Jonathan Hayes

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**From:** Jonathan Hayes  
**Sent:** 31 May 2024 17:03  
**Subject:** School is Easy Updates - June 2024

Hi all

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

### June 2024

#### Franchisee Success!



Congratulations to **Susan Cumberland** who saw her best month of the year in May! Following the successful sale of one of her franchise territories last year, Susan has been engaging in lots of great community marketing activities. Along with other marketing streams, this has resulted in an amazing May 2024, with Susan achieving over **\$25,000 in revenue!**

Great work Susan, as we head into the summer period! Best of luck with your community marketing and the remainder of 2024!



#### New Summer Lawn Signs



Our new summer lawn signs are now available in the [Help Centre](#)! A huge thanks to Andrew Pugsley for creating these for us so quickly!

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.



## Back To School/Enrolment Campaign 2024



As we head into the summer period, it's time to start thinking about your "Back to School" enrollment campaign again! Georgia Gullino (SIE Richmond) had fantastic success with this exact campaign last year, generating an additional **\$21,000 in sales**. Take a look at the full campaign guide here – [BACK TO SCHOOL CAMPAIGN GUIDE](#)

The campaign is pre-packaged and has the potential to generate lots of extra revenue right at the start of the academic year. 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%

## Sports Club Partnerships



Please take advantage of our comprehensive “*Sports Club Partnership*” user guides, to plan your 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](#)



## Marketing Toolkit – Summer 2024



A reminder about the SIE Summer 2024 Toolkit, which is available for download in the School is Easy [Help Centre](#).



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For one-to-one support growing your business, please reach out to me by phone or email.  
Look out for our July update!

Kind regards  
Jonathan.



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