

Marketing Your Vision 101— How to Get People Motivated!



Bring a student to your meeting.

Involving your students so that they can testify about their own improvement and advocate for other students like them is very powerful!

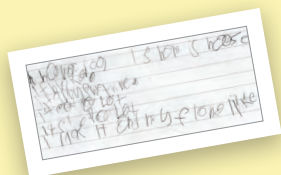
Video-record a struggling reader or writer.

Take before and after footage to help people identify with the improvements made. If you can't take before footage, infuse comments like, "One year ago, Sam could barely write one illegible sentence." Or, "Alexis had never read a book cover to cover, and was falling further and further behind in the core-curricular areas until we gave her...xxx"



Bring writing samples of your students.

Along with referrals, attach their picture, place them all about the table and pass them around so that people really look at them. Talk about the differences your vision will make in the life of these and other struggling students. Before AND after samples that show improvement work really well too!



Take your naysayers to SEE students using technology.

For example, we often times hear about how the Technical Coordinator/IT Staff are resistant to assistive technology implementation. We believe this happens because they don't see for themselves, or fully understand, how their cooperation and buy-in has the power to change a life. Make it personal, take them to see a student in action, thank them for "making that student successful!"



Tell break-through or miracle stories.

If you've been in AT for any length of time, chances are you've witnessed a miracle. As a matter of fact, you might be perceived as the miracle worker! Share those triumphs and bring the letters from parents and students you might have tucked away!



Pass out copies of, or summarize, Don's book *Building Wings*.

Use the book (also read by Don online for free) to get people to identify with the problem. You might say something like, "We have kids in our school/district just like Don, kids who aren't reading and writing, kids who are in danger of being lost and feeling like failures. If you support my vision, I know that together we can begin to eliminate this reality."

