



Enrolling Gen Z **The Most Anxious and Depressed Generation**

with Jenn Lyles

Print this handout or download the document and then use the text boxes to type notes.

I. Why I talk about Gen Z so much

II. Anxiety and depression: 70 percent of teens across all genders, races, and family-income levels say anxiety and depression are significant problems among their peers, according to the Pew Research Center.

III. We need to talk about them because their voices matter. Why they are the way they are is the single most important thing you can learn today.

- A. They don't remember a time before phones.
- B. They grew up hearing about student loan debt.
- C. They can be awkward and difficult to converse with.
- D. They're nervous.

IV. Have you considered?

- A. They might not have a good relationship with their parents, and they're a "dependent student."
- B. They have a job and it conflicts with the schedule, but they desperately need the income from that job to survive.
- C. They failed at college or were a poor high school student, and they're terrified they'll fail here.

V. Text messages matter

VI. Breadcrumbs and a question: attempting contact

- A. Hi Katie! This is Jenn from ABC Beauty School, and I received your request for more info about our cosmetology program. How long have you been thinking of a career in beauty?
- B. Katie, enrolling at ABC Beauty School is a pretty simple process. How soon are you looking to start school? Right away or in the near future?
- C. Quick question—are you familiar with FAFSA? Starting this free application will help you determine what grants and loans you're eligible for. Would you like me to send you more info?
- D. Katie, I'm not sure what you're doing for work now, but when you graduate with us, we'll help you find a job! What are you hoping to do—work at a salon or maybe work for yourself?
- E. We have flexible schedules for busy people like you! ABC Beauty School offers part- and full-time options. Would day or evening classes work better for you?

VII. Ways to turn them off

- A. Don't ask them what questions they have for you. Just guide the conversation.
- B. Don't dismiss what they say or try to one-up them.
- C. Listen, listen, listen. Listen to understand instead of waiting to talk.

VIII. Three steps to a higher tour show rate

- A. Email
 - a. Confirmation of the time of the tour
 - b. Address and where to park
 - c. What to bring, who to bring, what to expect, what to wear
 - d. Setting up a FSA ID and completing FAFSA if they want

B. Confirmation text

- a. Your ABC School tour has been scheduled for Thursday, April 12 at 1:00 p.m. I just emailed you details about what to bring and what to expect. Text or call if you have questions beforehand.

C. Reminder text

- a. Katie, I'm looking forward to seeing you at 1:00 p.m. today! There should be plenty of guest parking spaces for you. When you get here, just tell the front desk you're here to meet with Jenn. Looking forward to meeting you!
- b. Address parking anxiety and walking-in-the-door anxiety. Do not give them an opt-out.

IX. Pivot them

- A. There are five steps to enrollment, and you've already completed three! Your next step to enrollment is to complete your FAFSA. This still needs to be completed. Is this something you need help with?

X. You need to calm down on your website call-to-actions: fill out a form, call us, text us, download a guide, apply now, chat with us

XI. Case study: Florida school, two-campus beauty school

- A. Before: chat, apply now, lead form, phone number
- B. After: lead form, phone number
- C. Organic leads went up 33 percent

- XII. Case study: 21 days, California school, four-campus beauty school
- A. Before: chat, apply now, lead form, phone number, text number
 - B. After: lead form, phone number
 - C. Web conversion went up from 2.5 percent to 4 percent

XIII. What else should you be testing on your website?

- A. Headlines
- B. Colors
- C. Photos
- D. Forms
- E. Buttons
- F. Copy

XIV. School tours need to be different: personal, emotional, memorable

XV. You change lives

- A. Don't ever underestimate the power of your career in admissions. You're enrolling people who will go on to do great things and love their new careers. Your job is important. You're their cheerleader. You're the hype squad they need.

XVI. Maybe all we need is a little empathy for Gen Z

Instructor Bio

Jenn Lyles is an award-winning marketing and communications professional with expertise in beauty school marketing and lead generation. She was recently named a 2023 Marquis Who's Who and has helped schools across the country dramatically grow their population with her millennial and Gen Z knowledge. Jenn currently serves as the executive director of Beauty Schools Marketing Group, where she helps beauty schools grow with qualified leads and admissions coaching. Learn more at [Beauty Schools Marketing Group](https://www.beautyschoolsmarketing.com).