



Everything has a beginning and an end.

A good book.

A marathon race.

Life as we know it.

College has a beginning and end too.

Everyone else in higher ed, focuses their marketing on the end.

Diplomas, Degrees, Careers.

But no one says anything about the start.

Let's let everyone else focus on the finish. Because the start is the exciting part. When you finish a book, what's the next question? "What book are you going to start next?" When you finish a marathon, what do people say? "When do you start training for your next one?" What's the best part of a new hobby? Starting to researching it and getting all the new stuff. That's human nature. Starting something is both exciting and scary. It just so happens, that our audience needs a little help getting over their fear and uncertainty at the start. It's at this very moment, the start, that CWI plays the hero. The start is filled with butterflies, excitement, fear, and everything in between and makes for an emotionally rich creative universe that we can play in for a long time to come.

The beauty of it all? This campaign features the same three words that are said in every classroom around the country to start class...

Let's get started.



LET'S GET STARTED

A degree shouldn't cost a lifetime of debt.


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College is hardly *out of reach.*


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Let's Get  Started

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What if I break *the mold?*

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I'm too old to start *overthinking this.*

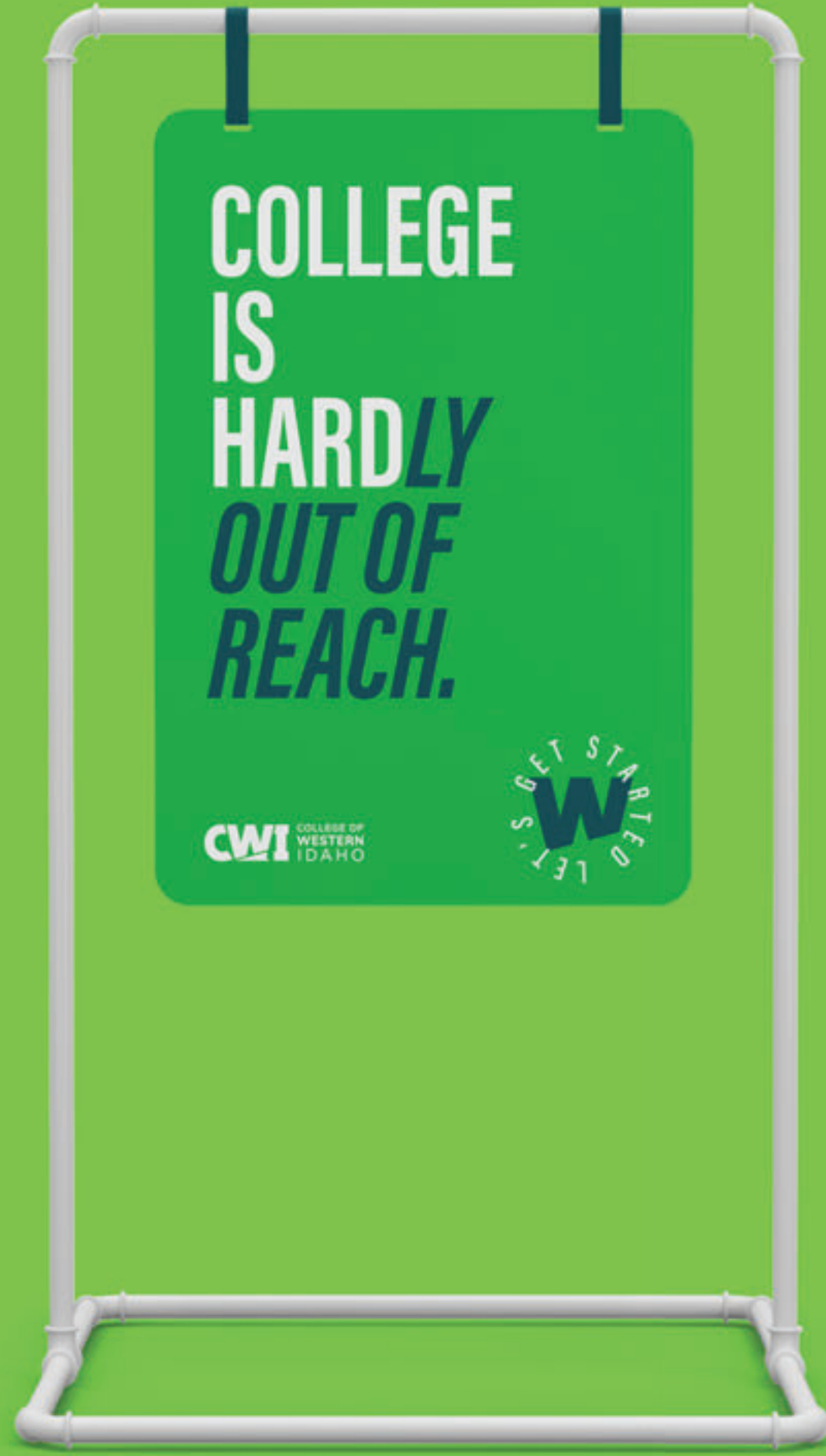
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I don't have time *to waste on self-doubt.*

