

Marketing & *Enrollment*



Helping Christian school leaders tell the right people the right stories in the right ways to meet their enrollment goals.

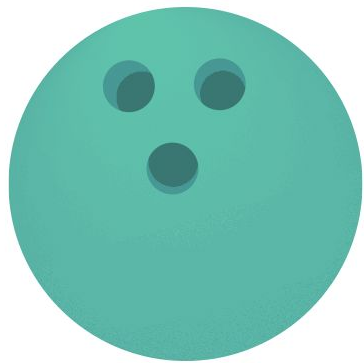
BE THOU MY VISION

OFFICIAL LYRIC VIDEO

Marketing & *Enrollment*



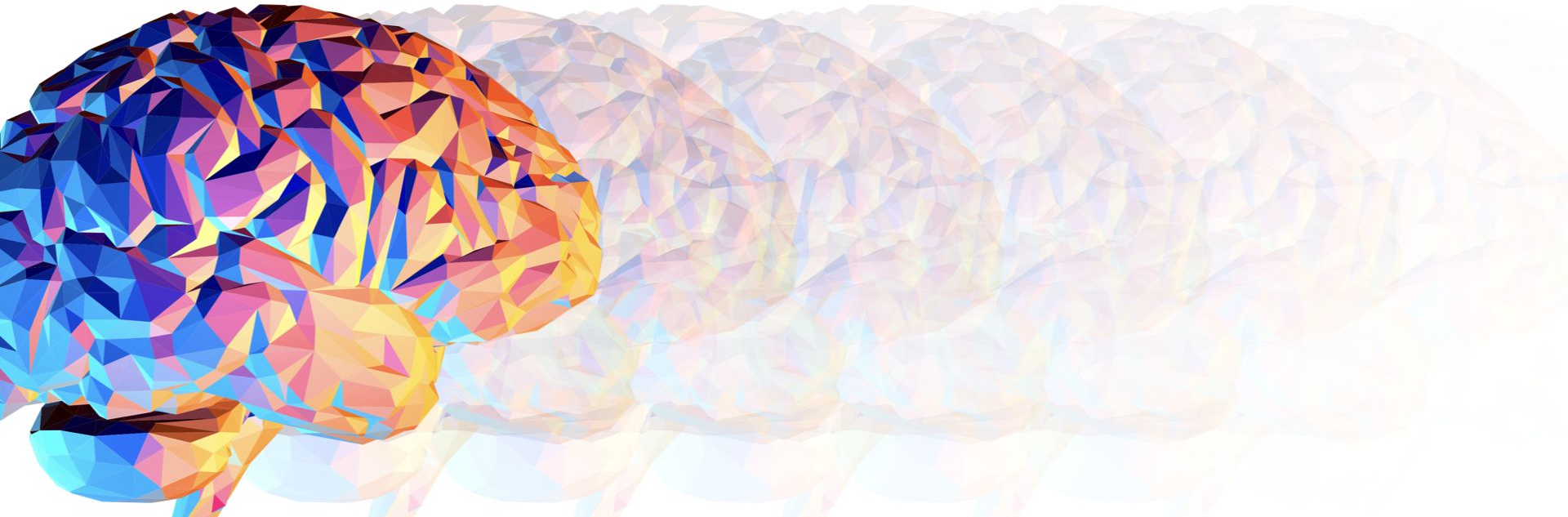
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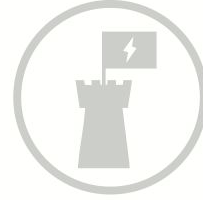




If you confuse, you'll lose.

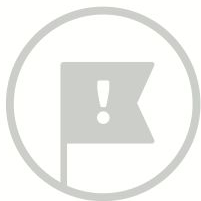
"Story is a sense-making device."





How Does a Story Work?

A CHARACTER



How Does a Story Work?

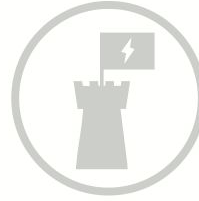
Principle #1:

When you agitate a parent's **desires**, they **enter into** the story your school is telling.

