

**We help Parents Raise Great Kids!**

Dear Smart Discipline Sponsor,

Please print out the following. It will give you the details of what you need to know to promote a highly successful event for your organization.

File contents are as follows:

- Major Mistakes to Avoid
- Instructions for Flyers
- Flyer Distribution Checklist
- Venue Information
- Final Checklist
- Book Tables FAQ
- **Guide to Promoting Smart Discipline**

Please pay special attention to the **Guide to Promoting** and **Major Mistakes**. These have valuable information to assist you in coordinating a successful event. We find the most successful workshops are those hosted by a sponsor who forms a publicity committee. We will help you as much as possible from our end, but one person cannot do it all. A committee will generate more ideas and energy when it comes to promoting your workshop.

The Smart Discipline flyer has proven over many years to attract attendees to your program. So, **circulate, circulate, and circulate.**

We are set up to take online registrations thru our website. Let us know if you want us to handle that for you. Credit cards are processed automatically at no charge to you.

Our staff is available to guide you and provide suggestions and answer questions. Please do not hesitate to call on us.

Best Regards,

Nydia G. Koenig  
Program Director

**Smart Discipline, LLC**

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# **!CAUTION!**

## Major **Mistakes** to Avoid While Promoting

To make sure you put on a highly successful event, you will want to avoid the following mistakes. They are based on our experience of putting on thousands of workshops over the last fifteen years.

### **Mistake #1**

Failing to form a Team or Committee! Occasionally, coordinators try to do it all themselves. In doing so they cut themselves off from the energy, enthusiasm and ideas of other people. Ultimately, they find themselves overwhelmed, frustrated and out of time! *Of all the mistakes, this is the worst!*

Form a “Dream Team”

- ❑ **Coordinator:** This person should be good at planning, communicating, designating, follow-up & follow-thru. Pick team members who are excited, enthusiastic & creative.
- ❑ **Team member 2:** Computer Savvy...(Not a necessity, but a real plus)
- ❑ **Team member 3:** Creative
- ❑ **Team member 4:** Energetic
- ❑ **Team member 5:** Energetic

### **Mistake #2**

Failing to form a Plan! This document contains some very valuable information, instructions & suggestions. The information in that file will help you put together a solid plan, and may even answer questions you don't even know that you have yet.

### **Mistake #3**

Not taking registrations! *Registrations are extremely important* because we need to know how many people to prepare for & so do you. Audience sizes for Smart Discipline range from 100 to over 1000. As you can imagine, not knowing how many people are coming makes it impossible for either you or us to prepare properly. As the program date approaches, we will begin to inquire about the attendance so that we can have enough materials there...please do not give “Estimates” or “Hopeful Counts”.

### **Mistake #4**

Not Promoting the Workshop Enough! It will take a good deal of promoting to put on a highly successful event of which you will be proud. *Research shows that most people need to see the information on the workshop 5 times before they respond.* Start promoting, no less, than 6 to 8 weeks in advance. As the program date approaches, accelerate the promotional pace and don't let up! Registrations will start out slow but don't be discouraged. The number of registrations will begin to pick up about 2 weeks out, and in the last several days, the numbers will likely double or triple! But only if you **do not lose momentum!** **And do not cut off registrations!** Well-intentioned sponsors often think that an early cut off date will encourage participants to register early, but it doesn't work! Save “cut off dates” for things you know you need to plan ahead on, such as childcare, but even this should not be cut off too early, unless you simply run out of space.

### **Mistake #5**

Not Communicating with your Program Coordinator! Our program coordinators are there to help you every step of the way! They can answer your questions, offer suggestions, ease your concerns, offer support, and...listen to your ideas!

## Instructions for the Flyers:

### Important information to include on the bottom of the flyer:

1. Sponsor's Name
2. Day, Date & Time of the seminar
3. Location of Event (Will you be holding the program at a different location?)
4. Address and phone number to call to register (*please use a business number that does not require an extension, and will be answered by a real person, if at all possible! Be sure the person answering the phones has all of the information concerning the program, and has a way to take the information for registrations.*)
5. Cost

### Optional information, you may want to include:

1. For parents with children of all ages
2. Will childcare be offered during the program? (Requires early registration?)
3. Will you be offering a "couples" discount?
4. Other special information? Co-sponsors? Logos?

