

101 Ways to Market Your Language Program

Marketing Resource

What is your “unique selling proposition”?

Directions: Use this checklist in 2 ways.

1. First, have key stakeholders in your organization fill out the form.
 2. Second, discuss the form at a staff or strategic planning meeting to help you reach a common understanding of what factors .
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1. What makes us different from other learning organizations?
2. What makes us better than other learning organizations?
3. What do we have that is truly unique?
4. What proof do we have?

Check out these websites:

www.draraheaton.com

www.MarketYourLanguageProgram.com

www.draraheaton.wordpress.com