

The name says it all! Imagine being equipped to advise and empower prospective students to find the best programmatic, educational, and organizational fit. The philosophy is simple. Prospective students exhibit a "Want/Need," and while other training programs stop there, EM delves deeper to help prospective students and admission professionals alike discover what created the "Want/Need," what will fight against change, and what needs to be managed for change to happen. The result?

## Better informed prospective students + Better informed admission professionals = Better student fit!

EnrollMatch® is more than just an admissions training workshop; it's a complete training solution! Your license gives you access to face-to-face training to get your team started, then offers webinars,

eLearning, discussion forums, and train-the-trainer options to reinforce learning.

Admissions representatives and DOAs will improve self-awareness while improving new skills that are grounded in best practices from communication, relationship building, Neurolinguistic Programming (NLP)®, psychology, sales, leadership, guidance counseling, motivation theory and MORE! Participants also learn to use The Student Empowerment Approach (SEA)™ to stay compliant yet with enough flexibility to connect with today's students in the most ethical and effective ways!

In addition, EnrollMatch® is the **FIRST** and **ONLY** admissions training program that has been reviewed and approved by regulatory counsel for consistency with accrediting and federal admissions-related standards!\*

\*DUNN & DAVISON LAW FIRM

**To learn more visit [EnrollMatch.com](http://EnrollMatch.com)**



## MyGuidance Coach® (MGC) Admissions Software \*\*\*

### Problems:

- Prospective students don't answer their phones
- Conversion rates are below expectations – especially contact and show rates
- Increased scrutiny (and resulting fines) of admission practices
- High staff turnover

### Solution:

- Get high school guidance professionals, life coaches and college admission experts in the same room to create a solution.

### What is MGC?

- The automation of a proven admissions interview/coaching process available to prospective students 24/7.

### MyGuidance Coach® admissions coaching software helps turn "Strangers into Students."

- Engage prospective students 24/7
- Coaches and guides prospective students to determine college and program fit
- Provides access and the ability to upload documents

- Connects prospects with a live admissions representative when ready
- Monitor progress and communicate with prospects before they even inquire
- Reviewed and approved by experienced regulatory counsel for consistency with regional and national accreditation standards, U.S. Department of Education misrepresentation rules, and TCPA rules.\*\*
- Access on smartphones, tablets and desktops

**NOW AVAILABLE –  
We'll automate your own  
admissions interview process!**

"The Raise Your Hand feature is cool. I like that I can get help how and when I want it."

**David, 18  
Temple University**

"I like the one-stop shopping. Having all of the resources in one place saves a lot of time."

**Adam, 24  
Westminster College**

\*\*Armstrong Teasdale, LLC \*\*\*Patent Pending



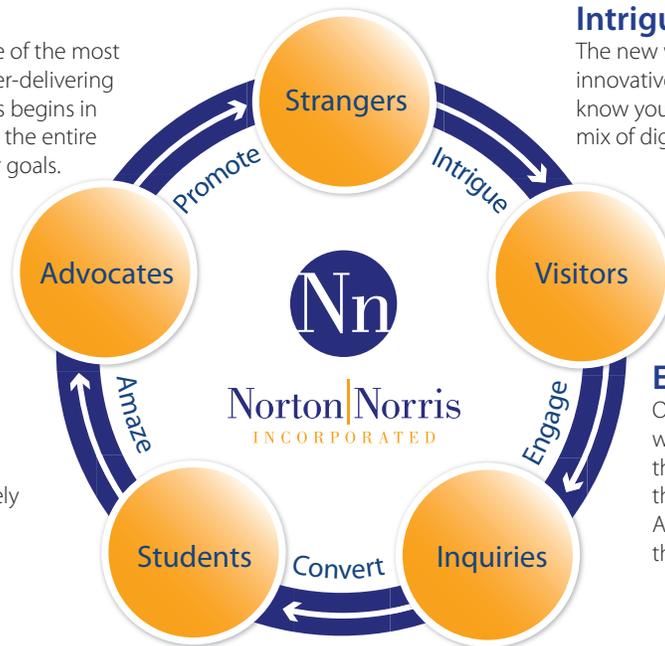
# Turn Strangers into Students<sup>®</sup> with MyGuidance Coach<sup>®</sup> and EnrollMatch<sup>®</sup>

## Promote

How do you inspire a student to become one of the most important parts of your marketing team? Over-delivering on your promises is a good place to start. This begins in admissions and is seamlessly carried through the entire student experience to help them realize their goals.

## Amaze

Once on campus, how can a school exceed expectations in a way that improves retention and delights its students? Don't forget to invest in the people who work closely with these students each and every day!



## Intrigue

The new world of inbound marketing calls for innovative approaches to get prospective students to know you even exist. This can be done with a strategic mix of digital and traditional marketing.

## Engage

Once someone visits your online presence, why should they inquire? Have you earned their trust? What is your unique proposition that would entice them to take the next step? And do you offer flexibility in getting what they need to move forward?

## Convert

Great news! The prospective student has reached out and now all you need is an updated coaching process to help them make an informed decision about personal, programmatic, and institutional fit. Sound intriguing?

## What Admission Professionals Say:

"It was absolutely amazing, fun, and exciting. Took us out of our comfort zones at times, but it is what we are here for – to learn and grow."

**Laz  
Admissions**

"Awesome, OMG!! I have a new fresh perspective on coaching and training my staff. I've been waiting for a while for something new and refreshing!! Thank God it's here!"

**Deanna G.  
Admissions**

"Awesome!  
Hands down best admissions training I've ever attended! The program establishes an admissions process that encourages student ownership throughout the admissions cycle and turns admissions appointments into student enrollment and career success. Excellent program and facilitators. Thanks so much for sharing this information with me. I can't wait to put it into practice."

**Brad M.  
Associate Director of  
Admissions**

"I think the training was extremely valuable! I have been in the world of education for 34 years and learned so much in two days. Will change some of the ways I do business and approach students."

**Margot D.  
School Owner**

Contact us to learn more at 312.262.7400 or visit [NortonNorris.com](http://NortonNorris.com).