1. Set up the information and print out on the bottom of a blank sheet of paper. (\*Digital copy available) Copy the registration information onto the flyers using the copy machine. (Use the flyers as your copy paper). Be sure to stop and look at the first few, to make sure everything is the way you want it.

**Hint:** *Have at least 3 people proofread your information before you copy all of the flyers!*

2. If you want more flyers, just call 800-208-0807.

### **\*Sample\***

*\*Digital Copy Available Upon Request*

**• Tuesday, April 27, 2004 • 7-9 p.m. • Pennington Conference Center •**

**\*Sponsored By:**

**\*Logos and Information**

**\*For parents w/ children of all ages**

**\*Childcare Provided?**

**\*Special Messages**

<b>Seating is limited, so order your tickets today!</b>	
<i>Fax completed form to 888-888-8888 or call 888-888-8888.</i>	
Name _____	
Address _____	
City, State, Zip _____	Phone (Day) _____
# of seats: _____ x \$15 _____ p/person <b>OR</b> \$25 _____ p/couple	
Please mail this form and a check made payable to SPONSOR at	
P.O. Box 13491 • Wauwatosa, WI 53213	

# IMPORTANT

We will send you a box of full color Smart Discipline Flyers to distribute.

While some people do this all on their own, most find that having a publicity committee to help them works best (please see A Guide to Promoting Smart Discipline).

Here are some suggestions as to where you might want to distribute your flyers.

Suggested Distribution Methods	Completed
1. Give each daycare center in your area 100 flyers.	
2. Pass out flyers to your membership (or students) twice.	
3. Provide flyers to the area elementary schools.	
4. Take 100 flyers to the area Doctor offices and local businesses.	
5. Give flyers to your employees.	
6. Send to your mailing list (s).	
7. Use flyers as posters.	
8. Distribute in bulletins twice.	
9. Distribute to area churches for them to insert in their bulletins.	
10. Provide to area banks to distribute.	
11. Provide to local grocery stores to distribute.	
12. Distribute as an insert in the local newspaper.	
13. Give 5 flyers to each of your members to invite their friends and co-workers.	
14. <b>Brainstorm as a committee other creative ways to distribute flyers.</b>	

## Venue Information

(Please fill out & fax this back to Nydia @ 225-293-5970)

**Please include this information:**

- **Name of Event:**
- **Location & Time of Event:** *(Please be specific! We'll need the **name of the location or locations, name of the room or auditorium** it will be held in, **time/times of the programs** etc...)*
- **Event Contact Information:**  
Number to call for more information or to register?  
  
Email address?  
  
Website address?
- **Cost of the Program:**
- **Any other Special Information or Instructions:**

# Final Checklist

## (For Smart Discipline Seminar)

*If you have any questions about the following, just give Nydia a call at 800-208-0807.*

**Please fax the following 6 items to 225-293-5970:**

- Pre-registered attendance (*up to this point*)
- Hotel name, telephone#, and Conf.# (*please note that the hotel will need to fax you a “Credit Card Authorization Letter”. You will need to fill it out, and fax it back in order for the hotel to charge your card*)
- Physical address for the hotel (*Reserved for night of the seminar*)
- Physical address, where the program is being held (*specify room*)
- Please Specify:** handouts for participants  
**Or Power Point:** LCD projector and laptop
- Verify the starting time of the Program

**Please provide the following at the time of the seminar:**

- Cordless Microphone or one with at least 20 feet of cord
- Small table and a glass of water for the speaker
- Room set up lecture style without tables
- Three 6-foot tables for traveling bookstore plus at least 3 volunteers (*you should receive a couple of boxes of books from us prior to the seminar*)
- A check for professional fees, if applicable. (*Travel fees are due in advance*)

**FYI...**

- Please, send flyers out again several days before the seminar (*parents really need to be reminded!*)
- The Speaker will arrive approximately one hour and fifteen minutes before the seminar
- The Speaker will bring a written introduction with him for you to use

# Book Tables FAQ

## 1. Why do you sell books, if the program teaches you the whole system?

*Statistically, people will only remember a certain percent of what they hear during the program. As time goes on, they will even forget some of that...The reference materials will help walk them thru the system again, step by step, or be there in the future to use as a reference.*

## 2. Are we responsible for the materials?

*No. The checklist is our way of assuring that we ship everything. It also lets our speaker know if we were out of stock on an item.*

## 3. What type of payments do you accept?

*Attendees can use cash, checks or credit cards*

## 4. Do we need to supply change for cash sales?

*No. Our Speaker carries a small amount of cash for this purpose.*

## 5. Do you accept credit cards?

*Yes, the catalog order forms will also be used for credit card transactions.*

Just ask the person to fill in the credit card #, expiration date, security code, name, address and phone number, then ask them to mark what they purchased and fill in their total.

