SPECIAL REPORT:

“13 Cheap & Easy Ways to Grow the Enrollment in Your Daycare or Preschool”

Kris K. Murray
“The Child Care Success Coach”

www.Childcare-Marketing.com

www.DaycareHotline.com
Congratulations on your decision to download and read this Special Report!

I’m thrilled to spend this time with you and help you increase the enrollment of your daycare business (or get your brand-new daycare filled up quickly) by giving you a few low-cost marketing tips that you may not be fully utilizing right now.

Just by the fact that you are reading this right now, I can tell that you’re going to be heads above most other daycare providers.

YOU are willing to do things differently, to be business-oriented in a caring profession. Even better, you are looking for real success strategies that will skyrocket your daycare business to the next level.

So let’s get started!

The purpose of this report

I’m going to teach you easy, low-cost (or free!) ways to market your daycare business, so you never have to struggle to keep your business full to the brim with happy kids. These strategies can also result in an overflowing waiting list!

Once you get comfortable with what it takes to market your business, you will feel a new sense of confidence. Business owners who excel
at marketing and sales generally feel MUCH more empowered because they have the skills within themselves to keep clients coming in the door…and keep income at a maximum level.

So, who should read this report?

1) If you are just starting to think about opening a daycare business, whether in your home, or a center, this report will help you with an important first step…getting your marketing and advertising strategies in place so that when you are ready to open your doors, you will already have a full list of clients!

2) If you already have an existing child care or preschool business, this report will help you stay full (and fully profitable!) during those times of client turnover.

These often-overlooked strategies will work to provide you with more leads and new clients than you can handle, which will result in a waiting list of future clients for you.

But…why is a waiting list so important, anyway?

One of the key strategies to optimize your revenue (and daycare profits) is having a solid waiting list that you can count on when you do get a vacancy.

Consider this scenario:
Johnny’s parents are moving out of the area, so Johnny and his little sister Jane, both of whom are in your care, are both leaving your daycare business in a week. You currently care for 8 children, including 2 of your own. So in 5 short working days, your income will be reduced by 33%.

This is going to be a seriously difficult financial position for you, but you’re not worried, because you recently had some calls from interested parents who saw your flyers around town and also were referred to you by the local Childcare Resource & Referral agency. If you hadn’t been marketing your business on a full-time basis, you would be in hot water financially!

You call the parents who showed recent interest, and they were thrilled to hear from you. They make plans to enroll their child with you next week. These new clients happen to have a neighbor who also has been looking to switch child care providers for their young son. After an initial interview, these new clients also decide to enroll their child with you. You now have two new children in your daycare and will experience NO loss in income.

If you had not been marketing your business consistently on a year-round basis, you would be scrambling and stressed out for fear of lost income.
**Briefly...why should you listen to me?**

Let me tell you briefly where I’m coming from. How did I come to be known as the “Child Care Success Coach”, anyway?

Well, many of you probably have a journey similar to mine. I spent most of my working life making other people rich, and was never in control of my own destiny.

Right out of college, and for most of the past twenty years, I’ve worked in corporate America, dealing with deadlines, angry bosses, and office politics.

I often felt like something was missing in my career. I realized I was an entrepreneur at heart a few years ago, when I built a family business with my brother. I helped the business grow 83% in four years by improving marketing, sales, and operations. In 2007, I was instrumental in getting the business on the list of INC. Magazine’s Top 5000 Fastest-Growing Businesses in the U.S.

In the last few years, I had two children, and it’s been very difficult trying to balance being a successful entrepreneur with being a Mom who’s there for my kids. If you’re a new Mom (or Dad), you know what I’m talking about!
Plus, I realized that I really needed to be the “captain of my own ship”…instead of sharing the ship with my younger brother!

I began searching for a flexible business that would provide a solid income while fulfilling my need to be an entrepreneur AND allowing me to spend more free time with my kids.

In 1997, I was approached by several child care owners and directors who needed my marketing expertise, and I helped them grow their enrollment quickly. The fact is, only 12-15% of child care business owners and managers have ANY training in marketing or business skills. They (and probably you) are GREAT at taking care of children, but they struggle with how to promote their business and get new clients in a way that doesn’t feel “sales-y”.

Since that time, I’ve helped literally hundreds of child care owners, in-home family child care providers, and start-ups with gaining the skills and confidence they needed to grow their enrollment and stay profitable over the long run. Here are some success stories:

“Eight NEW Families Enrolled in Just 5 Weeks!”

“Kris, you have been extremely helpful in the marketing of my child care business. I have learned more in 5 weeks than I could in any marketing class or training. My inquiries and tours have gone through the roof. I have enrolled 8 families in 5 weeks. That is a huge success. I very much look forward to continuing this program and putting
all that I have learned into play. Thank you so much for all your help and support. I'm so thankful for you!"

