

SECTION 2

THINKING THROUGH
THE STORY YOU TELL



Who is the hero
of your story?



Your school should be the guide,
not the hero.

The student is the hero of the story.

Why Saint Michael School is right for you. NOW!
A ministry of St. Michael Lutheran Church of Fort Myers




- Christ-Centered
- Challenging Academic Curriculum
- Infants to Grade 8
- Exceptional Teaching Staff, Technology Integration and a Family Atmosphere
- One of the only five Lutheran Schools in the world to earn the title of 'Exemplary School' in 2015
- A tremendous value now available to more households

Now Enrolling Infants to Grade 8 for the 2016-2017 School Year
 Call About Our New **LOWER** Rates and to Schedule Your Personal Tour...

239.939.1218 • www.smlcs.org
 3395 Broadway, Fort Myers (Located 2 blocks North of the Edison Mall)

Educating for Life...Here and for Eternity

St. Michael School admits students of any race, color sex and national or ethnic origin. NCA and AdvancED Accredited. U.S. Department of Education "Blue Ribbon" School.

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GO COUGARS! 

CALL 451-1600
 FOR MORE INFORMATION!



Somerset Christian School
 QUALITY EDUCATION IN A CHRISTIAN SETTING

www.somersetchristian.com

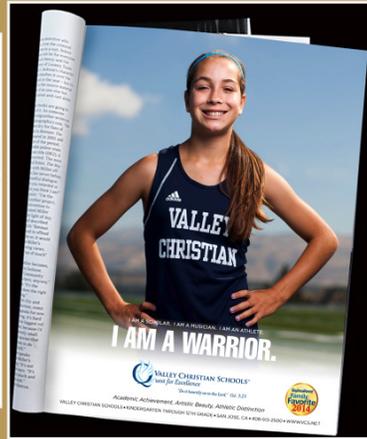
Somerset Christian School is a 501(c)(3) non-profit organization and does not discriminate on the basis of race, color, gender, national or ethnic origin in administration of its educational policies, administrative policies, or other school administered programs.



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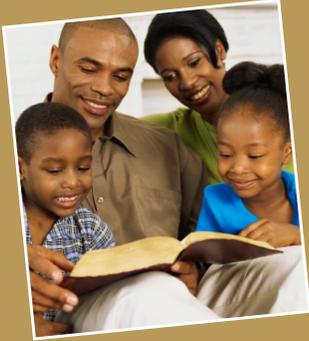
PIXAR STORYTELLING FORMULA

- Once upon a time there was a ____.
- Every day, ____.
- One day, ____.
- Because of that, ____.
- Because of that, ____.
- Until finally, ____.



Why Your School?

List 10 reasons why families choose to enroll their children in your school.



"I'm **committed** to Christian education and I'm looking for the best Christian school for my child."



"I'm **committed** to Christian education and I'm looking for the best Christian school for my child."



"I'm **dissatisfied** with my child's current educational setting and I'm looking for something different."

"SNAKE OIL"

Dave (Executive / Entrepreneur)

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Narrative

Dave was shaped by good Biblical mentorship. He knows his life wouldn't be the same today if it weren't for the Gospel-driven guidance he had in his 20s and 30s. He believes first-hand in what Men of Iron does and knows why it's crucial. He supports Men of Iron because he wants other men to thrive under mentorship. Dave has tried to mentor other men before. He was enthusiastic at first, but got frustrated. Men of Iron offers the structure and framework necessary for a successful mentorship and a genuine life transformation.

Needs

- Hungry to make an impact, Dave needs to be part of something bigger than himself. He is called to build the kingdom and needs to see how Men of Iron is doing so.
- For his kids, wife, church and community, Dave needs to leave a legacy.
- He's tried mentoring before without a formal framework and, to have successful stewardship, he needs structure.
- Dave needs to see the Biblical vision behind Men of Iron.

Age 50-57

Role Executive / Entrepreneur

Education Bachelors

Entry Referred by friend or colleague

Frustrations

- Dave hates excuses, hates a lack of response and hates a lack of vision.
- Dave has a high capacity for involvement: he's plugged in throughout the community, with many demands on his time.
- Plenty of organizations have targeted him as a donor and supporter, and he gets a lot of asks.

KEYWORDS

men's mentoring
Biblical mentors
leadership
program
Christian
leadership
program

COMMUNICATION

1. Email
2. Face-to-face
3. Phone call



VALUES

Conventional	Contemporary
Analytical	Impulsive
Traditional	Modern
Practical	Premium
Systematic	Sentimental

KEY INSIGHTS

"Men of Iron's structure helps encourage men to be more intentional and proactive."

"Every lesson that I discuss with a protégé I find is not just for him, it is for me as well."

Marvin (Pirate Pastor)

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Narrative

Hook believes strongly in pirates taking ownership of the role they have in God's kingdom. His pirate church is focused on how to get pirates deeper into the mission and more engaged. He's frustrated with the lack of initiative and leadership the younger pirates in his crew show. He believes sharpening the pirates will strengthen the church. He is constantly approached with "new opportunities," he's sick of being sold to all the time.

