

# HOW TO FIND STUDENTS FOR YOUR ESL SCHOOL

## Advertising

You must advertise your ESL School in as many ways as possible the first few years of your program. After that just doing a brochure and word of mouth will probably be all that you need.

**Brochure:** You need to create a simple English brochure about your classes. It should include the following information:

- Description of Classes
- Cost
- Location - include a map if possible
- Dates and Times
- Is Childcare available? Is it free?
- Contact Information

Where do you put these brochures? Any place that Internationals will find them. I suggest printing about 2,000 brochures about a month before your classes start and put them in some of the following kinds of places:

- Public Libraries
- Western Union Offices or anywhere that wires money
- International Grocery Stores
- Dry Cleaners
- International Restaurants
- Fast Food Restaurants
- Nursing Homes/Assisted Living Homes
- Lawn Care Businesses
- Apartment Leasing Offices
- Public Health Department
- Salvation Army
- Thrift Stores
- Elementary Schools (ask them to make them available to their ESL students' parents)
- Flea Markets
- Ethnic Churches
- Construction Companies

Who is responsible for distributing the brochures? You are as the Director, however, it is perfectly acceptable to ask your teachers and others to help you with this.

If you are a new ESL School just getting started, ask your Pastor if you can include a brochure in each Church Bulletin on a Sunday morning about one month before

your classes start. Then make a pulpit announcement asking each congregation member to carry that brochure with them that week and to give it to someone they think might benefit from the classes.

In addition to a full-size brochure, you can have business cards made that have all pertinent information on them about your classes. These are easy for your teachers and others to carry with them and hand out as they go through their daily lives.

### **Public Service Announcements**

- Radio
- Newspapers
- Foreign Language Papers

### **Paid Advertisements in Foreign Language Papers**

**Interviews with local newspapers** (Many local papers are looking for good human interest stories.)

### **Letters to Businesses and Churches**

### **Other ESL Schools in the area**

If another church has an ESL School on a different day/time from yours, ask them if they would be willing to display your brochures. Remember to reciprocate by offering to display their brochures at your school.

### **BEST ADVERTISEMENT POSSIBLE: Word of Mouth**

As your program grows you will develop a reputation within the local International community. Their word of mouth is your best advertisement.