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LET'S GET STARTED





15+ programs: Under \$10K
Earning Potential: Over \$50K
cwi.edu/let

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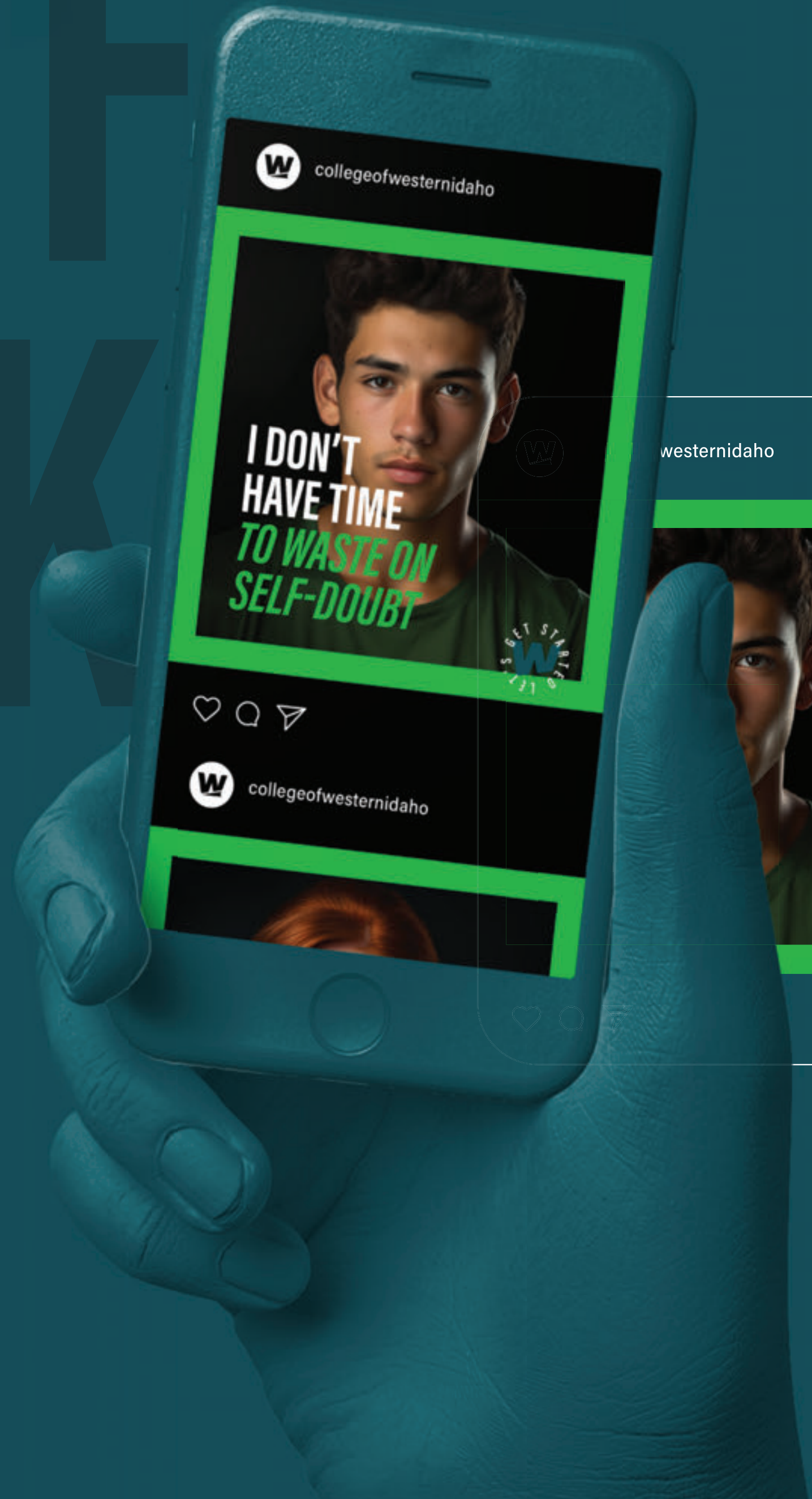
shouldn't cost
of debt

