

Recruitment Marketing

Thomas Hall

7 SECONDS

- 1. Understand the power of story**
- 2. Improve our websites**
- 3. Automate a simple email campaign**



STORY

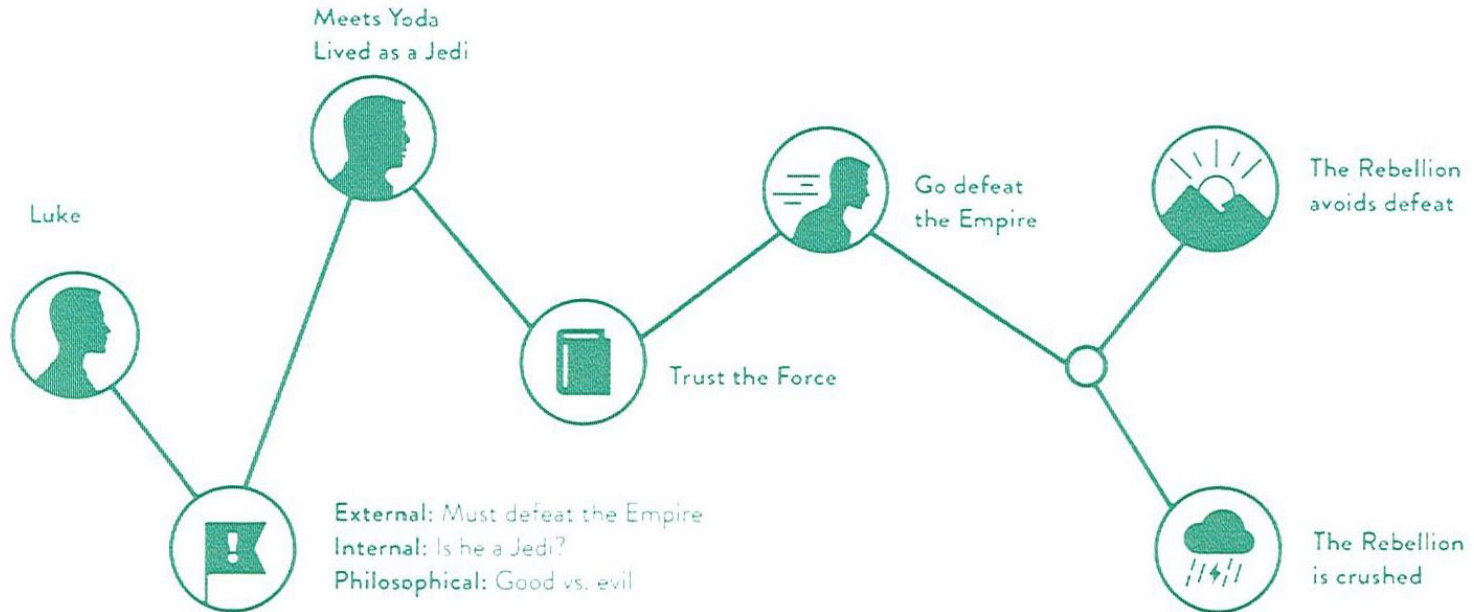
StoryBrand

Donald Miller

The StoryBrand Framework



Star Wars



A Character

The customer is the hero,
not your school.

What do they want?

With a Problem

Talk about the problem
over and over again

External: What is a problem your customers deal with as it relates to your product or service?

Internal: How is this problem making your customers feel?

Philosophical: Why is it “just plain wrong” for your customers to be burdened by this problem?

External

A degree can only help so much,

Internal

which makes you worry about finding a school that offers the right experience.

Philosophical

We believe college should be a personalized experience that's tailored to your needs.

Meets a Guide

Customers aren't looking for another hero. They're looking for a guide.

Empathy: What brief statement can you make that expresses empathy and understanding?

Authority: How can you demonstrate competency in solving your customer's problem?

Empathy

We get it. It can seem impossible to pay for college.

Authority

But we can help make it work. Over half of JBU students who applied for aid last year come from families with an income of less than \$80,000.

Who Gives Them a Plan

Customers trust a guide
who has a plan.

Are there **3 or 4 steps** your
customers can take that would
lead them to a sale or explain
how they would use your
product after the sale?

Don't get stuck on the sticker price

Over 97% of undergraduate students don't pay full-price to come to JBU, so don't let this number keep you from pursuing the college experience you want.

Reduce your costs with scholarships and grants

This is free money from JBU, the government and other groups awarded based on your individual achievement or financial need.

Get your custom affordability plan

Work with your counselor to explore campus employment programs, payment plans and manageable loans, if necessary.

And Calls Them to Action

Customers don't take
action unless they are
challenged to.

Direct: What is your direct call
to action?

