

Handle leads effectively (part 5)

Using the *Inquiry Checklist and Tracking* form for same day

personal, hand-written note in their mailbox delightful? And you are aiming to delight parents, right?)

- » **Content:** Dear _____, I look forward to seeing you at *****time***** on *****date***** and talking about your goals for your child(ren)'s education. Our school's address is: _____ Cordially, *****signature*****
- » If you talked with the parents personally and some specific issues came up, please personal this content by mentioning that you will be addressing those topics further at your meeting.
- » The "direction tips" are only if your school's location has a quirk that makes it hard to find.
- The one-page flyer can be a small brochure, if your school has one that is up-to-date. If not, it is a one-page list of your key benefits printed onto your letterhead. Here are some ideas you can copy and/or adapt.
 - » **Adventists know education.**