**Friday 03rd May:**

**DON’T DELAY, GROW YOUR BUSINESS TODAY!!**

Share this **FREE eBook** with schools and colleagues to demonstrate the impact YOU can have.

Last year we created this eBook and we’ve just rebranded all associated contents of this campaign. Having received glowing feedback, this eBook has helped many franchisees secure new work – including a **£110,000 contract** with a school based on this eBook alone, and the whole contract will be delivered around these 'Sporting Values'. It’s a great way to engage schools by 'educating' them rather than 'selling' to them - **a different approach to local competitors** and will add immediate value to your service.

**We recommend that you:**

1. Follow the Project Plan, Sales and Marketing Campaign Example and School Sales KPI documents accordingly to execute this campaign; these tackers will help ensure you don’t forget to do anything.
2. Schedule all the posts that can be found in the Social Media Planner so that parents and teachers can see the impact your work is having on their children. You could offer them a free session at their school if they refer you to their headteacher.
3. Contact Local Governor services and share the book, offer to present to school governors and ask them to circulate the book to support governors in supporting and challenging their school leaders.
4. Share with your Local MP and Local Authority to explain more about what you do and how you can help - ask them for referrals.
5. Share with School Games Organisers and explain how you could collaborate with them to encourage more schools to sign up to school games and attend their competitions.
6. Deliver a whole staff inset day training event with your own staff to ensure they understand our products, the national landscape and the impact our work can have #morethanacoach (presentation included to enable this).
7. Deliver school staff inset training events to demonstrate the positive impact and cross curricular benefits PESS can have on their children and how to integrate this into the classroom (presentation included to enable this).
8. **Share your success stories with us!!**

**Here is how to find the supporting documentation...**

BMS  Resources Marketing  Premier Sport  eBook Campaign Guidance

BMS  Resources Marketing  Premier Sport  eBook Social Media

**Supporting documentation included...**

* A Social Media Planner
* A Project Plan Example
* A Sales and Marketing Campaign Example
* School Sales KPI’s Example
* Email Templates for New, Current and Lapsed Schools to distribute the e-book
* The Sporting Values Lesson Plans
* Our Physical Literacy e-book
* A presentation that can be delivered to subject leaders, at headteacher conferences, at staff inset days, to cluster schools and your internal staff CPD
* Marketing Feedback Tracker (Please share this with us)

If you follow these guidelines you will be fully prepared to provide support to schools. Included in the eBook is a free PESS taster day, use this as an opportunity to show schools why you are IRREPLACABLE! Demonstrate a service they don’t currently offer and show why **Premier are the perfect solution to their needs**. Even if you already work within the school, showcase a new offering or cross-promote activities to reduce your wastage.

**Wednesday 09th May:**

**A FREE eBook for your schools!**

Share this **FREE eBook** with schools and colleagues to demonstrate the impact YOU can have.

We’ve just rebranded this entire campaign for you after receiving glowing feedback that this eBook has helped many franchisees secure new work – including a **£110,000 contract** with a school based on this eBook alone.

**You can find the eBook and all the campaign documentation here:**

BMS  Resources Marketing  Premier Sport  eBook Campaign Guidance

BMS  Resources Marketing  Premier Sport  eBook Social Media

**We recommend that you:**

1. Follow the Project Plan, Sales and Marketing Campaign Example and School Sales KPI documents accordingly.
2. Schedule all the posts that can be found in the Social Media Planner.
3. Contact Local Governor services and share the book, offer to present to school governors and ask them to circulate the book to support governors in supporting and challenging their school leaders.
4. Share with your Local MP and Local Authority to explain more about what you do and how you can help - ask them for referrals.
5. Share with School Games Organisers and explain how you could collaborate with them to encourage more schools to sign up to school games and attend their competitions.
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7. Deliver school staff inset training events to demonstrate the positive impact and cross curricular benefits PESS can have on their children and how to integrate this into the classroom (presentation included to enable this).
8. **Share your success stories with us!!**

On the BMS is everything you should need to run an entire campaign around this eBook, and the best bit is that it’s all laid out with guidance on how to complete it.

**Wednesday 23rd May:**

**Here’s a campaign to help you increase your sales…**

Our **Physical Literacy eBook** is a resource you can share with your schools to demonstrate the impact YOU can have.

This eBook comes with a ready-made campaign that has helped many franchisees secure new work – including a **£110,000 contract!** It’s a great way to engage schools by 'educating' them rather than 'selling' to them.

**Simply follow the Sales and Marketing Campaign for the project and you’ll be well under way to educating and activating the schools in your area!**

**Here is how to find the eBook and supporting campaign...**

BMS  Resources Marketing  Premier Sport  eBook Campaign Guidance

BMS  Resources Marketing  Premier Sport  eBook Social Media

In the eBook is a free PESS taster day, use this as an opportunity to show schools why you are **IRREPLACABLE**! Demonstrate a service they don’t currently offer and show why Premier are the perfect solution to their needs. Even if you already work within the school, showcase a new offering or cross-promote activities to reduce your wastage.