

Building relationships and generate leads in your community is all about getting out into your community and getting creative in how you get the word out. Below are a few ideas to get you started.

**Set Goals**.

To get the best out of your efforts, it is incredibly important to set clear goals which excite and motivate you.

**Know your market**.

Who are the people in your community you want to target? Of course, you want to working with families with children. However, are there specific groups of families you would most like to work with? Where do they live? How do they spend their time? What do they care about? How do they think? It’s tempting to cast a wide net. However, clarifying, and often narrowing your target market will produce greater results.

**Leverage the relationships you have**.

Think of the people already in your network. Who are the influencers? Who is connected to groups of people with the demographics you want to connect with?

**Get by Giving**

You certainly want others to know about the valuable services you offer as a School is Easy franchise owner. However, the secret to effective networking is this: you get by giving. Maybe you meet someone who leads a large group of volunteer mothers at a local church. Rather than simply ask her for referrals, find out what she cares about, what are her challenges? Maybe you find out that she also sells printing. What is her unique value proposition? Listen carefully and take notes. It should only take a few minutes. Then when you meet someone else who needs printing, you’ll have a reason to connect the two, helping them to solve their problems. Guess who both of these people will think about when someone needs a tutor? The more people you know, the more opportunities you will have to help others. The more you help others, the more they will help you!

**Know that you are actually helping people**.

I bet that you can sense the difference between someone who is simply trying to earn your business and someone who genuinely cares about helping you. In order to market successfully, you must know that what you are marketing matters. It’s not just about providing parents with an alternative source of tutors. You must believe that as a School is Easy franchise owner, you have something special and important to offer parents and students. You must know what is special about the services you are offering.

**Donating to charities**

A great way to get you in front of your target market. Often times fundraisers solicit products and services from local businesses and offer them to attendees in a silent auction. Offering multiple (2 to 3) gift certificates for a consultation and three to four tutoring sessions is a great way to get exposure as event attendees typically look over all of the silent

auction offerings. Parents will often continue with tutoring beyond the sessions on the certificate. If they have a great experience, then you will have created a referral source for this group. Check your School is Easy marketing materials portal for gift certificate templates.

**Speak at meetings**

Presentation to groups can be a powerful way to get the word out.

**Sponsor youth sports**.

In most cities there are private sport clubs for which often place great demands on young student athletes. Given the time these students are dedicate to their sport, academics can sometimes suffer. Connect with the coaches of these teams and help them see how School is Easy can support their athletes through academic support and mentoring.

**Send thank you notes**.

Sending a thank you note is a powerful way to strengthen relationships. Given that most people heavily rely on email, receiving a thank you note can really stand out.

**Strategic Alliances**

Contact organizations by sending an introduction letter, follow up with a phone call and schedule an appointment to meet. Good organizations to contact are: Autism Society, Dyslexia Society, Home School Society, Special Ed organizations, Online schools, daycare centers etc. You can brainstorm and create a long list. Educational agents are excellent to contact. They act as guarantors for international students and they hire tutors as requested by the parents overseas. Almost all of these students have English as a Second language (ESL) issues and they need a lot of extra support outside of school. You can probably find a list of these agents by searching the internet.

**Being the tutor**

If you have a subject matter expertise, then we highly recommend that you provide some of the initial tutoring sessions. This will help get the word out about your services and will give you insight into what it’s like to work as a tutor with School is Easy. Many of the top education service companies started out with a tutor founder.

**Hair salons, nail salons, orthodontists, dance studios, hockey rinks etc**.

These are places where mothers and parents go. Ask the store owner if you can leave your information / business card holder stand in their location. It’s nice to offer them a small token of your appreciation such as a gift card for coffee