



SOUTHWEST CAREER INSTITUTE TRADE AND TECHNOLOGY

Medical Career in Less than 1 year!

Provide exceptionally fast response to prospective students by the use of TEXT Messaging! Capture this audience when they are interested in going back to school, not when they've changed their minds.

Southwest Career Institute will have a :15 second commercial on CW, pushing viewers to TEXT a key word to receive more information on short careers!

Students want to know the bottom line, "What can I do with this degree and how much money will I be making".

Their text message will not reveal all details.

Text message will reveal what kind of jobs this degree can attain, plus an estimated salary in this field.

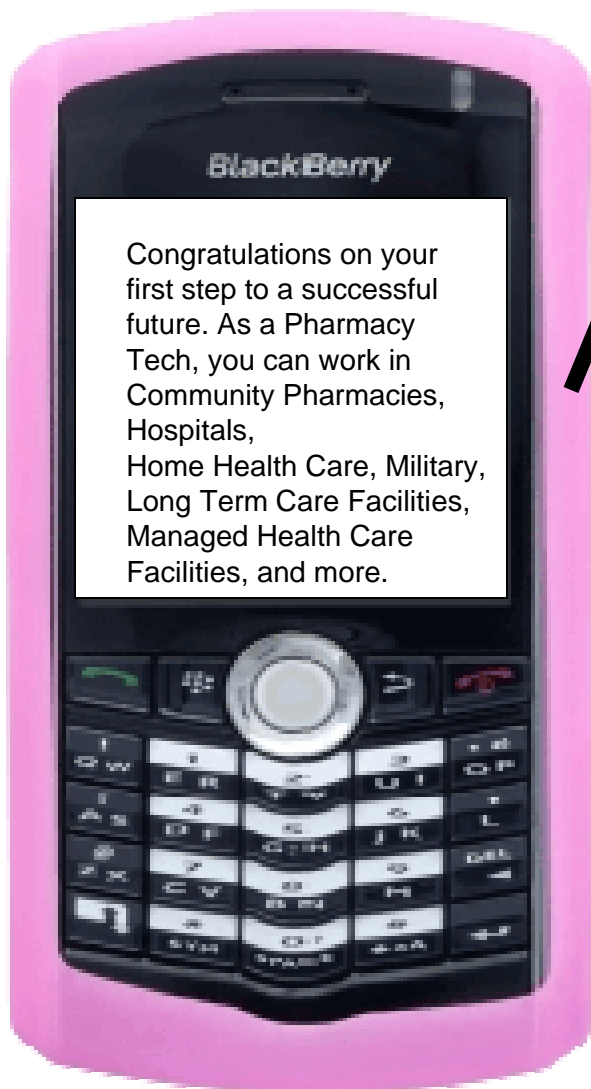
Every time a prospective student inquires through TEXT Message, **recruiters at Southwest Career Institute will receive email alerts with perspective's cell number.**

Recruiters can then call and set the appointment to plan out the student's Future!

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Recipient's Text message will look like this!



Congratulations on your first step to a successful future. As a Pharmacy Tech, you can work in Community Pharmacies, Hospitals, Home Health Care, Military, Long Term Care Facilities, Managed Health Care Facilities, and more. Earn \$25K in your first year.

We will contact you shortly!

Reply "STOP" to refuse further texts.



Lower Third Technology.

Use this call to action method during student's favorite Shows.