

Made of Money – recruitment rebuttals

With Made of Money and other similar courses, despite how great the workshops are or how beneficial you think they might be for your client group, workers in the past have said that getting the message across to their client group has been one of the most difficult things.

This document was been created to share a few ideas for parent workers recruiting onto Made of Money courses in East London but have a look you may well find it helpful for your own recruitment.

Here are some of the things you may hear or have heard parents (or other potential attendees) say and what we think are some useful ways to counteract them:

“I’m Busy!”

- I hear what you’re saying and I understand that you may be busy, and that’s why we’ve decided to make the sessions short by running it once a week for X number of weeks and it’s only 2 hours long.
- The first session is only one hour long so why don’t you come down and see how it is? If you don’t like it, you don’t have to attend the future workshops.
- The workshops are really fun and interactive so you’re not going to just sit there bored. (Proceed to talk about other benefits, certificate, helps your child around money, helps you save etc)

“I don’t need it”

- Okay, can I ask why you think you don’t need it? (If they answer with the same, “I just don’t need it”)
- Okay I hear what you’re saying and can I just say that this course is really good at teaching you how you can raise your child around money and perhaps you can go and help other parents who are struggling with certain money problems by sharing your tips and ideas with them? How about you attend the first workshop...

“I’m good with my money anyway”

- That’s fantastic! Maybe the course can help you with other areas of money like credit scores or explore other areas where you can make savings like your gas and electricity? Or even if you need help talking about money with your children, Made of Money will talk about all those things.
- Other parents can also learn from you and you can all share all the good things you’re doing around money.

MONEYTALK

"My partner deals with the finance"

- That's good that s/he does that however it's really important that you should learn about money too and together help raise your child/ren around money.
- Made of Money deliver a series of fun workshops looking at different elements of Money so maybe you can attend and help your partner out with managing the money?

"I'll think about it"

- Well why don't you attend the taster session/coffee session/first session and see for yourself whether it's a course for you or not. There's only so much you can tell from a leaflet.
- Made of Money runs some fun and creative activities so if you come to the first session, which is only an hour long, you can see for yourself how it is. They'll be able to help you save more through your shopping and even around the house (energy session).

"I'm fine, thanks"

- Okay, but please take this leaflet just in case you are interested or you know any parents that go to this school that are. If you change your mind, one of the friendly Made of Money facilitators can contact you or you can contact them and they'll be happy to talk to you about the workshops.

"I've done it before – money matters?"

- Money matters and Made of Money are two different courses that may look at similar financial topics but they take different approaches.
- Made of Money is a series of fun and interactive workshops that look at different elements around money as well as our emotional state when it comes to saving, spending and talking about money with our families.

"My babies are home"

- [This might be said on the day of the workshop but do try approaching as many parents as you can before the day of the workshop. If on the day, you can't really say much.]
- If you have crèche facilities then you can suggest that. Otherwise you can suggest that one of the partners looks after the child while the other attends the course.

"I'll send my partner"

- That's great (what's their name?). Why don't you want to attend? Why don't you and your partner both attend and benefit from this course together? [Proceed to talk about the benefits of Made of Money]

