

College Smart Educational Program Description Financial Services

To Introduce...

Note of Introduction

- A brief positioning note of introduction with featured links to your client.
- Edit introduction to personalize at your discretion.

College Smart Web Site

- Visit us at www.college-smart-scholarships.com. Post on your recommended references, newsletters, etc. Key Topics and Features Include:
 - *Short webinar version* of the live workshop available 24/7 to the family.
 - *Private scholarship information* and recommended links
 - Financial Aid and *FAFSA tips*.
 - *SAT/ACT preparation strategies* and recommended links.
 - Minimizing and choosing the right *education loans*.
 - *Free articles* from helping students prepare for college to choosing the right major.
 - *Personal services* from career assessments to helping write a winning essay.
 - Continuous updated and *educational content rich site* available for your staff's college journey 24/7.
- Next Phase of Development
 - A more personalized visit experience in order to help apply these powerful consumer approaches to the employee's family situation. Examples include...
 - *Community Forums* – discussing common topics and questions with other like-minded parents and students.
 - *Blogs* – Weekly topics moderated by Dennis Raup.
 - *Crash Courses* – These "short courses" are designed for busy parents who want to learn more about the college process but want it delivered personally to their inbox in smaller bites weekly.

Visit [College Smart](http://www.college-smart-scholarships.com) for complete registration information.

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To Educate...

Live Workshop

- Host for your clients ["How to Take the Stress Out of Planning and Paying for College"](#). Great opportunity to invite others for this widely felt need.
- Presented in person by Dennis Raup for Upstate NY locations. Live webinar service available for all other locations.
- Your clients will learn valuable information not shared by schools.

Dennis's Free Bi-Monthly CAPlus [Newsletter](#)

- Valuable tips and insights. Make available to your clients encouraging them to opt to receive it directly. Recent featured topics included:
 - *Does CAPlus really work? This high school senior we helped saved over \$40,000*
 - *How the SATs and ACTs Can Save You Money*
 - *The Five Key Decisions for HS Upperclassmen*
 - *The Dangers of College Visits - What to look for and avoid while on a college visit*
 - *5 reasons to take summer classes*
 - *Talking To Your Student About Financial Aid*

Educational Campaigns

- Timely College Smart excerpts for specific groups throughout the year. Designed for use in your normal client communications. Examples include:
 - *Sept.* – Finding the Right College That Fits Your Student
 - *Jan.* – Five Things You Should Know About FAFSA
 - *Apr.* – Ways to Prepare to Use The Summer Months That Lowers Your Costs (and Stress!) of College

To Recognize...

Recognition for Your Firm

- Many families that visit my web site and that I meet with need your services!
- Participating Financial Services firms will be recognized through a varied approach for helping their clients with their long term goals and minimizing college debt.

Visit [College Smart](#) for complete registration information.