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## Go to the Head of the Class




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From Robin Leon <rleon@aupairinamerica.com>

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To Robin Leon <rleon@aupairinamerica.com>

Happy Friday!

   Smart is the new cool, and our latest round of marketing highlights proves it. These CC efforts are anything but elementary. From host family referrals to sports sponsorships, our APIA team is passing with flying colors. Class is officially back in session!

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## School Mode: Activate



Michigan counselors Shantih and Jen set up shop at a local concert in the park for their annual Host Family Day (and they made it a marketing event too!). This dynamic duo invited their host families and leads, and the greater community to

stop by their table to enjoy ice cream and to make *Schultuten* (aka kinder cones)! Two German au pairs were on hand to assist with creating the cones, freeing up the counselors to talk to parents. Well done ladies!

### On Your Mark, Get Set...EARN!



Check your inbox for the September 4th email: **“Introducing...Fast and First!”** — because things are heating up, and YOU are in the lead! From now through November 26th, it's all about HF Interviews and Referrals. Community counselors have the opportunity to earn an extra \$25 per Host Family Interview (completed within 2 weeks) and an extra \$50 for matching referral host families. It's time to lace up those running shoes and sprint toward some matches.

### Too Hot to Handle



Minnesota's Anna Hoffman is turning up the heat on her Host Family Day. Anna reached out to her local fire department and requested a fire truck attend the event (a picnic at a local park). There is no guarantee – emergencies don't give advanced notice - but, you can't beat the price...free-ninety-nine! Anna plans to extend the theme with plastic fireman hats, complete with stickers containing the

APIA logo and her contact information. This event is sure to be lit – in the best way possible.

## The Tea on Chat GPT



Thanks to all who joined for last month's Marketing Magic! ICYMI... be sure to check out [this recording](#) all about "ChatGPT Dos and Don'ts".

We covered:

- ✓ How Chat GPT can help you find great events
- ✓ Tips for being more efficient crafting everything from emails to LinkedIn posts
- ✓ Guidance for using AI safely and appropriately

## Dojo Promo



Dianna Ryel-Lindsey, Asheville's community counselor, arranged for Au Pair in America to sponsor a testing event and competition at Sun Soo Martial Arts, a popular local studio. The event was a kickin' success with over 500 families in attendance! In addition to an APIA banner front and center, Master Tony, the

owner of the studio, talked up APIA over the microphone throughout the event. Dianna also had a table set up throughout the day, passing out swag, and talking to interested parents. This was definitely black-belt level marketing – kudos, Dianna!

## Referrals... the friend request that pays



Kasie Marek, CC in Texas, is working hard to build her cluster, one referral at a time. She reached out to her current HFs with the below email. (Feel free to copy, paste, tweak, and send to your HFs):

Dear Host Families,

Several of you have kindly asked how you can spread the word about Au Pair in America and the positive impact it's had on your family. We're so grateful for your enthusiasm and support!

If you'd like to share with friends, neighbors, or colleagues, here's some easy language you can post or pass along:

**We've had such a wonderful experience with Au Pair in America. It's a program that provides cultural exchange and reliable childcare. You can learn more here: [Reliable, Flexible Childcare - Au Pair in America](#)**

*Remember, for each new host family you refer to the Au Pair in America program, you'll receive a \$250 credit toward your next contract, when their au pair arrives. Plus, the family you refer will receive a \$250 discount on their program fees.*

*Full details here: [Discounts - Au Pair in America](#)*

*Thank you for helping us grow our community of families and au pairs and for sharing the benefits of cultural exchange!*

Warmly,  
[Your Name]  
Au Pair in America

### A Brush with Greatness



Au Pair in America is a patron of the arts! Through a partnership with the Vero Beach Art Museum, APIA is sponsoring fun and educational programming for kids and families. Kicking things off, community counselor Monique Larson made an appearance at the museum's beloved weekly story time. APIA will also be featured on a digital screen at the museum's entrance and included in their quarterly magazine. Now *that's* art!

Now it is time for you to channel your inner honor student; keep hitting the books, taking notes and acing every test. Class dismissed! 