**Sunday Discussion Group – “Getting out there and selling yourself as a Forest School Leader”**

**(facilitated by Elizabeth Appleton)**

These were our leading questions:

* If you work alone or for yourself or even in a small organization, YOU are your company’s image. How do you, can you, or should you, have a separate work self?
* What is the most effective 1 tool for showing the work you do?
* As more and more Forest School leaders set up on their own what are our obligations to respect each other’s market shares?
* What is the least effective marketing tool you have ever used to promote your work?

One discussion centred round the unpredictability of commercial tools like magazine advertising and concluded that this was only effective if it was combined with editorial – and that editorial was vastly more time efficient advertising.

Another useful point was raised around active Word of Mouth: asking people to actively promote your work to others they knew at the school gate etc.

There was some thought that groups like Social Enterprise, Chamber of Commerce and Women in Business provided useful support and contacts and that for every enthusiastic Forest School leader there was, somewhere out there, an enthusiastic business administrator looking for a project.

We wondered how the Forest School Association could support independent Forest School Leaders and concluded that a marketing pack – with research articles, photos, maybe a video, and some press releases could be put together and available for members to use. Maybe the FSA could look at funding for this?