



Starting Your School

Business Plan CheckList

A STEP BY STEP GUIDE

Starting Your School

A Step by Step Guide to Success

Addlo Montessori Training Center

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Starting Your School

THE BUSINESS PROPOSAL

Part 2

The Business Proposal Guide



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This guide has been created to give you a clear process to create a compelling blueprint to convince parents to enroll their children in your school.



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1. Understand your Target Market.
Who are they? How old are they? What do they
do? How much do they earn? Where do they
hangout?



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2. Hangout with your Target Market.

Find out what they want to achieve for their children.

What are their goals for their children? What kind of education do they want for their children? What concerns do they have about the education sector? What are their struggles as parents?



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3. Go back to the drawing board

See how you can solve the concerns, problems, and struggles of your target audience. So right from the start find the ways your new school will incorporate the solutions into your school.



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4. Now write your Proposal: It's your marketing copy
- a) What are the goals and wishes parents have for their children?
 - b) What are the prevailing problems they face with the present educational establishments?
 - c) Tell us your solutions and why your school is the best place for their child to flourish and grow.



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The End

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