## 6. Can flashcards be switched in the 6-packs?

Yes, if they ask to switch the flashcards, that's O.K.

## 7. Can workbooks be exchanged in the package sets?

*No. In order to receive the discounted price, it must be the four different workbooks.*

## 8. What if we run out of an item?

We will ship the item to them, free of charge, as long as they go ahead and purchase it that evening. *(Instruct them to ✓ the "ship" column for that item.)*

## 9. Does the DVD contain the same information as the seminar?

**Yes, it contains the same information that you get at the seminar. It's a great way to share Smart Discipline with a friend or use to refresh your memory later.**

*FYI...\*the 4-pack & 6-pack contains 1 of each workbook: Smart Discipline for Parents, Centers of Brilliance, Homework without Hassles, and Making of a Happy Family.*

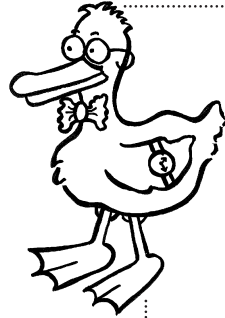
*\*Smart Discipline for the Classroom is not included in the package sets.*

*\*Daily charts for 4-8 yrs or weekly charts for 9 & up.*

*\*We no longer sell the hardback book at our seminars, as it is out of print, but you can still purchase thru our office at 1-800-208-0807 until our supply lasts.*

# START

3



1

Call your Program Coordinator. (Telephone number is listed on the back.) Tell him/her you would like to discuss the start-up details for the **Smart Discipline** program you have scheduled. Your Program Coordinator will guide you through everything you need to know as well as answer any questions you may have.

2

Form a committee of at least the following five people:

1. **Program Coordinator:** Coordinates the overall details of the event.
2. **School Coordinator:** Coordinates distribution of flyers in schools and pre-schools, finds out what their requirements are for distribution, and facilitates the distribution process.
3. **Business Coordinator:** Coordinates the effort to deliver stacks of flyers to community businesses for distribution e.g. doctor's offices, grocery stores, health clubs.
4. **Church Coordinator:** Coordinates the effort to distribute flyers to community churches for distribution.
5. **Media Coordinator:** Takes care of getting press releases in community newspapers as well as on radio and television stations. The media coordinator also handles setting up radio and television talk shows.

Hold the first committee meeting. The suggested agenda is as follows:

- ✓ Welcome, introduction of **Smart Discipline** and discussion of why your organization chose to sponsor the event.
- ✓ Explanation of committee's role: to successfully publicize the program and take care of details relating to the program.
- ✓ Set a goal of how many parents you would like to attend the event. (*Make it large enough to create some excitement.*)
- ✓ Decide where you will hold the seminar: Facility should hold a minimum of 200 people.
- ✓ Decide whether or not child care will be provided.
- ✓ Review the list of the *Ten Best Promotional Ideas*. (*See end of this guide.*)
- ✓ Decide who will take on the different coordinator roles as described in Step 2 and set time lines.
- ✓ Brainstorm how and where each coordinator can best distribute the flyers.
- ✓ Estimate how many flyers each coordinator will need for distribution. *Please note: For a successful event you will need to distribute a minimum of 4500 flyers.*
- ✓ Brainstorm other ways to publicize your event.
- ✓ Decide when to meet again.
- ✓ Adjourn.

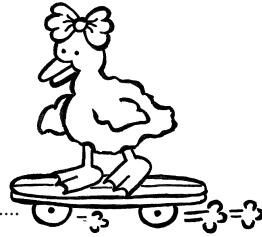
4



Set up the registration information for the bottom of the flyer (see instruction sheet that came with the flyers.) Be sure to have several people proof read the information before you copy it onto the flyers. If you have questions about the process, please call us. We will be happy to help.

