



No Cost Marketing Strategies

Family Child Care Home Providers (FCCHP)



SHARED SERVICES FCC NETWORK BUSINESS SUPPORTS

Welcome to today's Network Session

AGENDA

- Paul Vivian – Business Consultant
No Cost Marketing Strategies
- Q&A
- Upcoming Sessions

I. CREATE A ONE-PAGE DESCRIPTION OF YOU AND YOUR CHILD CARE HOME

- Give people a sense of who you are
- Include quotes from families who have used your child care services
- Don't be afraid to brag – you are advertising yourself
- Answer the question: Why should I trust my child with you?
- If possible, provide the description in the language of the children you will be caring for
- Share this with friends and ask them to share it with friends
- **I am available to help you edit your description**

II. CREATE A FLYER

- Include basic information about yourself: Your philosophy, licensed, how long you have been caring for children, cost, etc.
- Less detailed than one-page description – a summary of your one-page description
- More bullet points

III. ADVERTISE IN CHURCH BULLETINS

- If you belong to a church, start there but don't be afraid to reach out to other churches, temples, etc. in your neighborhood and ask them to post your information in the church bulletin
- Send them both the flyer and one-page description

IV. INTRODUCE YOURSELF TO THE SCHOOL PRINCIPALS IN YOUR NEIGHBORHOOD SCHOOLS

- Ask them to share your flyer and one-page description with families with young children
- During these “remote” times, ask if you can set up a Zoom Call with the principal and Kindergarten and Grade I teachers. Describe your philosophy about children. Share testimonials from families

V. WHEN LIBRARIES REOPEN...

- Introduce yourself to children's librarian
- Ask if you can post flyer and One-page description at library

CONTACT INFO
PAUL VIVIAN – BUSINESS CONSULTANT
PJVIVIAN926@GMAIL.COM

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Next Week's Webinar

Shared Services Family Child Care Network



Welcome

TEAM's Shared Services Family Child Care Network is pleased to offer support services to providers within the City of Waterbury, the Lower Naugatuck Valley, Milford and surrounding towns and cities.

TEAM recognizes the great value of child care. This Network is designed to connect providers with valuable resources, professional development opportunities and business support.



Don't forget to
visit our Site
Upcoming Events

7 October 2020	Topic Marketing your business with \$0	1:00-2:00 <u>Register here</u>
14 October 2020	Topic Family Child Care Platform Overview	1-2:00 PM <u>Register Here</u>
19 October 2020	Topic Family Child Care Risk Managment	6-7:30 PM <u>Register Here</u>
26 October 2020	Tema Plan de Gestion de Riesgos en el Cuidado Infantil Familiar	6-7:30 <u>Registrate Aqui</u>