



Marketing Techniques Checklist

Below you will find some ideas to help you reach your goal. If you (the classroom instructor) chose at least 3 from the checklist and implement them with enthusiasm, your location is guaranteed to be successful. You must however put the time and effort into marketing All Star in your area, if you want to see your classes full each month, and reach your bonuses. Many of these items you can get your current students to help you with.

- ☐ Referral Coupons – Pass out the packets to your students in your current classes (This includes Segment One and Segment Two), explain to the students how the referral process works.
- ☐ Stay in contact with students who were helpful in the past. If you cannot find current students Who want to help market, fall back on these good students from past classes.
- ☐ Use teachers, bus drivers, and other school district personnel to spread All Star by offering Them the same opportunity with the referral coupons as you did with your Segment One and Two students.
- ☐ Ensure that the high school office, councilor office, and library in your respective districts have plenty of flyers.
- ☐ If the schools allow for it, you should make a sign-up sheet for driver education, and leave it in the main office of the high school. Check the list at least once a week. Also, give students in your class, a sign up list to take to their lunch hour in return for \$10 for each full sheet of names. Tell Students you will meet them outside of the Lunch Room with the sheets wait for them to bring them back to you. We will supply you with cash to pay the students with.
- ☐ Put posters up in the hallways and/or common areas of the high schools. Check permissibility with high school administration first, as every school district is different.
- ☐ For districts where they do P.A announcements, the office staff will get the announcement submitted to the school, but please make sure that they are being read. Ask current students if they heard the announcements.
- ☐ If the high school has the student lockers separated by class, get a few students to put All Star flyers in Freshmen and Sophomore lockers after school.
- ☐ Visit the high school at lunch, during after-school activities (i.e. athletic events, drama performances, and other activities), and pass out flyers during all of these events.
- ☐ Stay informed of other competition, and inform our office of competitors who have lower prices.
- ☐ Post yard signs at highly visible locations that allow for it.
- ☐ Distribute posters and coupons at local restaurants, grocery stores, etc. that allow for free advertising.
- ☐ Bus loops – Pass flyers out to students as they leave school