

School Marketing

THREE MARKETING GOALS FOR 2006

Is it good to be the *best kept secret* in your community? On the one hand, being the best kept secret means that you are offering something of value to your community. On the other hand, it also means that others are having a hard time finding out about your school because it is, after all, a *secret*.

Would you ever write a manuscript on classical Christian education and then let it collect dust on your bookshelf? Of course not! You would publish it so that God could use it to bless others. Likewise, your school cannot really bless others until others first hear about it, and they can only hear about it if you tell them.

As we start 2006, we want to give you three marketing goals to consider:

Have Something Good to Say. Before you can say anything to your community, you first need to have something good to say. By God's grace, your school already has something good to say. Classical schools are truly unique. They train Christian students how to think like Christians, live holy lives, and excel academically. Continue, by God's grace, to excel in these areas.

Say It Well. It is one thing to have something good to say. It is quite another to say it well. The best speech manuscript means very little if the speaker cannot deliver his speech persuasively. You also need to communicate with your community well. In short, you need to use the Christian worldview and the classical rhetoric you teach *inside* your classrooms to reach those *outside* your classrooms! You need to build a case to persuade Christian parents to enroll their children in your school by telling them that you train students how to think like Christians, live holy lives, and excel academically.

Say It Often. You need to have something good to say and say it well, but you also need to say it often—you need to send a repeated and consistent message to your community. Good teachers use repetition and consistency to help students learn. Good marketing requires repetition and consistency too. You need to reach your community often to have an impact for Christ. But you also need to tell the same story too, from the way your receptionist answers the phone, to the way your brochure reads, to the way you speak to parents at parent information nights.

Think strategically about having a greater impact for Christ in 2006. And start today since most parents decide where to enroll their children between December and May. As you think through these issues, set three goals for your school in 2006: have something good to say, say it well, and say it often.

David Hagopian is Co-Founder of Precept Outreach & Development, which offers turnkey, classical Christian marketing solutions for classical Christian schools. For a FREE CD of Precept's 2005 ACCS Conference Workshop, *What Classical Schools Need to Know to Grow*, call (714) 384-4117 or send an email to dhagopian@preceptoutreach.org.

CLASSIS

For those just beginning their research on classical Christian education, here are some resources available to you:

Classical Academic Press

829 State Street, Suite 206
Lemoyne, PA 17043
717-730-0711

www.classicalacademicpress.com

Canon Press

P.O. Box 8741
Moscow, ID 83843
(800) 488-2034
www.canonpress.org

Logos School Materials

110 Baker Street
Moscow, ID 83843
(866) 562-2174 (toll free)
www.logoschool.com

Standfast Books

P.O. Box 985
Franklin, TN 37065
(615) 794-5003
Standgrey@aol.com

Tree of Life School and Book Service

106 Main Street #518
Houlton, ME 04730
(506) 328-6781
www.treeoflifeathome.com

Veritas Press

1829 William Penn Way
Lancaster, PA 17601
(800) 922-5082
www.veritaspress.com