**Brynn Kelley, Owner**  
**Scribbles & Giggles Child Care, Lansing, MI**

\[quote\]

“You WILL save time & an un-measurable amount of money!”

\[quote\]

“Kris is the ONLY child care marketing expert and professional I've been able to find that is worth investing in. She has oodles of experience and knowledge that helped get me up and on my feet within weeks! Kris takes the time, knows her clients by name, and is personally invested in each and every one of her students. You WILL save time & an un-measurable amount of money in your child care business with all the knowledge, tips, and expert know-how in Kris’s programs. I know because I have now been with Kris for almost 2 years!”

**Kelley Ebert, Bexley, OH**  
**Owner, Family Traditions Child Care**  
[www.familytraditionschildcare.com](http://www.familytraditionschildcare.com)

\[quote\]

“Amazing Information! Can’t Thank You Enough!”

\[quote\]

"The information provided in the Enrollment Bootcamp was amazing! My directors have already implemented so many of the techniques. They are using the scripts for phone inquiries and have already increased the amount of tours..."
we are giving by 25%. With practice I know this number will continue to increase. I am also seeing an improvement in their enrollments from tours. They are communicating our referral programs better and are also holding testimonial contests with their current customers. We have improved our staff referral program and are currently working on improving our website and where we come up in the search engines. I continue to tell everyone in the early childhood industry about your Bootcamp and highly recommend they enroll in your next class. The value of your enrollment Bootcamp is far more than the cost and I can’t thank you enough! My directors and staff now have the tools and knowledge they need to grow their enrollment and achieve the success they have been striving for."

Cheryl Groth, Littleton, Colorado
Regional Director, Little People’s Landing Learning Centers
www.littlepeopleslanding.com

“I've gotten a 100+% return, you’ve made a difference in my life and the lives of my family!”

“I would recommend Kris Murray to anyone seeking marketing advice for childcare. Kris is very knowledgeable, and offers excellent advice and services.

In just over 6 weeks, I have increased visibility and have made superb inroads into fully optimizing my childcare and website and gaining top rankings already for our keywords and phrases. Now, if someone types "childcare for my area" in Google, my site is ranked #3 and in Yahoo! we’re ranked #4, which is awesome! The training that Kris has provided will have a lasting effect on me. She has taught me how to fish... as opposed to giving me a fish!
Emotionally my self-management skills and self confidence have improved. I have become a more capable leader and innovator. I'm more aggressive and goal oriented. The Enrollment Bootcamp and Kris’s personal advice has single-handedly revolutionized how I interact with clients. I can see my big future and the people I need to share it with in life and in business. Thanks for all you've brought to the table. Your Boot Camp has been the best investment I've made for myself period. I've gotten a 100 +% return, you’ve made a difference in my life and the lives of my family ... for the better! Thank You Kris!”

**Dawn Try, Owner**
**Tiny Tots Family Child Care, Mt. Union, PA**

"*Kris Has Helped Me Keep the Enrollments Coming, No Matter What!*"

“All the materials and information I have received from you have been *extremely valuable*. Not only do they work, but it doesn't cost a whole lot of money to implement them. You make it so easy. I also love the motivation you give all your clients. It is really nice to be able to network with people in the same line of work with the same issues and concerns. Today's economy is tough, but with your program you have taught me how to *keep the enrollments coming no matter what*. Thanks again for all your help!“

**Jennifer Chiger, Owner, Little Achievers Preschool**
**New Port Richey, FL**
[www.lilachiever.com](http://www.lilachiever.com)
Now, It’s YOUR Turn!

There are so many things that a successful child care operator needs to be good at besides caring for children, it can be very daunting, even downright scary! Things like getting paid on time from parents, writing solid policies & contracts, insurance, daycare software, taxes, and overall, just getting started in a manner that will optimize success!

My mission is to provide advice and coaching services and products that will help child care owners and directors be successful and happy in what they do!

So I’m bringing my 20+ years of business know-how to you, the “daycare entrepreneur”. That’s right, YOU TOO are an entrepreneur and a business owner (or you will be soon)! Isn’t that exciting?

I look forward to helping you make this a very profitable and rewarding journey.
So, without further ado, here are the………..

**13 Cheap & Easy Ways to Grow the Enrollment in Your Daycare or Preschool Business**

**IDEA #1: Register with the Child Care Resource and Referral (CCR&R) Office in Your Area.**

Did you know that each region in the U.S. has a resource office to serve the needs of child care providers and parents of young children? It’s called the Child Care Resource and Referral agency program.

