



Pocket Marketing Guide

THE GOLDEN RULE OF MARKETING Repetition! Repetition! Repetition!

- 1 You must repeat your consistent message multiple times for your audience to remember it.
- 2 It takes multiple exposures before the consistent message starts to sink in.
- 3 Even more before it's remembered.
- 4 Same message, same message, same message.

Be prepared — to tell your CTE quick pitch.
An enthusiastic 30-second overview to get them excited to hear more.
Be creative — not misleading when creating your quick pitch.
Be proactive — when asked "what's new?", that's your cue to give your quick pitch.
Be original — own your statement, your program, your kids, your school, your impact!



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YOU HAVE THE ABILITY TO ANSWER THE “SO WHAT?” QUESTIONS.

This is how you can do it:

Create Awareness — be an CTE advocate everywhere you go, giving a consistent message!

Feature — be prepared to share actual examples that give CTE the edge.

Benefit — tell how CTE improves a person’s life, community, business and school.

Value — how does CTE meet the needs, desires, and purpose of your community, chapter, and it’s members?

Brand and Reputation — a guarantee of consistency of quality, service, and image.

Word of Mouth — earn professional referrals and support statements from people and organizations that are trustworthy and respected.

Affiliation — visualize the image of CTE and yourself, how you want people to see you and CTE, then **live it!**

Embrace the brand promise, then tell your story!

Continually improve the relevance and value of a student’s educational experience. Prepare students for success in both careers and college by employing career clusters and their curriculum framework, to ensure contextual learning and academic standards that reflect the goals and interests of all learners. Provide American business and industry with a highly skilled, sustainable workforce. Provide dynamic, innovative leadership for the nation’s educational systems. Serve as a strategic partner with secondary and postsecondary educators, business and industry to strengthen America’s competitive position in the global economy.

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