Transitional: What transitional
calls to action will you use to
on-ramp customers?

Direct

Apply now

Transitional

Download our guide to
choosing a major

That Helps Them Avoid Failure

Every human being is trying to
avoid a tragic ending

List the negative
consequences your
customers will experience if
they don't use your product or
service.

And Ends in Success

Never assume people understand how your brand can change their lives. Tell them.

List the positive changes your customers will experience if they use your product or service.

The StoryBrand Framework



[Click here](#) to view a
sample BrandScript

Does this actually work?

Are you visiting colleges yet?



Don Crandall <doncrandall@jbu.edu>

Thomas Hall

Thursday, April 4, 2019 at 4:10 PM

[Show Details](#)

Phish Alert

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Hey there,

You can put off visiting colleges until senior year, or you can start [visiting now](#) and make your senior year less stressful.

John Brown University hosts overnight [Preview Days](#) to help you figure out three important things:

- how you'll fit in and engage with our community
- how our hands-on approach prepares you for a career
- the steps you need to take to become a JBU student

But there's just one Preview Day left before summer. It's coming up on April 7–8. If you want to be more prepared for the college decisions you'll have to make next year, we want you to be there.

[Register Now](#)

You can find out if JBU is the right fit for you or spend the summer wondering. If the Preview Day doesn't work for your schedule, you can [schedule a personal visit](#).

Best,

Don Crandall

VP for Enrollment



John Brown University, 2000 W. University St., Siloam Springs, AR 72761

[Unsubscribe](#)

You're invited to visit JBU!



JBU Subscriptions <subscriptions@jbu.edu>

Thomas Hall

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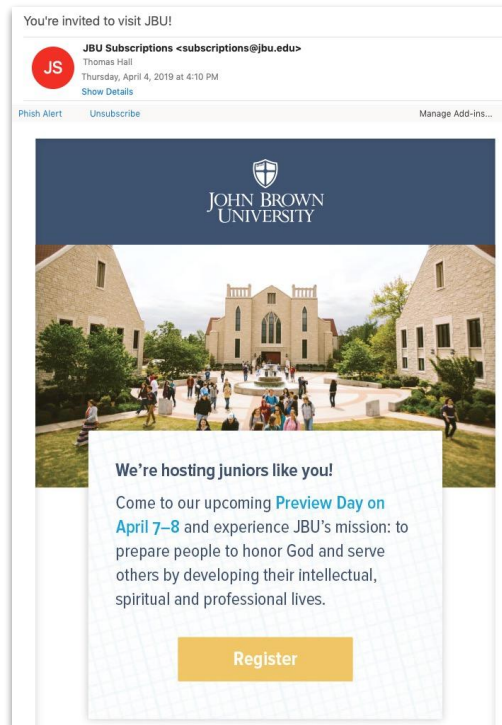
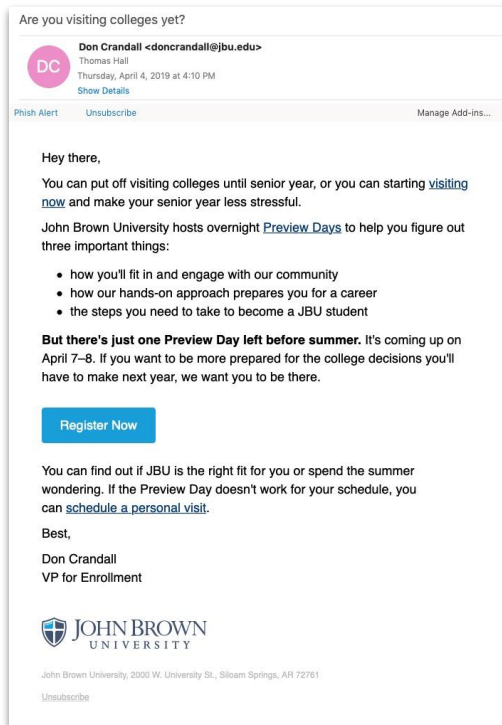


We're hosting juniors like you!

Come to our upcoming [Preview Day on April 7–8](#) and experience JBU's mission: to prepare people to honor God and serve others by developing their intellectual, spiritual and professional lives.

[Register](#)

31
unique clicks



10
unique clicks

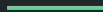
Improve our websites

Make an offer above the fold

What do you offer?

How will it make my life better?

What do I need to do to buy it?



[About](#)[Tips](#)[Courses](#)[FREE COURSE](#)

We help parents take better pics.

Join 102,000 parents who are taking priceless pics of their kids, not just snapshots.

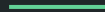
[GET A FREE COURSE](#)

Photo by Courtney Knowlan (SPS Member)

Use clear call to action buttons

Primary Button

Secondary Button



Our Coat Hooks Won't Hurt You.