Contacting your CCR&R is the very first thing you should do to get your name on the list of local child care providers, and it should be done prior to opening your doors. The website is located at: [http://www.childcareaware.org/](http://www.childcareaware.org/).

Then enter your ZIP Code in the search field and you will receive the contact information for your nearest CCR&R. You can also call them toll-free at (800) 424-2246.

For In-Home Daycares: In order to be registered with CCR&R, you do not need to be state-licensed or certified. However, they request that solo family daycare providers have a maximum of 6 children at any time, and no more than 3 children under the age of 2. If there is more than one caregiver in the
home/facility, the numbers can be higher. These numbers vary by state, so be sure to call your local CCR&R branch to confirm these rules.

Once you register, they will provide your contact information, along with any special information pertaining to your daycare, to parents seeking child care. CCR&Rs are also the best resource for you to get local training and find out about any local grants or low-interest loan programs in your area. If you have not called your CCR&R yet, do so TODAY.

**IDEA #2: Contact All Elementary Schools on Your Bus Line and/or in Your Community.**
Many elementary schools maintain a list of Childcare Providers, which they provide to parents upon request. If yours do, ask to have your name and phone number added to their Provider list. Another idea that works like a charm is to bring a basket of cookies, muffins, cards made by the children in your program, or other goodies to the ladies in the elementary school office, so they get to know you better (and will be more likely to refer you to parents). ;-)

**IDEA #3: Verbally Communicate to Everyone You Know.**
Tell everyone you know that you are providing child care and ask them if they know anyone who is seeking childcare in your area. Make an announcement at your church, and at all other groups to which you belong. If you don’t belong to any
community groups, join some! You’re an entrepreneur now, so it’s time to start networking! Consider canvassing your neighborhood, going door-to-door, and walking into local businesses to introduce yourself.

This may be your strongest source for enrolling daycare children. Most parents prefer to leave their children with a provider that was recommended by a friend, neighbor, coworker or family member. It’s common wisdom that nothing beats word-of-mouth advertising!

**IDEA #4: Place Announcements or Small Ads in Community Newsletters.**

Ask every organization you know and/or belong to such as a Church, Play Group, or Community Group, if you can place an announcement in their Newsletter.

If you know a community group, church, and/or business professional that mails out a newsletter, ask them to advertise your business for the local residents on their database. In your advertisement, focus on the unique features of your business and the benefits that children and parents will receive from being enrolled with you.

**IDEA #5: Network with Other Daycare Providers in Your Area.**

In many towns or counties, there is a strong and active group of
family daycare providers. They may be willing to refer parents to you, in the event their daycare is full or they leave the industry. Ask your CCR&R if they know of any local groups.

**IDEA #6: Place an Ad in Your Local Paper.**
A classified ad in a weekly paper can cost as little at $45 per week. In your ad, focus on the unique features of your business and the benefits that children and parents will receive from being enrolled with you. If you have a website, list the web address, along with your business name and phone number.

**IDEA #7: Create a Flyer, such as the one shown on Page 17, and Distribute It to Businesses in Your Area.**
You can generally post your flyer anywhere you see a bulletin board and/or other flyers. Inquire at the Post Office, real estate offices, banks, grocery stores, laundromats, and office complexes.

Some unique places to post your flyer would be a local Babies R Us, Chuck E Cheese’s, or other child-related retail and entertainment establishments. Obviously, ask the management before you post, and don’t forget to bring tape or push-pins.

**IDEA #8: Create an Announcement Letter, similar to the one provided on Page 18.**
Mail the announcement letter to everyone on your list. If they
do not need daycare, ask them to pass it on to someone who does, or to post it in there place of business when applicable.

**IDEA #9: Offer Specialized Care for a Specific Niche.**

If you are offering specialized care, such as 24-hour, weekend or evening/2nd shift care, seek out those companies that work split or odd shifts to advertise your daycare.

If you cater to a special niche market, such as bilingual Spanish-English families, you should be marketing to that niche so they are aware that you are catering specifically to them.

This one strategy can keep your daycare full if there is market demand for such a specialization.

**IDEA #10: List your daycare business on one of the many Internet daycare search websites, such as**


There are several top-ranking websites that offer parents a “Search for a Local Daycare” option on the home page. Most of these websites charge daycare providers a small monthly fee to list their daycare on the site’s search engine. Others are free.

**IDEA #11: Create a Customer Referral Program.**

Offer your current clients a financial reward, or “finder’s fee”, if
they refer another parent to you who enrolls her child. Don’t pay the finder’s fee until after the new child has been enrolled for at least one month to make sure the arrangement will last. The amount of the finders’ fee can vary considerably by region. A rough rule of thumb is that it should be enough to incentivize parents to take action…for example, at least half of your weekly child care fee for one child.