A CHARACTER



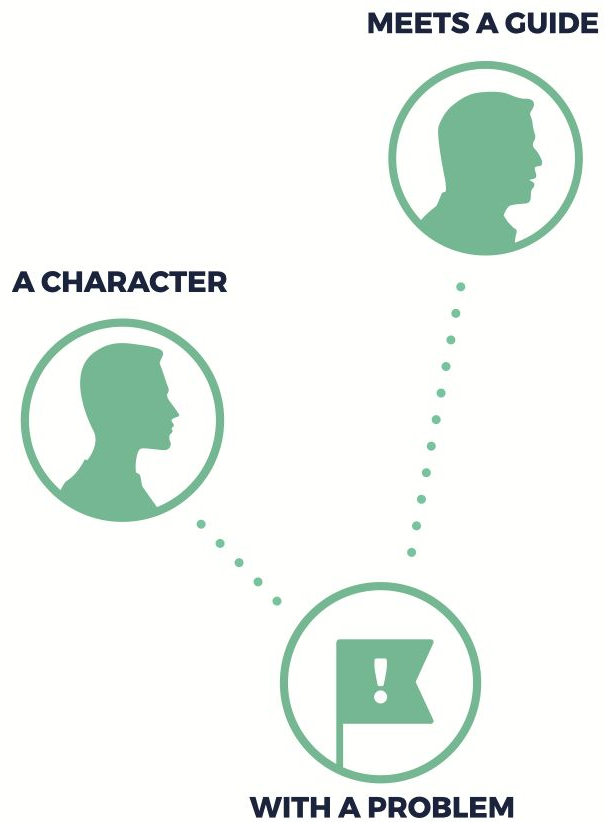
WITH A PROBLEM



How Does a Story Work?

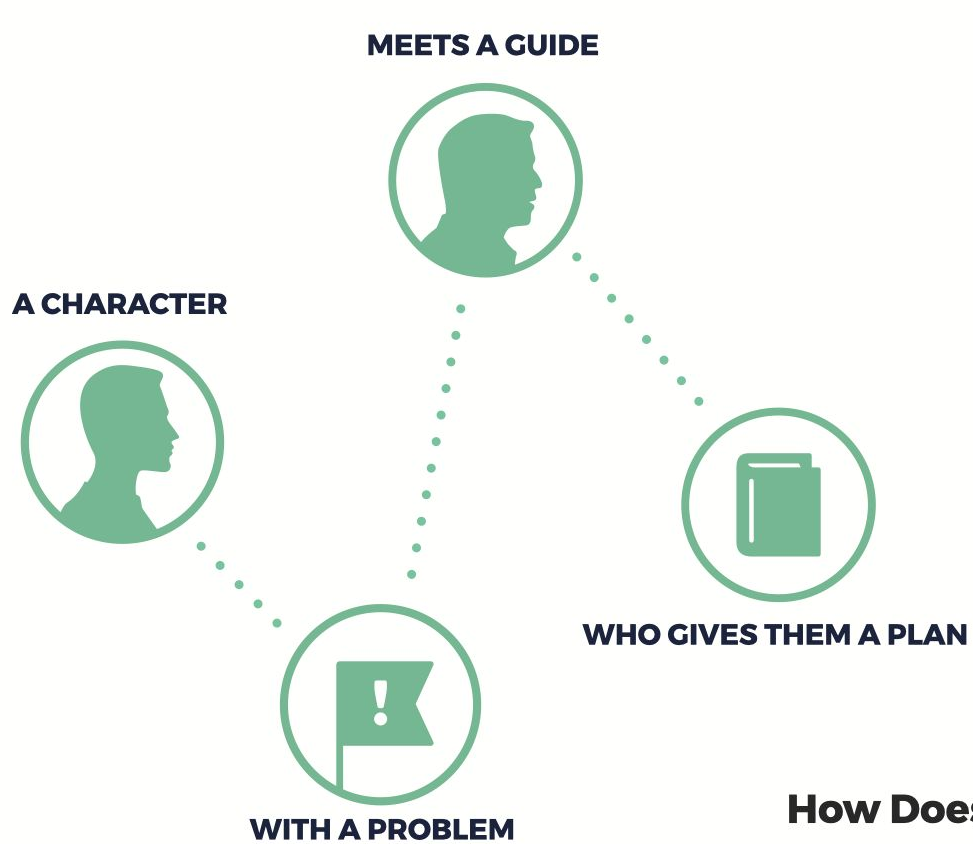
Principle #2:

Parents are looking for a **solution to a problem**. You win their attention when you **address that problem**.



Principle #3:

Be the **guide** and make students, parents, or donors the **hero**.

