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ACADEMY

# Teaming Up With Schools: 5 Things You Need to Know!



# Hey You!

Are you ready to take your club to the next level by collaborating with schools and nurseries? Teaming up with schools can bring great payoffs for all involved. Not only can your kids club secure more bookings, but schools can enhance their curriculum whilst parents can enjoy convenience and enhancements to their childrens' learning.

We've pulled together some amazing tips to help you rock this adventure and make a real difference in the lives of kids everywhere! **Let's jump in.**



# It's a Win - Win - Win!

From the chance to promote your club to a different market, to being able to increase the impact that your club has on the community, there are a whole host of benefits for your club that are tied to linking up with schools! And, from the school's and parent's perspectives, there are even more benefits - from the extra resource of having your expert knowledge, to seeing their kids' improved performance at school! Teaming up with school simply is a win-win-win!

## The benefits to your club:

- **It's a chance to promote your club**
- **You can gain a better understanding of your market**
- **You can increase the impact your club has on the local community**



## The benefits to the schools:

- Your classes can enhance the curriculum
- Hosting your classes at the school will allow more kids to attend your classes
- Your specialist expertise can help where resources are tight or unavailable.
- Teaming up can help the school's social standing in the community

## The benefits to parents:

- Hosting your classes at the local school makes for less trips for parents
- The classes are hosted in a familiar and safe place which will promote trust
- Their kids' performance at school will increase



# Speak the School's Language

Picture this: you're talking to schools and nurseries, and they're nodding along, totally picking up what you're laying down. How do you make it happen? Easy! Just sprinkle in some educational terminology, link your activities to the curriculum, and throw in some words from official government docs that schools hear on the daily.

**This will show them that you really know what you're talking about!**

**Remember:** What schools really want is to feel understood. So show them that you get their struggles and that you have the solution! If you're speaking the same language, they'll be excited to join forces with you!

# Be Crystal Clear

Winning schools over and convincing them that you're the right fit doesn't have to be super difficult. You just have to be very clear on what you can offer them.

Show these schools and nurseries what you're all about, and why you're the club they need on their team!

**Here are some great questions for you to answer in conversations with the school:**

- **What is your Unique Selling Point (USP)? What makes your club stand out?**
- **Do you and the school have any common goals?**
- **How do your classes fit into the school curriculum?**
- **What common challenges can your classes solve that parents, kids or teachers face on a daily basis?**

# Think Big, Think Long-Term

You should think of the club-school link in the long run. Schools are all about the long-term, value for their coins, and outcomes that keep on giving. Don't worry about being the cheapest club in town. **Your real superpower lies in providing valuable solutions and showing how you're the solution to their daily challenges!**

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**Top tip: instead of offering schools cheaper one-off sessions, commit to the long-term and offer your services for a longer period of time. 9 times out of 10, schools want something valuable and stable rather than a one-time collaboration with you. Especially if you can prove that this is the most beneficial option for the kids!**

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# 3 BIG Benefits to Long-Term Relationships

**You'll be perceived as stable.** Schools love thinking long-term. If you're willing to consider long-term partnerships with a school, they'll feel that you are more trustworthy. It also signals to schools that you're expecting your club to be a stable business venture.

**It's an opportunity to learn and grow.** Just like with other collaborations, all parties will be able to understand and appreciate the knowledge the other parties bring to the table. Long-term partnerships are excellent opportunities to grow and learn from each other.

**You'll have a seat at the table.** In long-term collaborations, schools are likely to start considering you in key decision making. That means that your club will be an intrinsic part of the school's curriculum!



# Have a Stellar Action

When you're approaching schools to work with them, you'll need a grand master plan for how you'll seal the deal. You'll want to consider how you'll approach schools and nurseries, what you can offer them, and, finally, how you'll follow through and sell.

It's no good to put all of your effort into showing them why you're the hero they've been waiting for if you don't follow through and chase them up for a definite answer.



**Top Tip:** In your demonstration, leave them with a cliffhanger question such as: "Are you ready to join forces with my club?" And when they say yes (they will!), have a contract in place, ready to seal the deal!

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# Persistence Pays Off!

If a school or nursery doesn't decide to work with you right away, don't fret! Show your perseverance and keep in touch with them. Send friendly reminders, share your latest adventures with them, and make sure they remember your amazing club!

**They'll appreciate your dedication and might just team up with you later on, when the time is right!**



# There You Have It!

Ta-da! You're now equipped with the ultimate guide to forming epic alliances with schools and nurseries!

So, go out there and spread your magic across the land. Speak their language, show them your uniqueness, and remember the power of thinking for the long haul. With a brilliant action plan and a dose of unwavering persistence, you'll be flying high and making a real impact on kids' lives!

**Show Me!**

*HEAR FROM OUR CUSTOMERS!*



"We've used ClassForKids for 6 months now and have loved to ease of it, it's taken so much pressure off for admin and I'd definitely have to work more hours if we didn't have it."

**- Lily, Thundercats Studio**