

16th Jan - ep 2 - When is the best time to approach schools ...

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Hello, and welcome to this episode of approaching schools. Now before I get into this really popular question, which is all about the very best time to be contacting your local schools or nurseries, I just want to remind you about our free get your business into schools and nurseries challenge happening on the 23rd of January 2023, where I'm going to be sharing with you five key steps you can take to start getting your business into your local schools and nurseries. So do come and join us at WWW.ceryskeneally.co.uk. And I would love to welcome you on the challenge and help you with practical tips and advice that you can implement straightaway to get your business into your local schools and nurseries this year. So when is the best time to contact schools or nurseries? This is a question I get asked all of the time. And sometimes children's activity providers are a little surprised by my answer. Because whenever children's activity providers asked me, When is the best time to contact schools and nurseries, I always say now, now is the time now is the very best time for you to be contacting schools or nurseries. Why? Because I don't want you to hold back. I don't want you to worry about the most optimum time and you not be ready for it. Which means you don't get your communication out to schools or nurseries at all, I really want you to make the best possible use of your time and make sure you're getting into a regular habit of contacting schools or nurseries.

Now it might be that if you're approaching local authority schools that you don't want to do that when it's not turned time, because the schools aren't going to be there ready to receive your email or your letter. So maybe August isn't the right time. Maybe Christmas isn't the right time. However, if you're contacting a private nursery, maybe August is a great time. So do just think about the types of dream schools or nurseries that you want to contact. But I don't want you to hold back from doing this. Because you don't think it's perhaps the best time. Having said that there are of course optimum times for you to be contacting schools, particularly if you are going to be offering a demo, which is something I highly recommend. And guess what if you're listening to this podcast episode, very, very close to when it was released, now is a very good time to be contacting your local schools or nurseries. Because it's January, because it's the start of a new year, because it's the start of a new term. Because we know that schools and nurseries are much more receptive to emails and letters at this time of year. Because we know that the younger children in the school have now had chance to settle in, because we know the academic year is already in full swing, because it started back in September. So now really is a fantastic time for you to be contacting your local schools and nurseries. In fact, it is highly relevant. Now I have a concept that I coached my approaching schools Academy members known as my RUV

triangle, you might have heard of a love triangle, but this is a RUV triangle. And the acronym stands for relevant, useful and valuable. And this is a question I asked my approaching schools Academy members all the time before they send their communications out to their local schools and nurseries. And I want you to ask yourself this question **before you send your next campaign to your local schools and nurseries. Is it relevant? Is it useful? Is it valuable?** If it's relevant, it's going to be personalised to your key contact. It's also going to be relevant to the time of year. It's also going to be relevant to the types of schools and nurseries you are contacting. This is not like the time when I received a letter to my two bed apartment on the sixth floor and all about how I could get a conservatory. Yeah, that campaign was not relevant to the types of homes it had been delivered to. Okay, whereas we get to be really, really highly targeted with our local schools and nurseries because we're going to be offering a service that is highly relevant that does solve head teachers or nursery managers problems that is relevant to the time of year and the type of setting you are contacting. **If it's useful, it's going to educate them in some way.** It's going to Solve a problem is going to communicate with authority, maybe it's going to provide some information. And if it's valuable, it's going to be all about that offer that I mentioned on the previous episode, where they get a high quality experience delivered within the school, rather than just simply trying to sell something that you don't know whether this head teacher or this nursery manager needs or wants in their school, or setting it.

