# 7 Reasons Parents Enquire but Never Enrol

*And a simple fix for each one*

| # | The reason | The fix |
|---|---|---|
| 1 | You reply too slowly | Reply within 5 minutes in working hours; away message at night |
| 2 | No follow-up system | Day 0, 3, 7, 14, 21 follow-up plan with one owner |
| 3 | Counsellors inform, not reassure | Train them to ask about the child first and share one real story |
| 4 | Interest drops after the tour | Same-day thank-you message and a teacher introduction |
| 5 | Your website pushes parents away | Fast on mobile, real photos, clear fees, WhatsApp button |
| 6 | Marketing and admissions don't talk | Weekly 15-minute meeting: where did enquiries come from, what happened |
| 7 | You don't track the right numbers | Track enquiries → visits → admissions every week |

## Score your school

Give yourself 1 point for each reason that is **not** a problem in your school.

- **6–7:** Strong. Focus on getting more enquiries.
- **4–5:** Good base. Fix the gaps before admission season.
- **0–3:** You're losing families you already have. Start with reasons 1 and 2 this week.

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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