**Overview of the Marketing In A Box Book**

The purpose of this book is to help you create relationships and explore the possibility of partnership. The opportunity of a well-executed partnership is to generate a guest for life. This requires creating an extraordinary guest experience through this entire process including:

1. How to contact schools
   1. On this tab you’ll find three ways to contact local schools and organizations.
2. School interview guide
   1. Two versions:
      1. Walk-In Interview Guide – use this when the organization comes to you.
      2. Outreach Interview Guide – use this for organizations you have contacted and invited to meet with you.

*NOTE: We do not recommend reading word for word, this is simply a guide. You should adapt to your conversation style.*

1. Partnership program
   1. This section includes all partnership tools that include what, when, how, and why.

**Conclusion**

Please read through the entire book and make notes about; any questions you might have, what you need help understanding, what additional support you need. Since we never know where or when our next partnership opportunity will come from, it’s important that every member of your management team read this book. This will encourage and empower them to have any partnership conversations in the moment.

**Sign below when you have completed the review of this book:**

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