

## Getting Started and Finding Students

**Just Do It! - Do whatever it takes to find some students to get started. Don't feel as though you are giving away the store – just think of it as a marketing expense.**

- It is much easier to market a class that is already established.
- Be prepared to give the class to 4 or 5 people for free just to get up and running.
- Offer each family a free semester, but have them buy family materials. When they buy materials, they will have a bit of financial investment plus they will have a much better experience, thereby making the class more appealing to anyone who comes to visit.
- If you can't think of 4 people who would take you up on this offer, check with the following people for a recommendation:
  - Your church secretary or religious education leader
  - Preschool teachers/directors
  - Pediatrician's office
  - Local librarian
  - Your neighbors
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- Who do you know that would take you up on the offer of a free semester?
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