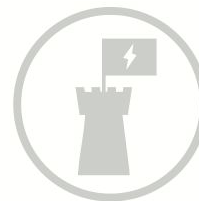


How Does a Story Work?



Principle #4:

Make the path to enrollment **simple, clear, and purposeful**, so parents feel confident about taking the first step.



Principle #5:

If you want parents to take action, **call them to action.**



Principle #6:

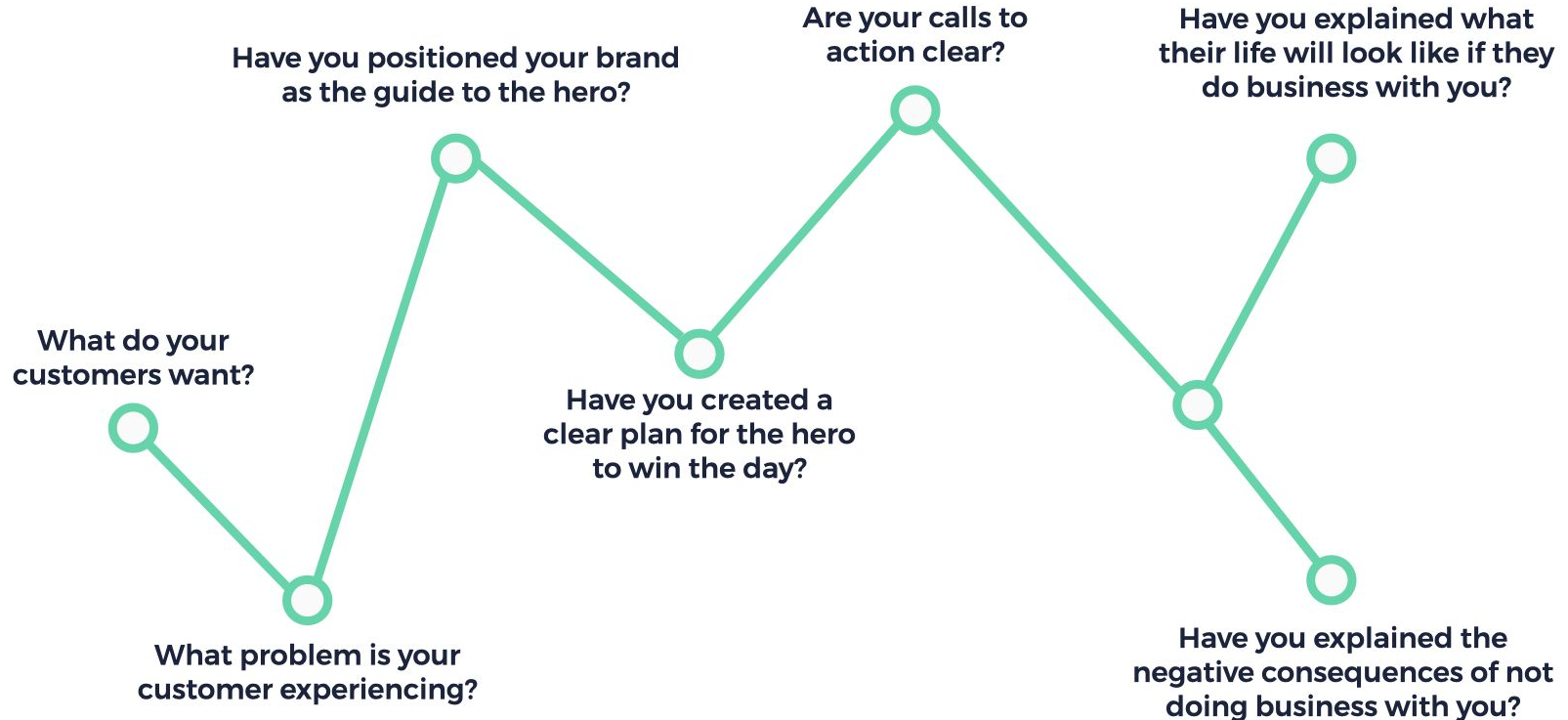
Don't assume parents know what **success** looks like. **Cast a vision** of what their child's life could be.



Principle #7:

Unless there are **consequences** to not enrolling in your school, there's **no reason** to enroll in your school.

The StoryBrand Marketing Framework



PROJECT _____

THE ONE PAGE BRANDSCRIPT



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