So I mentioned R for relevancy. And this is highly important. It's crucial. When you're thinking about the time that you are contacting your schools and your nurseries. I want to tell you a story about one of my amazing approaching schools Academy members, she is a drama provider. And she had adopted my methodology, and actually contacted a school several times think it was up to six times already in the previous year. And the head teacher snapped up her email and said, Yes, this is exactly what we need in our school, she went in, delivered her demo, she had a meeting with the head teacher and the head teacher said, Where have you been all my life? And my member said? Do you know, I've been contacting you at least six times this year. And I didn't have a response. So I'm surprised to hear how fascinated you are with this particular offer. And the head teacher said **it simply comes down to the time of year that you contact me how busy I am, and how relevant your offer is.** And that is a story I've heard time and time again, from over approaching schools, Academy members who have adopted an attitude of perseverance continues to contact schools and nurseries that they've perhaps not had a response from in the past. And finally, they get their way in. And the school snaps up the opportunity. Why? Because right now it is highly relevant to them. So how can we adopt this methods to help us get more responses from our schools and nurseries all year round? **One of the things I recommend is to have multiple points of contact throughout the year.** And think about what problems you are solving. What do the children struggle with most probably, because you're not there yet providing your brilliant service that solves a problem for them. What are the problems that your brilliant service solves? Do you solve lots of problems now a caveat here is I only want you to solve one problem in one communication for one key decision maker in one type of school or setting. **Don't play all of your cards yet, because you need a reason to be contacting your schools and nurseries consistently all year round.** So you can save over problems that you solve to mention in other campaigns. And the idea is that let's say for example, you are a yoga provider. And as part of yoga, you can help children with their mental health and well being. You can also help children with their physical activity. You can also help teachers with their mental health and well being you can also help teachers with their physical activity. You can also link in with different times of the year like children's mental health week, or school sports week. There are so

many different reasons you could be contacting a school of any year. And there are going to be different campaigns that you do that are going to pique a head teacher's interest like never before. And maybe for some reason, they weren't interested in getting you in to help the children with their physical well being because maybe they already filled to the rafters with sports clubs. However, when you then contact them regarding children's mental health week they go aha, I was looking for a different way to mark this occasion this year. And I was wondering what providers I could get to come in to help the children with their emotional health and well being. So you see how different problems that you address at different times of the year have a different relevancy to different head teachers and different nursery managers.

And how if you give up at the first hurdle, and don't contact them about a new problem you can solve. You may never get that school or nurseries, eventual buying. Now I've mentioned children's mental health week, usually mid February each year. A great one again for contacting your local schools or nursery is within January. So you've got plenty of time to be following up this campaign before the event happens. But also thinking about whatever themes might make your campaign relevant to the time of year. So here are some popular themes that my approaching schools Academy members have had fantastic success with approaching their schools or nurseries about in the past, for example, anti bullying Awareness Week, Black History Month, children's mental health week, World Book Day, European day of languages, coding week, you really need to look at your provision, and the subject that you specialise in, what key events could there be on a school's calendar, where they're actually going to be looking for providers to come in? Now, the one that was most popular among my local schools with my dance business was school sports week. And they were actively looking for providers to come in and provide a different aspects of physical activity to what they were used to in their school. So they used to snap my offer of a free street dance assembly up, because great A, it ticks the box, we're looking for something that's going to add variety, to the children's physical activities that we already teach them. But also, she's offering it for free, amazing. But this was a fantastic way in for me to a, take my fliers so that children could become aware of my classes in the local community and be get a conversation booked in with a key decision maker such as the head teacher, a member of senior leadership team, or perhaps the PE lead about how we could move forward with ongoing provision of dance for that school. So you see how this can pique a head teachers interest for long enough that you can actually get in and start having conversations about ongoing provision and how you can help that score all year round. So this is something I really want you to think about before you next, rewrite your next campaign. First of all, is it relevant? Is it relevant, useful and valuable? Secondly, why would a school's key decision maker want your services in right now? How do we compel them to get back to us right now, instead of later on, when perhaps there's a time where they feel like they may be less busy. And as we know, schools are always busy head teachers are always busy. Nursery managers are always busy. So how can we compel them to get back to us at this time of year? Well, maybe if you're listening to this podcast a little bit later than when it originally aired. And perhaps you're offering a Halloween themed workshop to your local nursery. Well, the nursery can't turn around to you and say, This sounds fantastic. But I think we'll do it over after Christmas when we're less busy. Because actually, it's Halloween themed. It's relevant now. It's compelling for them to get you in now not leave it until after Christmas. So these are the things we're thinking about how can we compel a busy key decision maker to get you into their busy school or busy nursery right now. So I hope you enjoyed the tips. I hope this will encourage you to think about how you could actually contact schools multiple times

have a consistent approach so that you can also start having a consistent approach to making sales in your business from schools and nurseries all year round. So if you liked the tips, be sure to join us on our free challenge happening on the 23rd of January 2023. So I can help you implement this in your own business. So you can start approaching and making sales from schools and nurseries in your children's activity business right now. The link is ceryskeneally.co.uk. I'd love to see you there. Can't wait to chat to you on the next episode.