Admission Follow-Up Checklist

"We'll think about it" doesn't mean no. It means "remind me"

Most families who visit and go quiet were never followed up. Use this plan for every family after an enquiry or a visit.

Day	Action	Example message
Day 0	Thank-you WhatsApp after the visit	"Thank you for visiting today. It was lovely meeting [Child]!"
Day 3	Share one classroom photo or story	"Here's what [Class X] did this week…"
Day 7	Answer a common worry	Transport, timings, safety, homework load
Day 14	A personal call from the coordinator	"I wanted to check if you had any questions."
Day 21	Deadline or seat reminder	"Only a few seats left in [Class X]."
Day 30	Last friendly message	"Our doors are always open if you'd like to visit again."

Rules that make follow-up work

- [ ] One named person owns each family until they say yes or no
- [ ] Every follow-up is written in the enquiry sheet
- [ ] Messages are personal, with the child's name
- [ ] Never more than one message in 3 days
- [ ] Stop politely when a parent says no

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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