

## Marketing Your Literacy or Language Program

### Easy Template to Define What it is You Do

Before you can market your programs effectively, it is helpful to be able to state in clear, plain language what it is that you do and why it matters. Here is a template to help you articulate it.

At \_\_\_\_\_ (organization name) we use our  
\_\_\_\_\_  
\_\_\_\_\_ and \_\_\_\_\_ (2 nouns)  
to \_\_\_\_\_ and \_\_\_\_\_ (2 verbs)  
in order to \_\_\_\_\_  
(how you make a difference).

Example:

At Eaton International Consulting Inc., we use our background in adult education and expertise in educational program management to provide workshops and deliver conference keynotes in order to help language and literacy professionals develop their skills and capacity and elevate the importance of literacy, language and lifelong learning in society.

See how the color coding of the example matches the template?

***Create your own succinct definition of what you do and why what you do matters.***

Note: This worksheet was adapted from the work of Brian Lee, Custom Learning Systems.