

# Grad Recruitment Worksheet: Landing Page Planner

**AHEM\***

Program:

Headline:

Image(s):

Trust component:

*Testimonial, stats,  
other proofs*

Call to action:

*What should the visitor  
do next?*

Additional points:

*Be succinct; don't  
distract from the call  
to action.*

# Grad Recruitment Worksheet:

## Email Program Planner

**AHEM\***

Program:

Key dates:

*Admissions open*

*Cycle midpoint*

*Admissions close*

*Materials due*

*Classes start*

*Final add/drop*

Corresponding topics:

*Brainstorm 'other' content with your team! Remember that your strengths > organic content > newsletter content.*

*Pre-admissions open*

*Anchor*

*Other*

*Admissions open*

*Anchor*

*Other*

*Cycle midpoint*

*Anchor*

*Other*

*Pre-admissions close*

*Anchor*

*Other*

*Materials due*

*Anchor*

*Other*

*Classes start*

*Anchor*

*Other*

*Final add/drop*

*Anchor*

*Other*