5

Distribute the flyers to the school, business, and church coordinators. Ask that the flyers be delivered to their distribution points a minimum of 10 days before your event.



6

Make sure that the seminar room is set up with the following:

- ✓ Chairs set up lecture style. *(No tables please.)*
- ✓ Sound system with wireless mike or at least 20 feet of cord.
- ✓ Podium or small table.
- ✓ LCD projector, laptop and large screen.
- ✓ Three six-foot tables for the **Smart Discipline** traveling bookstore. *(If your attendance will be over 200, please provide one extra table per 100 people.)*
- ✓ Four volunteers to manage the **Smart Discipline** book tables during the break and after the program. *(If your attendance will be over 200, please provide two volunteers for every 100 people. Ask the volunteers to arrive one hour before the seminar)*



7

Follow-up with your program coordinators to make sure the flyers were distributed and other publicity tasks carried out.

8

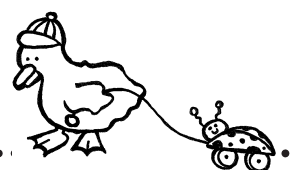
Make a hotel reservation if the speaker coming from out of town. Ask for early check-in if the speaker is arriving before 2 P.M. Get a confirmation number.

Be sure to fill out a "Credit Card Authorization Letter" in order for the hotel to charge your card.

9

Call your Program Coordinator two or three days prior to your event to go over any final details. Include an estimate of the number of people you are expecting based on your confirmed reservations.

**FINISH**



## ***The Ten Best Promotional Ideas***

1. Give five flyers to each of your members or employees. Ask them to give the flyers to five people and personally invite them to attend the workshop.
2. Compile a list of every place that runs community announcements. Get the addresses as well as the name of the person in charge of community announcements. Send each a press release, flyer, and letter requesting they run the announcement for your event. Follow up with a phone call to make sure they received your announcement.
3. Provide all of the Day Care Centers in your community with 100 flyers each for distribution to their parents and teachers.
4. Ask grocery stores to put flyers in their bags for a day or two.
5. Ask a few local employers to put flyers in their pay envelopes.
6. Ask a bank to send flyers out with their statements.
7. Set up and do local radio and television talk shows.
8. Ask your CEO, pastor, principal, or superintendent to write a letter inviting parents to the workshop and send it along with a flyer to your mailing list.
9. Set up a phone bank and call all of the parents on your phone list to invite them to the workshop.
10. Make sure people receive the flyer multiple times and that you promote the program all the way up to the day of the workshop.



**Smart Discipline**

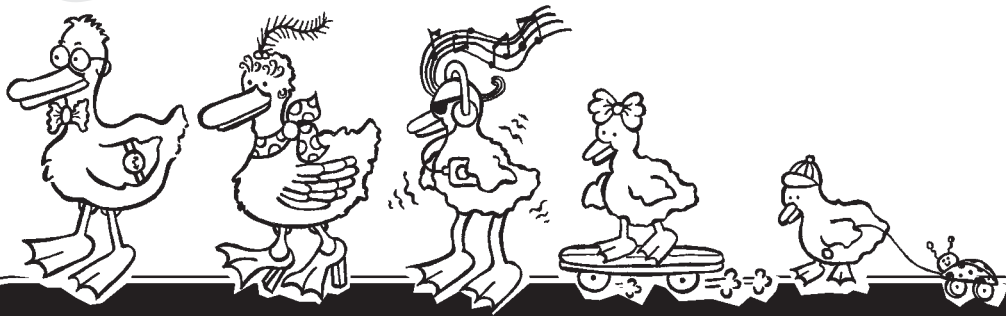
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A

Guide to

Promoting



**Smart Discipline**

## **Introduction**

*The purpose of this guide is to ensure that you have a highly successful program. Each step and suggestion has evolved from the experience of previous sponsors of **Smart Discipline**. The closer you follow these suggestions, the more successful your program will be.*

*We commend you for your interest in helping parents gain new insights into the often frustrating and always challenging task of raising children. Please feel free to call on us as often as you like for assistance. We look forward to working closely with you to make **Smart Discipline** a highly successful event for your organization and community.*