**IDEA #12: Craigslist**

List your business on Craigslist – it’s free and one of the top ways to get your name out there. [www.Craigslist.com](http://www.Craigslist.com)

**IDEA #13: Request & Keep E-Mail Addresses of Your Prospects.** When you build your waiting list, get the email address for each person. When you have a vacancy, you can then simply load everyone’s email addresses into a contact list and send them one email announcing that you have an opening in your daycare. This is an excellent, fast, and FREE way to ensure that you always stay full! It is much easier for people to pass an email along to their friends and co-workers, too, so it’s more likely that more prospects will learn about your vacancy if you use email.

(Along those lines, you should also have the email addresses of all your current clients, which you would include in your “I’ve got an opening” announcement).
When you use email, you must allow anyone to opt-out of getting your emails, or else it is considered spam. You can do this with the sentence shown at the end of the email announcement example shown on page 16.

**BONUS IDEA #14: Keep a List of Prospects in Case You Get an Opening.** When prospective clients call you, do not say to them “Sorry, I’m full” and hang up the phone. These prospects are the key to keeping your daycare full and profitable when turnover strikes. Always take the prospect’s name and contact information and tell them something to the effect of “I would love to accommodate your child, but I am currently full. However, an opening may soon be coming available. Can I please take your name and number, in the event that I do get an opening in the near future?”

Then, keep that list in a safe place, like in a backed-up computer! *Even if your next opening does not occur for six months, you can and should* still contact everyone on your list and inquire to whether they are still seeking child care. If they’ve already found another provider, they may either be unhappy with their situation, or they may have a friend or co-worker who is looking for child care.
Okay. I’ve given you 14 excellent low-cost or free strategies to build your daycare client list. It’s now up to you to IMPLEMENT these strategies!

Unless you take action, these strategies will frankly do you no good. *So, what are you waiting for?*

**Take action now** by using the free templates I’ve provided on the following pages. You can “swipe” the concepts and insert your own special touch in order to start marketing your daycare business.

Know that I’m proud of you, and GOOD LUCK!

Dedicated to your success,

Kris Murray

The Child Care Success Coach

[info@childcare-marketing.com](mailto:info@childcare-marketing.com)

P.S. These are free & low cost ideas for people new to the business, or beginning marketers. I’ve got lots of ADVANCED training resources, too. Check out the website below for more advanced training courses and products, especially if you have been trying to build the enrollment of your center or school, and you need some **fresh new ideas**.

**P.P.S WANT MORE FREE RESOURCES?** Go to [www.childcare-marketing.com](http://www.childcare-marketing.com) and enter your name & email for more goodies!
Sample E-Mail Vacancy Announcement –
Feel Free to Copy this Concept!

Dear Friends and Neighbors,

I am writing to let you know that I have a full-time opening in my child care business, as of (insert date).

If you are seeking child care, please contact me at your earliest convenience, by calling me at 123-2345. If not, I would appreciate a referral to any family, friends, or co-workers who may be seeking quality child care in a loving home environment.

As a reminder, my child care offers a structured environment with age-appropriate activities and crafts. The children are exposed to very limited television, about 30 minutes per day prior to lunchtime.

Please contact me at the phone or email below. Thanks in advance for your help!

Best regards,

Your Name
Business Name
Phone
Email

If you would like to be REMOVED from my email list, please reply to this email with “REMOVE” in the subject line.
**Sample Flyer – Feel Free to Copy this Concept!**

**Busy Hands Learning Center**

Chicago area Home Daycare has openings for your children ages 6 months to 6 years.

**Our Program Consists of:**
- Daily Schedule
- Age Appropriate Activities & Crafts
- Nutritious Meals and Snacks
- Safe and Nurturing Environment
- Low Ratios of 1 teacher to 4 children
- State Registered
- Infant Child CPR Certified
- Large Fenced Back Yard
- Limited TV Viewing
- Computer Activities
- Kindergarten Before & After Care

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Sample Announcement Letter – Feel Free to Copy this Concept!

ANNOUNCING

The opening of:
Busy Hands Learning Center

I am proud to announce that I have recently opened my a high-quality child care & learning center in my home.

The mission of this business is to provide high-quality childcare to families in the Akron area.

I am very excited about this venture and have registered with the State, participate in the USDA Food Program, received CPR/First Aid Training and belong to my local Childcare Resource and Referral Agency.

I only have a few openings and would appreciate you passing this announcement letter to someone who may be seeking QUALITY Childcare.

Thank you in advance for your support. I look forward to hearing from you.

Kris Murray
Busy Hands Learning Center
Chicago, IL
330-123-4567
www.website.com
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