

Most English teachers still rely almost entirely on word-of-mouth to get new private students. Don't get me wrong: referrals are great, but they are unpredictable, slow and impossible to scale, especially for teachers who don't actively work their personal and professional networks. In this hands-on workshop, participants will use their own phones to create a simple yet compelling visual announcement and an engaging message template that form the core of the Boomer! strategy. This approach requires no designers, no paid ads and no website, making it immediately accessible to any teacher, regardless of marketing experience. By the end of the session, teachers will leave with a complete, ready-to-use piece of practical marketing they can implement the same day to attract new private students quickly and confidently.