WHAT IF I BREAK THE MOLD?

COLLEGE IS HARDLY OUT OF REACH.

I DON'T HAVE TIME TO WASTE ON SELF-DOUBT

I'M TOO OLD TO START OVERTHINKING THIS.



LET'S GET STARTED

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LET'S GET STARTED

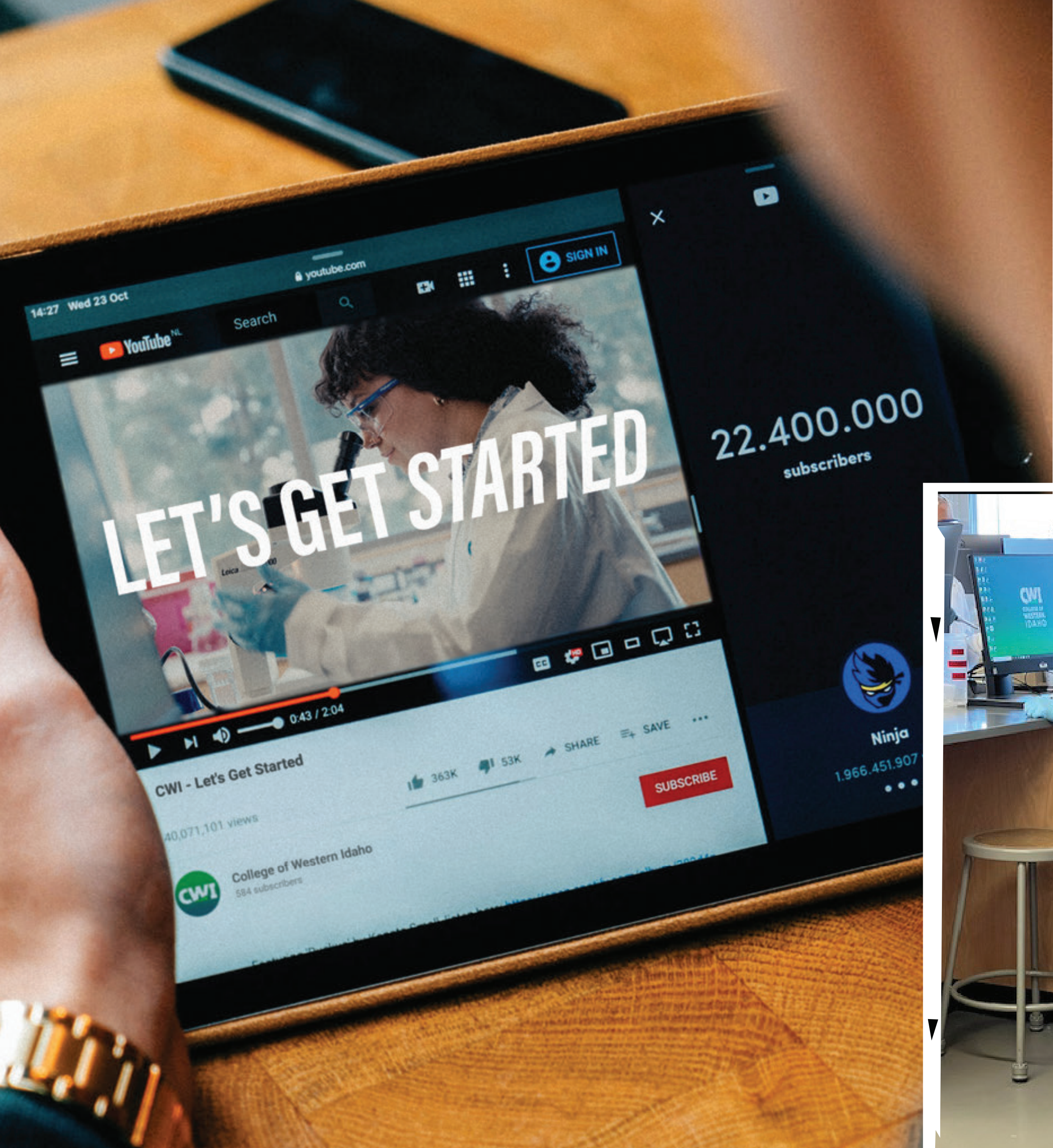
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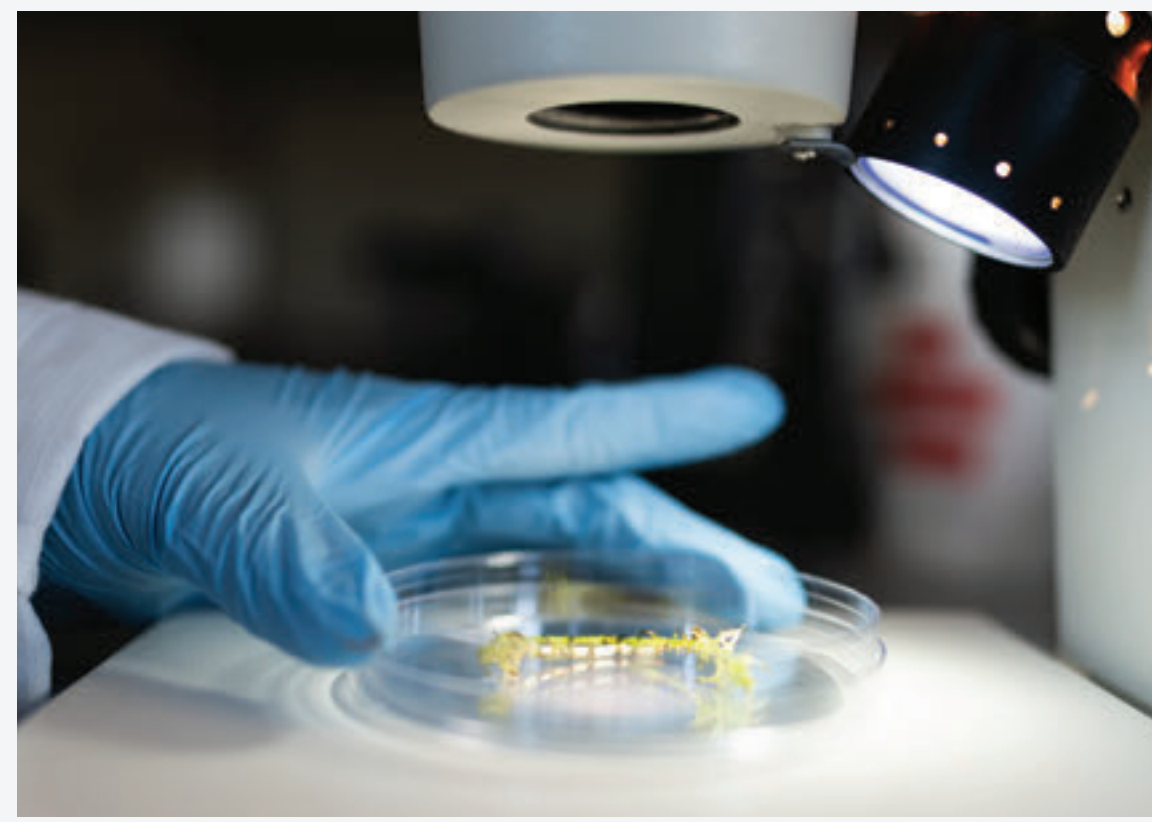
LET'S GET STARTED

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NINE PROGRAM VIDEOS

- ACADEMIC TRANSFER
- AGRICULTURE
- ART
- BIOLOGY
- CYBER SECURITY
- DENTAL ASSISTANT
- ENGINEERING
- HORTICULTURE
- MECHATRONICS





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