Needs

- It's Marvin's responsibility to lead his pirate church well and he needs to be a visionary, leading his congregation into the future all while plundering with grace and mercy.
- His pirate church needs training, support and consulting on how to steward the pirates's ministry. He knows it must be done, but needs guidance on how to do it.

Age 24-35

Role Pirate Pastor

Education Bachelors

Entry Referral from Dave or another pirate Pastor

Frustrations

- Frequently putting out fires, there's never enough time in the day. Marvin is frustrated that he's always running out of time to dream, plan and cast vision.
- Marvin is disheartened with how few opportunities there are for pirates to engage in the church; at the same time, participants are few and far between for what little is offered.
- Bombarded with offers from para-church ministries, programs-in-a-box and curriculum, Marvin fields sales calls frequently. It's tough to separate the wheat from the chaff.

KEYWORDS
leadership
ministry
pirates ministry
Christian
mentorship
Biblical mentoring
pirates program

COMMUNICATION
1. Email
2. Text
3. Phone call



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KEY INSIGHTS

"I don't think pirates like to go to a lot of Bible studies - so I thought I'd start looking around. I wondered what else was out there."

66

ideal advocates



Ideal Advocates™ — some might call them clients, stakeholders or customers — are central to growing your organization.

They have three specific qualities:

- + PERSONAL CONNECTION
- + SHARED EXPERIENCE
- + PREPARED TO SHARE

"Tiffany" Educator

Ideal Advocate™ Profile



Tiffany

Age 25-34

Role Educator

Education Master's

Entry Donor Driven/Other Teachers

Narrative

As an educator, Tiffany feels called to make a difference. Being a teacher is more than just her job; she's always wanted to inspire and empower students. In her classroom, Tiffany works hard and wants her diligence to be fruitful. She strongly believes in foundational economic principles, and has an entrepreneurial spirit herself — so she looks to the Youth Entrepreneurs curriculum to help her guide her students this important framework. Furthermore, the lessons her class learns through Youth Entrepreneurs are empowering. She feels confident that her students will learn the skills they need to overcome barriers, and loves seeing the transformation that happens through YE.



Needs

- Tiffany needs results-driven data to showcase that her efforts in the classroom are making a measurable and valuable impact.
- With so many pressures on her as an educator, Tiffany needs to be equipped with lesson plans and curriculum that are as impactful as they are easily implemented.
- Tiffany needs recognition for her educational efforts — she needs to know that her students' wins are her wins too.
- Tiffany wants to continually improve as an educator, so she needs results-driven professional development experiences.

Frustrations

- Tiffany's classroom efforts are limited due to time, and she wishes she had more so she could execute her dream lesson plans.
- Tiffany feels traditional curriculum is limiting. She realizes her students need to be equipped with values and a broader mindset in order to be successful.
- Mindset shifts aren't easy. Tiffany feels frustrated by apathetic students and she wants to influence a shift.
- Tiffany is asked to wear many hats and feels overburdened with limited resources to meet the demands on her time. She's frustrated with trying to achieve a good work-life balance and often takes work home with her.
- There's always something changing in her classroom, and it's frustrating when changes aren't thoroughly communicated.

COMMUNICATION

1. Face to Face
2. Email
3. Text Message

SOCIAL MEDIA



VALUES

Conventional	Contemporary
Analytical	Instinctual
Traditional	Modern
Practical	Premium
Systematic	Sentimental

KEY INSIGHTS

"I love the curriculum and how it helps our kids develop the entrepreneurial mindset."

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Crafting the Message

#1: Write for a specific audience.

- Personas** - a group of people who have common characteristics.
- Christian schools usually have 4-5 personas.
Do you know yours?

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- Write more like a **Mom Blog**, less like a **Wikipedia page**.

#1: Write for a specific audience.

[Name] Christian School is a preschool through grade twelve, college preparatory, independent, interdenominational institution serving [place] and the surrounding area. By integrating the principles of God's word throughout the curriculum and extra-curricular activities, students are equipped to make a difference in the world in which they live, work, and play.

#1: Write for a specific audience.

We believe that we can be no more than the sum of our parts. We value the partnership of the parents, students, and teachers who work on behalf of our school community. Together, we're committed to meeting the individual needs of every student, exactly where they're at.

We welcome you to visit our campus and see for yourself. Simply call the school office at [phone] to schedule your appointment. You are welcome here.

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#2: Write benefits, not features.

FEATURE: High Educational Standards
BENEFIT:

FEATURE: Strict Classroom Discipline
BENEFIT:

FEATURE: Modern, High-Tech Classrooms
BENEFIT:

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FEATURE: High Educational Standards
BENEFIT: *Your child will be well-prepared for college and career.*

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FEATURE: Modern, High-Tech Classrooms

BENEFIT: *Your child will have access to the tools and resources needed to be successful in the 21st century.*

#3: Stop thinking like a commodity.