Neatly store backpacks and coats • Eliminate risks of injury • Never replace broken hooks again

ORDER NOW



**Give them
a plan**

Use three steps when possible.



Christian Brothers
AUTOMOTIVE™

[Buy A Franchise](#)

[Careers](#)

[HOME](#)

[OUR SERVICES](#)

[ABOUT US](#)

[LOCATIONS](#)

[MEET OUR TEAM](#)

[Find Your Local Shop](#)

We think you're in zip code 2171. [Not right? >](#)

Here's How We Work For You:

1

**We Get to
Know You and
Your Car**

We'll look over your car to determine the root of any problems.

2

**Go Over
Your
Options**

We tailor our recommendations to your needs.

3

**You
Decide**

We won't do anything without your approval.

Discover a better real estate investment

1

Schedule an introductory
meeting

Let's determine what you need.

2

Create your unique plan

Receive a proposal customized
for your success.

3

Put the plan to work

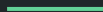
Add your investment to our
portfolio.

**Use very
few words**

**People don't read websites.
They scan them.**

Make sure you have headlines.

**Cut paragraphs in half and then
try to cut them in half again.**





WHEN IDENTITY THEFT HAPPENS TO YOU
WE GET EVERYTHING BACK

[GET COVERED](#)

They Steal Your
TIME



They Destroy Your
CREDIT



They Ruin Your
LIFE

[Chat with us!](#)

**Automate a simple
email campaign**

Create a Transitional Call to Action

What is something they
need to know, understand
or believe before they will
come to your school?

Example titles

Build Your Dream Home: 10 Things to Get Right Before You Build

5 Mistakes People Make When Buying Solar Panels

5 Steps to Choosing a College Major

Write 4 Emails

3 Nurture Emails: Send free, valuable information with an ad for your school within the email.

1 Hard Sell: Create a sense of urgency and a strong call to action

How to write a nurture email

1. Talk about a problem
2. Explain a plan to solve the problem
3. Describe how life can look for reader once the problem is solved

Subject: Should We Free Feed Our Dogs?

Dear Name,

At Crest Hill Boarding we're often asked whether it's okay to free feed our dogs. It's certainly the easiest way to make sure a dog always has food and never goes hungry. But there are some problems with free feeding. Dogs that are free fed often gain excess fat later in life and health problems can occur without our noticing.

We recommend feeding your dog a set amount, once or twice per day. After twenty minutes, if your pet hasn't eaten their food, we recommend discarding the excess and waiting until the next set time to feed them again.

By sticking to a set amount and set schedule, you'll be able to monitor what your dog eats and also be able to diagnose any illness your pet may be suffering from that is making them lose their appetite. This will ensure your dog stays healthy and happy long into their life.

Here's to enjoying our pets for a long, long time.

Sincerely,

X

P.S. As for how much each dog should be fed, it really depends on how old your dog is and how big. Next time you and your dog are in the shop, introduce us to your dog and we'll tell you everything we know about the breed.

How to write an offer email

1. Resonate – talk about a problem
2. Redefine – explain a plan to solve the problem hopefully in a unique way
3. Redirect – preemptively address their reservations
4. Call to action – tell them what to do next

Subject: A solution for scary boarding

Dear Name,

If you're anything like us, you hate leaving your dog behind when you go out of town. And you hate the idea of your dog being locked in a crate next to a bunch of other stress-inducing, barking dogs. As dog lovers, we used to hate that feeling too, and that's why we created Crest Hill Boarding.

At Crest Hill, your dog plays so hard all day, they are eager to lie down at night. We have three full-time staff members throwing tennis balls and enticing dogs to run and play so they're far too distracted to realize they're anywhere other than a second home. This means that by the end of the day all the other dogs are eager to sleep too, and so your dog rests comfortably. You won't believe how quiet our kennels are once we put the dogs to bed at 8 p.m.

Right now you can book three nights at Crest Hill at half price. This is a one-time offer and it's meant to introduce you to how differently we take care of your pet. We think once you see how eager your dog will be to join us, you'll

feel better when you have to leave town. No more guilt. No more sad good-byes.

To take advantage of this offer, just call us. You don't even have to know when the next time you're going to leave town is, we will just mark you in our system as having taken advantage of the offer.

Call us today at 555-5555.

We can't wait for your dog to experience the Crest Hill difference.

Sincerely,

X

P.S. Make sure to call today. The call will only take a couple of minutes, and you'll be in our system forever. After you call, your dog's favorite home away from home will be waiting whenever you're in need of a safe, reliable, and fun-for-your dog solution.

**Use MailChimp
to automatically
send them**

Starts at \$10/month

**Resonate and
communicate clearly**