

Marketing your childminding business

Overview

The aim of this session is to offer participants a brief but tailor made guide to promoting and selling your childminding services

Who is it for?

This session will be of real interest to new and prospective childminders, but may also be useful to existing childminders who want to give their business a boost!

Outcomes

At the end of the session participants will be able to:

- Analyse what they can offer e.g experience, qualifications, home environment, locality etc
- Understand how to meet new parents and tips on keeping the customer satisfied
- Deal with vacancies
- Prepare for visits from potential clients
- Understand appropriate marketing, advertising and promotion

Format

This is a short 2½ -hour session and participants will leave with tools and tips they can use straight away



INVESTOR IN PEOPLE