

## **Take tuition off your website**

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Increasing leads from your website

"Wait! What? But everyone wants to know our tuition."

Web viewers are emphatically viewers, not readers (how many of you read these messages word for word?). They are almost certainly scanning the page for a number—and moving on as soon as they find it, based on their reaction as described above.

However, in the context of an Education Success Consult, they are more likely to listen and hear how your tuition works—and in the context of experiencing what makes your school special.

And now the philosophical reason as noted by Dr. Rawlings.

### **Education is not a commodity.**

Commodities are products (not services) which are essentially the same regardless of where they are purchased. Commodities can be shopped for by price and convenience because Skippy Peanut Butter will be the same whether you buy it from Safeway or Amazon. Thus, commodities are ideal for online sales.

But education is not a commodity.