

20 Marketing Success Tips for Your Family Day Care

1. **Develop a marketing strategy** – This is your overall game plan or roadmap. With this in place, you can choose the most effective methods (car sign, website, etc.) to communicate your marketing message.
2. **Track your marketing efforts** – Keeping track of how parents learned about your business will allow you to reinvest in what works, and eliminate what doesn't. Always ask potential clients how they heard about your business.
3. **Make referring your business easy** – Give **each** of your parents three business cards. Satisfied clients are more than happy to send business your way. Why not make it easy for them?
4. **Never stop marketing** – Set aside time (daily, weekly, or monthly) to market your business.
5. **Clearly identify your target market** – You cannot be all things to all people, so do not try. Focus on a specific group of parents and cater to their unique needs.
6. **Keep the outside of your home tidy** – Potential clients will judge your business at first sight. You don't want to send them running for the hills before they even get their foot in the door.
7. **Carry business cards with you at all times** – You never know when you may bump into a potential client.
8. **Do NOT compete on price, EVER!** – *Do* highlight the value of your program.
9. **Invest in a domain name** – Make it easy for clients to find you online.
10. **Keep your current clients happy** – It's much easier to keep a current client happy than it is to replace them.
11. **It pays to advertise, but ...** – Be sure to weigh the benefits and cost of each type of advertising method carefully before deciding which is appropriate for your Family Day Care. Because your business is unique to you and your circumstances, not all advertising methods will prove to be beneficial to you.
12. **Choose a name for your Family Day Care** – Not only is it a sign of professionalism, but it also communicates to your clients that you are serious about your business.
13. **Keep all receipts related to marketing your business** – Most of your advertising expenses will likely be tax-deductible. Be sure to discuss this with your CPA.

14. **Take your Family Day Care online** – With so many parents searching for child care via the internet, having a website is a great way to market yourself and your program.
15. **Network with other successful providers in your area** – Share tips about what’s working and what’s not. You could also agree to send each other referrals when you’re full.
16. **Advertising is a form of communication** – Have a clear marketing message in order to attract clients that want what you have to offer.
17. **Create a logo** – This will help reinforce your professional image and promote recognition.
18. **Clone your ideal client** – Make a list of everything you know about your “ideal client” in order to attract more of those who are a good fit for your services.
19. **Create a slogan or tagline** – This will serve as an extension of your business name and allow you to further define your services.
20. **Don’t be shy** – Be bold. Ask for those referrals.

15 Bonus Business Success Tips

1. **Do *NOT* discount your services** – If your workload increases, why should your profits decrease? A spot ... is a spot ... is a spot.
2. **Think about charging by the week** – Charging parents a regular weekly rate regardless of attendance will not only secure your income, but it will also simplify your record keeping.
3. **Remember, this is *your business*** – You are the boss and you make the rules. Period!
4. **Late pick-ups** – This is a frustrating aspect of doing business for many providers. It helps to post your late pick-up policy in an area that is clearly visible to parents, and also have a written invoice out and fill in the time as they walk in the door. This serves as a visual reminder of what late fees are due the following morning.
5. **Fire your nightmare clients** – The sound of your doorbell ringing should not send you into convulsions.
6. **Require payment in advance** – There’s nothing like starting your work week with cash in hand. It certainly gives me something to look forward to on Monday mornings.

7. **Give a one-month notice when raising rates** – This should be more than enough time for parents to make the necessary adjustments.
8. **Create a Parent Handbook** – This will do the talking for you and will help stop many problems before they even occur.
9. **Do not undercharge** – Value your business and charge accordingly. You're worth it!
10. **Give yourself an annual raise** – If you don't, who will? Still feeling a little uneasy about it? Since there seems to be more of a demand for infant care, try raising those rates for starters.
11. **Keep a waiting list** – Even when you have a full house, keep your name out there to increase your chances of filling spots when you really need to. At any time, one or more of your families could leave without notice.
12. **Frame and hang your license and certificates** – Take every opportunity to remind parents of the quality of your service.
13. **Strive for professionalism in every area** – When you respect yourself and your business, parents will do the same.
14. **Treat your business like a business** – You set the tone. If you don't take yourself and your business seriously, no one else will.
15. **Believe in yourself and your business** – Feel the fear and keep moving forward!

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