

# Parent Team: the next six months

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What the investment does    1. Fix the website for parents and professionals    2. Follow up with every family through Align    3. Then advertise, measuring every dollar

## Where we start

Last 12 months, to Sept 30, 2026

\$21,400

in digital sales across courses, guides and certification

9

certifications sold, about \$14,000 of that total

\$0

spent on marketing. Growth so far is word of mouth.

Not tracked

cost of a new client. We start measuring it in October.

### BASELINE

\$5,000 /month

Same fee every month. Ad spend not included.

Fix the foundation, one step at a time.

#### WHAT WE DO

- Website fixes and sales tracking in months 1 and 2
- Align captures emails and follow-up runs in months 3 and 4
- Two articles a month

#### WHAT YOU SHOULD SEE

- ✓ Site fixes live by month 2
- ✓ Follow-up running on its own by month 4
- ✓ Organic, non-branded Google clicks up about 20% year over year by March

### RECOMMENDED

### SCALE

\$10,000 /month, Oct and Nov build

Then \$7,000 a month, plus up to \$3,000 in ads at cost.

Everything live by December 1, ready for the January peak.

#### WHAT WE DO

- All Baseline work, done at the same time
- Google and Meta ads from December, copy and creative included
- Four articles a month

#### WHAT YOU SHOULD SEE

- ✓ Site, Align and follow-up live by December 1
- ✓ Cost per inquiry reported weekly from December
- ✓ Organic, non-branded Google clicks up about 40% year over year by March
- ✓ At least 6 certification enrollments, January to March

### GO BIG

\$15,000 /month, Oct and Nov build

Then \$10,000 a month, plus up to \$5,000 in ads at cost.

Everything at once for six months.

#### WHAT WE DO

- All Scale work, with ad creative ready in November
- LinkedIn ads to fill each certification enrollment
- Booking and billing moved into one system

#### WHAT YOU SHOULD SEE

- ✓ Every Scale result, with ads at full budget from December 1
- ✓ At least 10 certification enrollments, January to March
- ✓ By March, the cost of a new client and a new certification, by channel

## When you win, we win.

We work month to month, so we earn every month. Once ads are running, part of our fee can be tied to the inquiries and sales they bring in. As results come in, we would welcome a conversation about a longer-term partnership.