30-Day Admissions Action Plan

Fewer children, more schools. Four weeks to get found, trusted and chosen

Class 1–12 enrolment in India fell by 11 lakh in 2024–25, and in Telangana 64.5% of children already study in private schools (UDISE+). Every admission now has to be earned. Do one week at a time.

Week 1: Be easy to find

- [ ] Claim and verify your Google Business Profile
- [ ] Add 20 recent photos: classrooms, events, teachers, campus
- [ ] Check your school name, phone and timings are the same everywhere
- [ ] Set up WhatsApp Business with a profile, catalogue and away message

Week 2: Reply fast and warmly

- [ ] Name one person who owns every admission enquiry
- [ ] Give the front desk the call script
- [ ] Save 10 WhatsApp quick replies
- [ ] Start an enquiry sheet: name, class, date, next step

Week 3: Build trust online

- [ ] Post 3 times a week on Instagram: a classroom moment, a teacher story, a parent tip
- [ ] Ask 10 happy parents for a Google review
- [ ] Publish your fees and admission process clearly on your website
- [ ] Add a FAQ section to your website

Week 4: Turn enquiries into admissions

- [ ] Follow up every open enquiry from the last 3 months
- [ ] Plan your Open House date and send personal invites
- [ ] Send a thank-you message after every visit
- [ ] Review the numbers: enquiries, visits, admissions

The 3 numbers to track every week

Number	This week	Last week
Enquiries		
Campus visits		
Admissions		

Want help putting this in place for your school? **DM me AUDIT** on Instagram for a free 15-minute online check of your school.

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