



Marketing Your Classes

You have an amazing basketball ball handling and dribbling program to offer to your students, parents and school, but you must let others know how great it is going to be! You have to inform them of the TOT program ...here are several ways you can get the information to your audience:

ideas



Show the Promotional DVD to your students. If you are the PE instructor at your school you have access to all the students. Talk it up! If you are not the PE instructor, ask her to show the DVD to the students...give her the basketball and flyers and ask her to get the word out. Be sure she has the medal and pins to show them what they earn at the TOT Tournament which is a part of the training program. You must promote the program!



Be sure to show the students what they get with registration... shirt, basketball, medal and pins. They must see what they are going to get!



Pass out flyers to each student at your school.



Put up the TOT posters at as many places as you can ...the school, the grocery store, churches, the post office, anywhere you know parents will see it.



Have the morning announcements say something about TOT coming to your school.

Wear a TOT shirt to school. Talk it up to the students and your colleagues. Also wear your medal and pins.



Put out the TOT "Join Now" banner.

Returning coaches have some of your former students put on a performance for the student body or at open house.

Stake the Signs in your school yard... "Register Now" and "Basketball classes held here"





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Seek approval from your principal to have the registration forms sent in an email to the entire student body...TOT will create the email and send to your principal - all they have to do is forward that email to the students' parents.

Have some pictures taken at your halftime performance and send them and an article into your local newspaper.



At the end of the year, see if you can have a TOT page in the yearbook.

Have a small table set out during your school's Open House. Set out the ball, shirt, medals and pins. Have flyers on the table also so parents can pick one up. Be sure and put a big poster to catch their attention. If you can be there to answer questions that is even better!



Create a TOT Bulletin Board at your school.

