



Growing educational organizations through capacity building and professional development in marketing and management.

If students don't know about you, they will register somewhere else. Success in marketing your educational programs requires more than having great programs. It requires strategic and consistent effort to promote your programs and to serve the needs of your students.

Dr. Sarah Eaton will assist you in exploring and creating new ways to promote your programs. She focuses on low cost, high impact marketing. Find out for yourself why Dr. Sarah has been called an international expert in marketing of educational programs. Gain insights from someone with 12 years of teaching experience and 10 years as a marketing consultant specializing marketing for education.

Coaching can be done via phone, Skype or in person (schedule permitting). Travel not included.

Select the monthly package that's right for you.

Bronze Level	Silver Level	Gold Level
✓ 1 personalized coaching session per month.	✓ 2 personalized coaching sessions per month.	✓ 4 personalized coaching sessions per month.
✓ Personalized e-mail consults once a week.	✓ Personalized e-mail consults twice a week.	✓ Personalized e-mail responses within 24 hours.
✓ <i>A la carte</i> services available at regular price.	✓ 10% off all <i>a la carte</i> services.	✓ 20% off all <i>a la carte</i> services.
	✓ 1 complimentary pass to all fee-based webinars.	✓ 3 complimentary passes to all fee-based webinars.
✓ Develop weekly plans.	✓ Develop weekly plans.	✓ Develop weekly plans.
✓ Accountability follow-ups.	✓ Accountability follow-ups.	✓ Accountability follow-ups.
✓ Subscription to "Literacy, Languages and Leadership" e-news.	✓ Subscription to "Literacy, Languages and Leadership" e-news.	✓ Subscription to "Literacy, Languages and Leadership" e-news.
✓ Invitations to all free webinars.	✓ Invitations to all free webinars.	✓ Invitations to all free webinars.
\$149 USD / month	\$295 USD / month	\$649 USD / month
Summer special \$129 / month Only available until Aug 31 2010.	Summer special \$199 / month Only available until Aug 31 2010.	Summer special \$599 / month Only available until Aug 31 2010.

Book your summer special today. Contact us at: info@eatonintl.com



Fast Track to Success Program

Still getting set up? This special program for schools that have been in the business for less than 5 years may be for you. In this 12-week, highly personalized, interactive coaching and consulting program will significantly enhance your understanding and skills in marketing and spend your marketing budget wisely.

Strategic objectives

- ✓ Clarify your business and educational objectives and philosophy.
- ✓ Dramatically increase your knowledge of educational marketing.
- ✓ Develop long-range goals.

Tactical objectives

- ✓ Learn how to track your return on the money you invest in your marketing.
Teach you to build your own online lists for e-marketing.
- ✓ Learn how to present and price courses effectively.
- ✓ Learn how to conduct market research and use the data you gather to drive your marketing.
- ✓ Develop on-going action plans to guide your activities.

This full package includes:

Service	A la carte cost
✓ A preliminary assessment of your current marketing.	\$1579
✓ 12 weekly coaching sessions.	12 @ \$129 = \$1548
✓ Development of a 3-year marketing or business strategy.	\$3299
✓ Copy of <i>101 Ways to Market Your Language Program: A Practical Guide for Language Schools (2nd ed.)</i>	\$24.95
Individually, these services would cost you:	\$6450.95
In the Fast Track to Success Program you also get:	
✓ Personalized e-mail coaching twice a week.	Only available in packages.
✓ Goal-setting, assignments and accountability follow-up.	Only available in this package.
✓ Clear, written mission and vision statements.	Only available in this package.
✓ Complete action plan.	Only available in this package.
✓ Professional development and capacity building tools.	Only available in this package.
✓ Subscription to "Literacy, Languages and Leadership" e-news.	Complimentary
✓ Invitations to all free webinars.	Complimentary
As a package, you receive all these services for 12 weeks for	\$4999.00 USD
Summer special (expires Aug 31, 2010)	\$3999.00 USD

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A la carte services

Want to choose particular services or add additional services to your package? Here's what you can get:

Service	Investment
Webinars	\$49.50 per site
Website marketing audit (per page)	\$79 USD
Brochure audit (per page)	\$79 USD
Personalized coaching session (50 minutes)	\$129 USD
1/2 day marketing workshop (per person) (no customization)	\$179 per person (5 person minimum; travel and accommodation extra)
1/2 day marketing workshop (per person) (fully customized for your organization)	\$ 269 per person (5 person minimum; travel and accommodation extra)
Comprehensive marketing audit / assessment	\$1579 USD
Development of a 3-year strategic marketing plan	\$3299 USD

Requirements

Focus on the students. As educators, we are are obligated to enrich the lives of students we teach. This approach has that goal at the heart of all it does.

Commitment to consistency and growth. As professionals, we must continually improve and grow our programs so more students can learn and grow as individuals. This requires consistent effort over time.

Long term investment. Success is a journey, not a destination. There are no magic bullets. No quick fixes. Marketing is about relationships, not fast cash. Our focus is on helping you build sustainable programs over the long term.

Remember this:

A good consultant tells you *what* to do. A really good consultant tells you how to do it.

An excellent consultant becomes your strategic arm and a key partner in your success. He or she provides a steady stream of new, fresh, ideas that translate into realistic goals and actions on your part that position you for increased growth and knowledge that will empower you to sustain that growth over the long term. What do you get when you work with Dr. Sarah Eaton? Excellence, of course.

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