



WORX Early Start Model - Scale Smart.

What if your business ran itself between meetings?

WHY EARLY START MATTERS - Engaging students in 9th and 10th grade allows you to:

- Build early trust and rapport with families
- Offer high value through structured, low-lift support
- Guide transcript planning and course rigor strategy over time
- Establish a long-term client relationship that transitions smoothly into senior-year application work

HOW IT WORKS - WORX helps IECs structure early advising around:

- Academic planning & transcript strategy (the main value early on)
- Reusable tools (course planner, résumé, self-inventory)
- 3–4 meetings per year (1–2 per trimester)
- Select tasks from later modules to introduce college prep naturally

CASELOAD STRATEGY

Grade Level	Caseload	Pricing	Focus
9th–Fall of 11th	20–25 students	Lower tier	Academic advising, résumé, and planning
Jan of 11th–12th	10–15 students	Premium tier	List strategy, essays, and applications

✨ **TRANSITION STRATEGY:** January of 11th grade: Send a message to existing clients highlighting the shift to "upperclassmen" services and limited space. Priority access encourages continuity.

💬 **SAMPLE LANGUAGE:** "You’ve done the prep work, now it’s time to shift into application strategy. I keep my 'upperclassmen' caseload limited to ensure the personalized support you’ve come to expect. Priority is given to current families. Confirm your spot now before I open remaining spaces to new clients."

WORX MODULES IN ACTION

Grade & Term	Focus Area	Sample Tasks
9th – Fall/Winter	Kickoff & Planning	Modules 1, 2.1
9th – Spring	Course Strategy	Module 2.2
9th – Summer	Exploration	Module 2.4, 4 (opt)
10th – Fall	Plan Review	Module 2.2
10th – Winter	Résumé Work	Module 3.1 (lite)
10th – Spring	Transcript Context	Module 2.3
11th – Fall	App Process and Testing Strategy	Modules 2.2, 3.1, 4, 6
11th - Winter	Bridge Phase	Remaining WORX modules

🔄 **SCALE SMARTER:** WORX helps you:

- Serve more students with less effort
- Offer structured deliverables that families value
- Systematize your process for consistent results