

# ***101 Ways to Market Your Language Program***

Additional Resource

## **Marketing Copy Checklist**

**Directions:** Use this checklist in 2 ways.

1. First, use it as a guide as you are writing your marketing copy to make sure you include all of the important elements.
  2. Second, after you have written a marketing piece, check to ensure that you have included these key elements.
- Keep it Short and Simple (KISS method).
  - Speak **to** your clients / students, not **about** your program.
  - Use the 2<sup>nd</sup> person “you”, rather than the 3<sup>rd</sup> person “this program”.
  - Answer the question “What’s in it for me?” from the perspective of a learner.
  - Use plain language.
  - Marketing copy words have 3 syllables or fewer.
  - Grade 6 reading level.
  - Focus on the benefits (impact), rather than the features (information).
  - Solve their problem.
  - People “get it” when they read it. (Avoid mixed messages.)
  - Use “action verbs” (particularly at the beginning of sentences).
  - Include a clear call to action at the end.
  - Make it easy for clients to say, “Yes!”

Check out these websites:

[www.draraheaton.com](http://www.draraheaton.com)

[www.MarketYourLanguageProgram.com](http://www.MarketYourLanguageProgram.com)

[www.draraheaton.wordpress.com](http://www.draraheaton.wordpress.com)