

CLASSIS

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As space is available, referrals may be run for individuals seeking employment or for potential start-up schools seeking like-minded families in their area (with prior approval of the Executive Director).

A referral runs in two consecutive issues and is **limited to 8 lines of 60 characters per line.**

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School Marketing

INSIDE, OUTSIDE, UPSIDE DOWN One Secret to Marketing Your School More Effectively

The Berenstain Bears series is anything but classical or Christian. But the series does have a knack for making seemingly complex concepts easy for younger children to understand, like helping two-year olds understand the difference between being inside, outside, or upside down.

I want to take a page out of *The Berenstain Bears* by breaking the seemingly complex concept of marketing your school down into one secret we like to call *Inside, Outside, Upside Down*.

In this brief article, we will learn why you need to have a strong *inside reality* and why your *outside perception* must be consistent with your inside reality. Only then will you be in a position to turn your community *upside down* for Christ.

The Inside Reality

The *inside reality* of your school is everything your school is and does that makes it unique and valuable in your community, including your classical Christian curriculum, teachers, administrators, volunteers, policies, and procedures.

By God's grace, you are committed to becoming the best possible distinctively Christian school in your community so that you glorify God and have the greatest possible impact for Him. And you do so by teaching your students to think like Christians, live holy lives, and excel academically.

The Outside Perception

But just because you have a strong

inside reality doesn't mean that students will flock automatically to your school, since there's a vast difference between having a solid classical school (inside reality) and communicating that fact effectively (outside perception).

Your outside perception is what prospective student families know or think about your school. They may know a lot already or they may know very little. But is what they know consistent with your inside reality?

By God's grace, you already have something good to say (inside reality). Now you need to say it well—you need to make sure that you are not using modern advertising gimmicks that end up undermining everything that makes you unique as a classical school (outside perception). In short you need to use the Christian worldview and the classical rhetoric you teach *inside* your classrooms to reach those *outside* your classrooms!

The Upside Down Effect

By making sure that your outside perception is consistent with your inside reality, you will exercise your responsibility to reach your community for Christ so that, by His grace and to His glory, you can have an even greater impact for Him. Then, like the disciples of old, you will be able to turn your small corner of the world upside down for Him.

So the next time you market your school, remember the secret we call *Inside, Outside, Upside Down*.

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 e-mail to dhagopian@preceptoutreach.org.