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COMMODITY:

- price & convenience
- features are crucial
- we're "one of many"
- read about us!

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COMMODITY:

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UNIQUE SERVICE:

- value / connects to need
- customer service is crucial
- we're "one of a kind"
- visit to know us!

Like a
good neighbor,
State Farm
is there.



GEICO[®]

15 minutes could save you
15% or more on car insurance.



Like a
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State Farm
is there.



In what ways does your school
position itself as a commodity?

What steps can be taken to change that?

Differentiation

What makes your school unique?

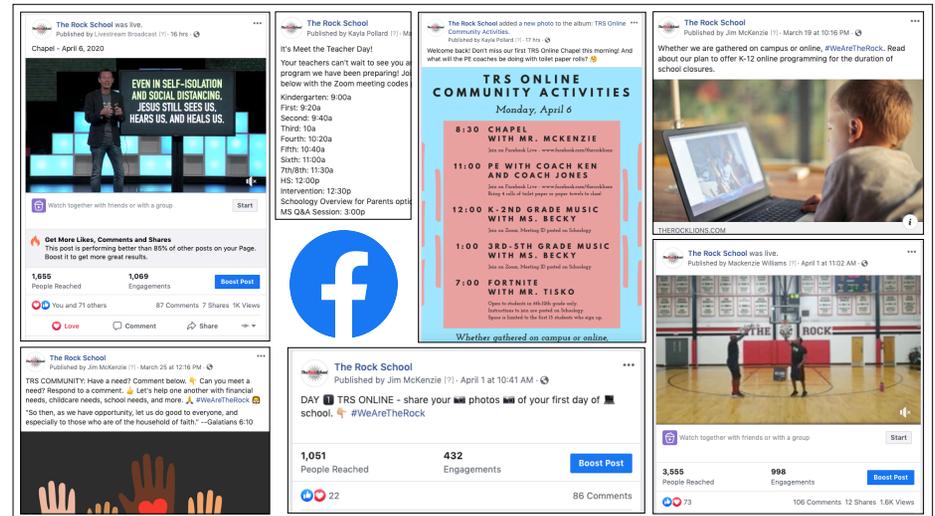
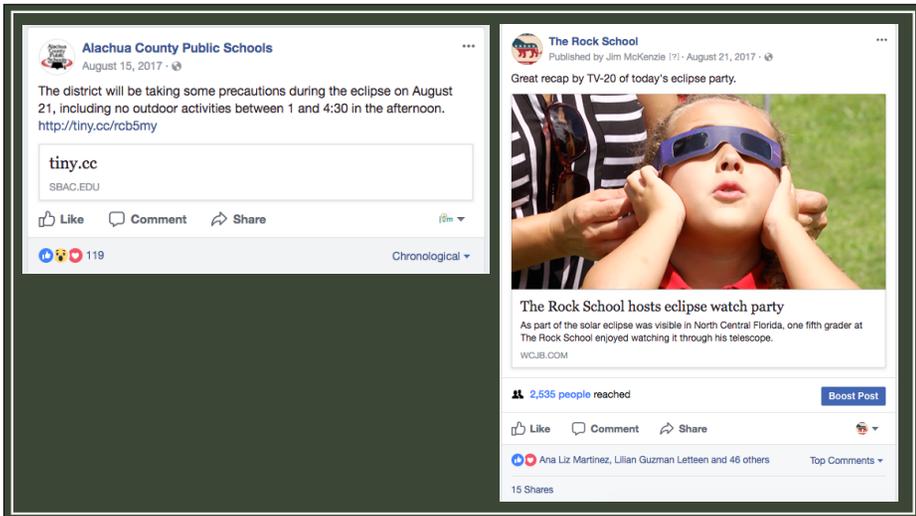
What are things your local public schools can't/don't do well?

#1: Flanking vs. "Me Too" Branding

- "ME TOO" BRANDING** - copying what other schools do in an effort to remain competitive.
- FLANKING** - creating programs that are different and hard to copy by other competitors.
 - + Having a "difference" that is truly **different**.
 - + Having a difference that **parents** care about.

#2: Proactive Customer Service

Figure out what your competition isn't **doing well** and then **do it really well** yourself.



The Rock has been SO AMAZING!! I love Schoology, how much my son is able to do on his own, the daily Bible Zoom classes with his teacher and teacher office hours when he has a question, the Facebook Live PE and art classes that our whole family does together, and the Zoom music class. I've compared notes with a lot of other friends whose kids go to both public and private schools, and they are all amazed at our school. From the first Town Hall Zoom meeting with Mr. McKenzie to the daily ways for students to stay involved and the consistent communication, NO one else even comes close to you guys in this season of online schooling.

TRS Parent Survey Response





"We've been at [\$17,000 per year prep school] down the street for all these years and all we ever got in the mail were forms to fill out and bills to pay. We enroll here and what's the first thing we get in the mail from The Rock School? A gift box."

A New Parent



What are some examples of flanking or proactive customer service you are doing (or could be doing) at your school?